



Broadband Experience In the AI Era

Sachin Deshpande

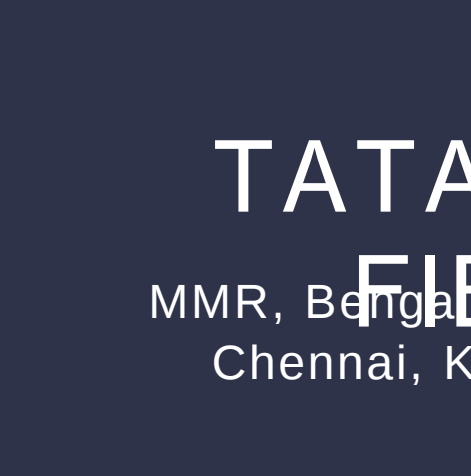
CTO

Tata Play Fiber

30+ years

www.tataplayfiber.com





TATA PLAY FIBER

MMR, Bengaluru, Pune, NCR,
Chennai, Kolkata, Jaipur

AT A GLANCE

5 L+

Subscriber base

XGSPON

Enabled

100%

GPON FTTH deployment

2.6 Mn

Premium Home Passed

99.95+

E2E Customer Uptime

80% C&P

Powerful CDN

tataplayfiber.com

THE CUSTOMER CAN SEE YOUR NETWORK NOW

We sit where expectations **rise first.**

The most demanding customers are ours — so every shift in expectation hits us first.

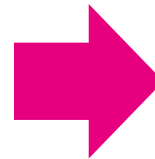
70% now reach us on Chat or WhatsApp, expecting instant answers. A few years ago, **80%** called by voice.

A few bad seconds and they're **gone**.

THEN

Buffering was tolerable

99% uptime. 100 Mbps. This was ok...



NOW

Delay is churn

Zero-tolerance. Granular. Per session.

INTERNAL RED-LINES

Repeat faults **>10%** or churn **>2%** — the experience is already breaking.

EXPECTATION THRESHOLDS

Gaming · under 25 ms latency

Streaming · zero rebuffer

There is no “good” anymore.

One QoS spec can no longer serve them all. “Good service” fractured into four definitions.



Gamer

Low latency,
No Packet Loss



Streamer

Sustained throughput,
zero buffer



Work from home

Solid uplink, stable
calls



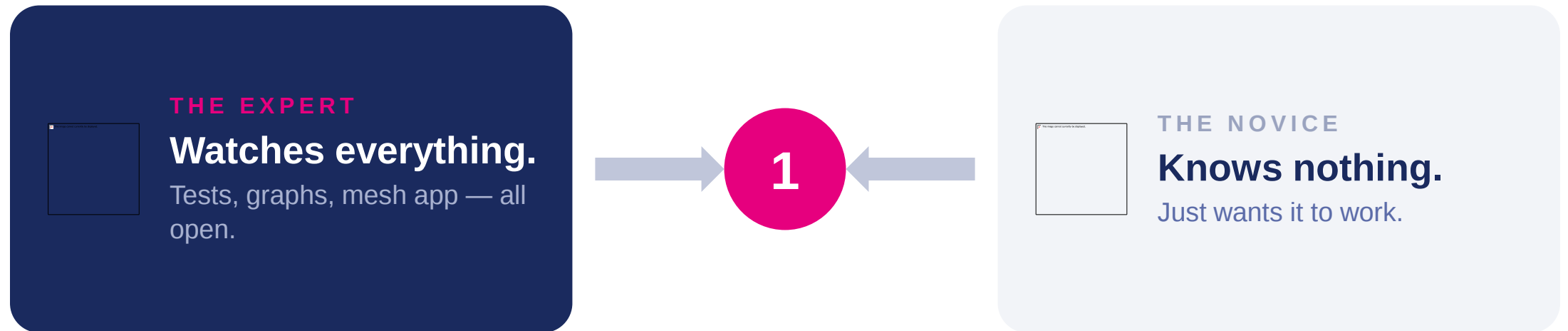
Smart home

Full coverage, dense
devices

Network uptime and fast turnaround on installs, relocations and fault repairs? That's
basic hygiene now — not the win.

They know **more** than your L1 agent.

Speed tests. Link stats. Mesh apps. They open the ticket already knowing.



Same network. Both at once.

It must serve the one who watches everything — and the one who knows nothing
From Self serve to humane chat to also a friendly voice support, must have them all.

TATA PLAY FIBER

NETWORK-CENTRIC → EXPERIENCE-CENTRIC

So we **invert** too.

01

Precision RCA

NOC sees to the last leg.

02

Mesh by default

Standard — never an upsell.

03

AI, always on

Predict, don't react.

04

Leaner, sharper

Fewer people, far more capable.

Predict



Detect



Decide



Act

The network was never the point.

The experience is.

Thank you.

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