



Beyond Connectivity

Monetizing India's Broadband Future with AI

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India is Connected. Now the Race to Monetize Begins.

1B+**Broadband Subscribers**

1,007M ·

11M+**5G FWA Subscribers**

Crossed 11M

\$14.9B**Fixed BB Rev 2025**

→ \$20.1B by 2030E (GlobalData)

6.1%**Fixed BB CAGR 2025–30**

FTTH 63% of lines

WHY BROADBAND IS DIFFERENT

**8–12****Devices per premises**

vs. 1 device on a mobile SIM

**300-500****GB / premises/ month**

~15× richer than mobile · FTTH heavy users

**24×7****Always-on at the CPE**

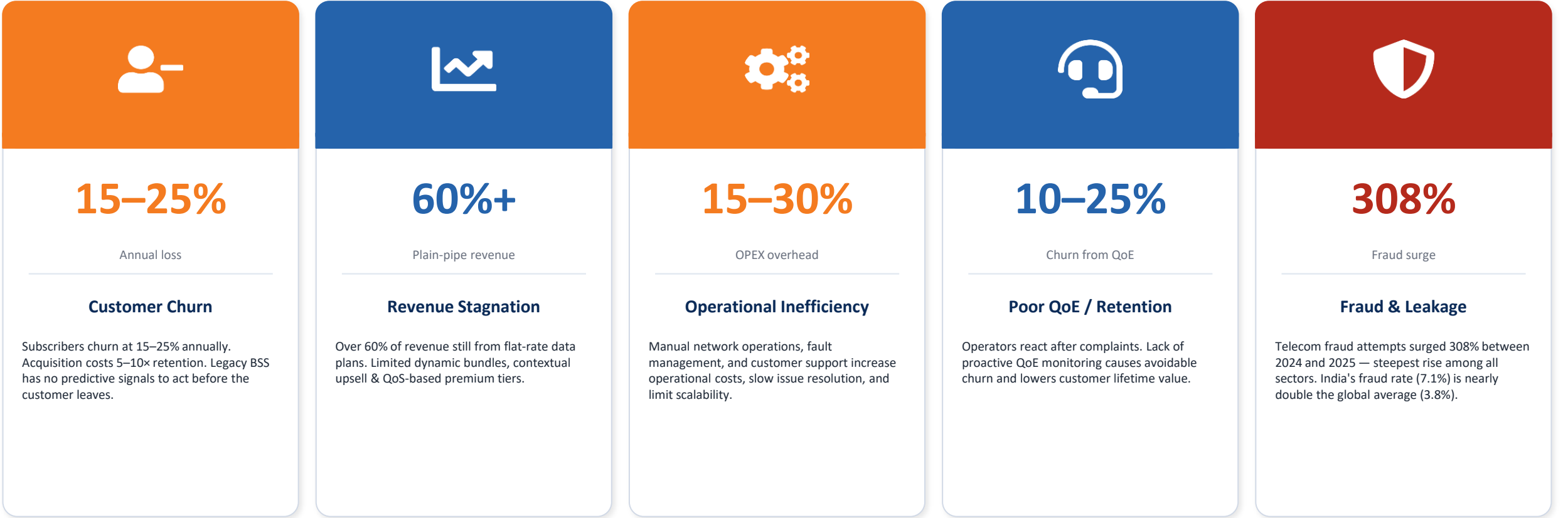
Mobile roams; the home is permanent

**₹800+****Household ARPU possible**

via bundling vs. ₹211 wireless ARPU today

Broadband serves the whole home. Mobile serves one device.

The Revenue Leak: Five Gaps Draining Telco Margins



"The leak is real. The fix is here."

AI Transformation: From Data to Revenue in Real Time



85 – 90%
Churn Prediction Accuracy
30–90 days advance accuracy



<100ms
AI Decisioning Speed
Real-time NBO and fraud detection

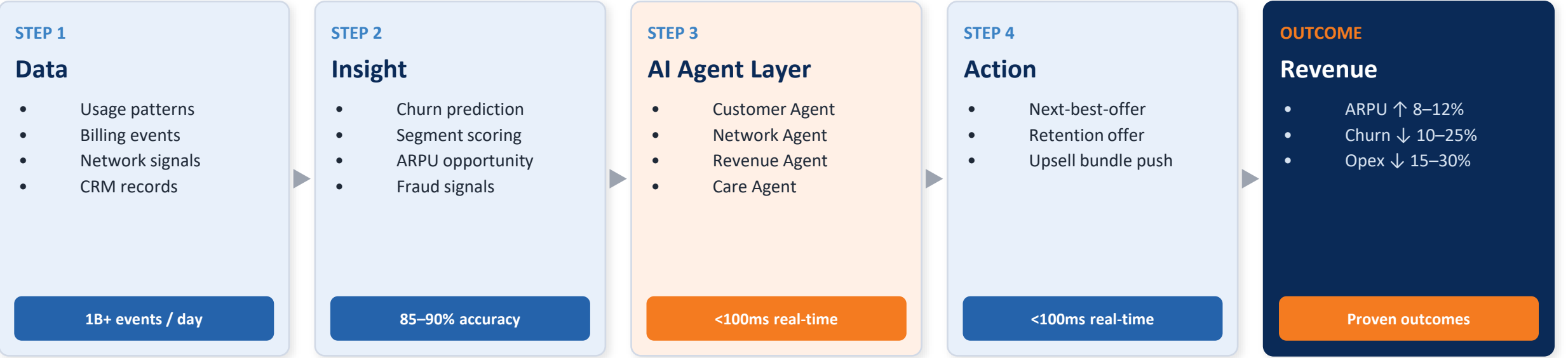


15 – 30%
OPEX Reduction
CPE maint · zero-touch · NOC automation



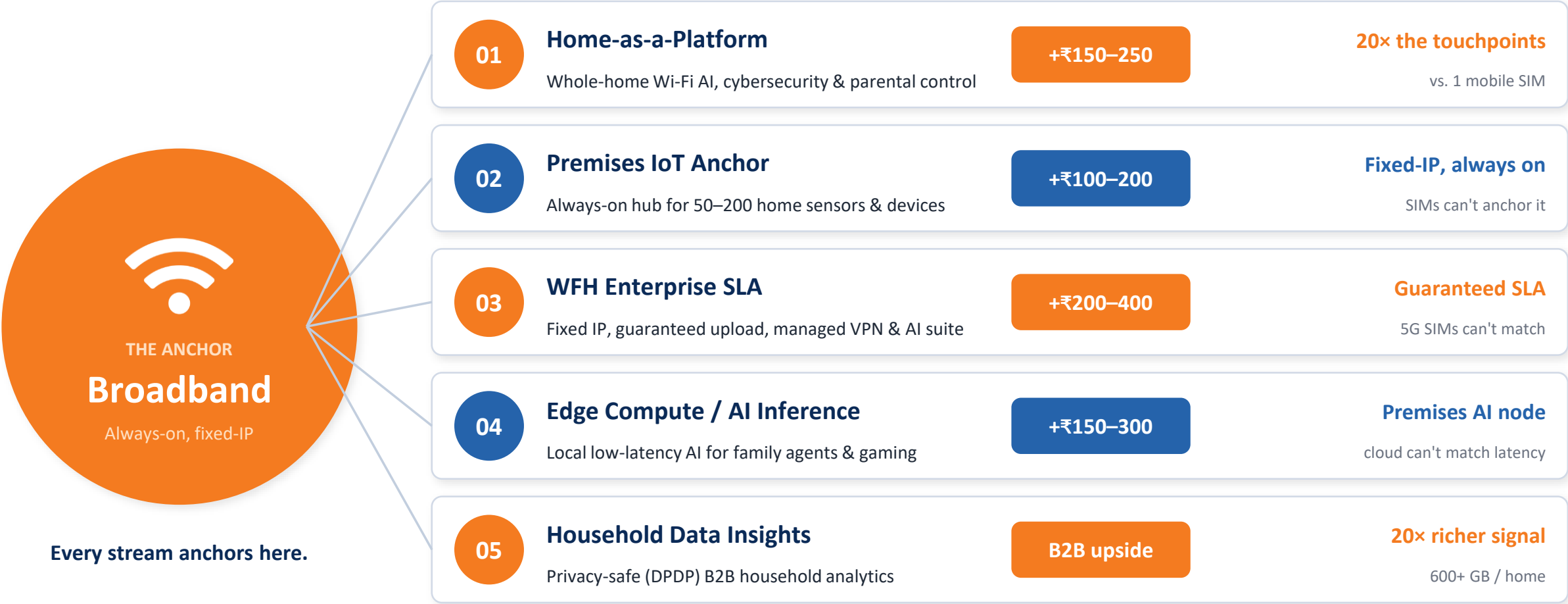
10 – 20%
Conversion Rate Uplift
AI-personalised offers vs. static campaigns

AI Decision Engine — From Data to Revenue



Predictive, proactive, autonomous — raw events become verified revenue.

Five revenue streams through broadband



Sources: DPDP Act 2023, effective 2025"

How 6D Accelerates the Journey to an Autonomous Digital Service Provider



AI-Driven Digital BSS

- Unified charging for FTTH, FWA, 5G and Satellite services
- Dynamic bundles based on household profile and usage patterns
- Personalized pricing and offers powered by AI
- Support for usage-based, outcome-based and partner-led monetization



Customer Intelligence & Churn Prevention

- AI-driven churn prediction with proactive retention actions
- AI driven customer profiling and segmentation
- Next Best Offer (NBO) recommendations in real time
- QoE-driven customer engagement and service personalization



Broadband Experience & Policy Control

- Real-time QoS and SLA management
- Dynamic bandwidth allocation based on customer profiles
- Charge per slice, per AI agent — dynamically adjusted in real time
- Closed-loop service assurance and experience monitoring



Digital Marketplace & Ecosystem Monetization

- Marketplace for OTT, Gaming, EdTech, HealthTech and Smart Home services
- Partner onboarding through Open APIs
- Revenue-sharing and commission management
- AI-driven cross-sell and upsell recommendations



AI-Powered Customer Care & Engagement

- AI agents handling billing, service and support requests
- Automated complaint resolution and ticket management
- Omnichannel engagement across App, Web, WhatsApp and Voice
- Proactive outage notifications and service updates



Autonomous Broadband Operations

- Real-time FTTH/FWA KPI monitoring with fully autonomous NOC
- AI -Driven Capacity planning & Optimization
- Zero-touch device provisioning at massive scale
- AI root-cause analysis with automated end-to-end remediation



 canvas

 magik

 ventas

 infinity

 lynx

 aureus

Smart *Ideas*, Delivered

Thank You

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