



Easy Interconnection Anywhere!

DE-CIX India Presentation

About Us

- DE-CIX India is India's Largest Internet Exchange. DE-CIX India runs Internet Exchange Points in the Indian cities of Mumbai, Delhi, Kolkata, and Chennai. DE-CIX India is a carrier and Datacenter- Neutral Internet Exchange for the Indian and South Asian markets.
- DE-CIX India helps Content Owners connect with their end users' ISP's to improve Quality, Speed, and Performance.
- Major Customers and CDN's we work with today are Google, Akamai, Facebook, Netflix, Limelight, Amazon and several others. Detailed list of available networks and CDN partners could be found at <https://www.de-cix.in/connected-networks>



DE-CIX at a glance



DE-CIX Global:

32
Exchanges

2,600+
Connected Networks

500+
Data Centers

DE-CIX India:

World's Fastest Growing Interconnection Platform

4
Exchanges

520+
Connected Networks

16
Data Centers

DE-CIX Mumbai:

Asia Pacific's Largest Internet Exchange Point amongst 153 Exchanges in 29 Countries.

Our Presence

DECIX MUMBAI

- Sify Rabale
- Web Werks DC2
- Netmagic DC5
- Netmagic DC6
- GPX Mumbai
- ST Telemedia DC
- Netmagic DC7
- GPX Mumbai 2
- Yotta NMI

DE-CIX DELHI

- ST Telemedia Banglasahib
- ST Telemedia G KI
- Sify Greenfort - Noida
- Web Werks - Noida

DE-CIX CHENNAI

- Bharti Airtel Santhome
- ST Telemedia Chennai

DE-CIX KOLKATA

- ST Telemedia Kolkata

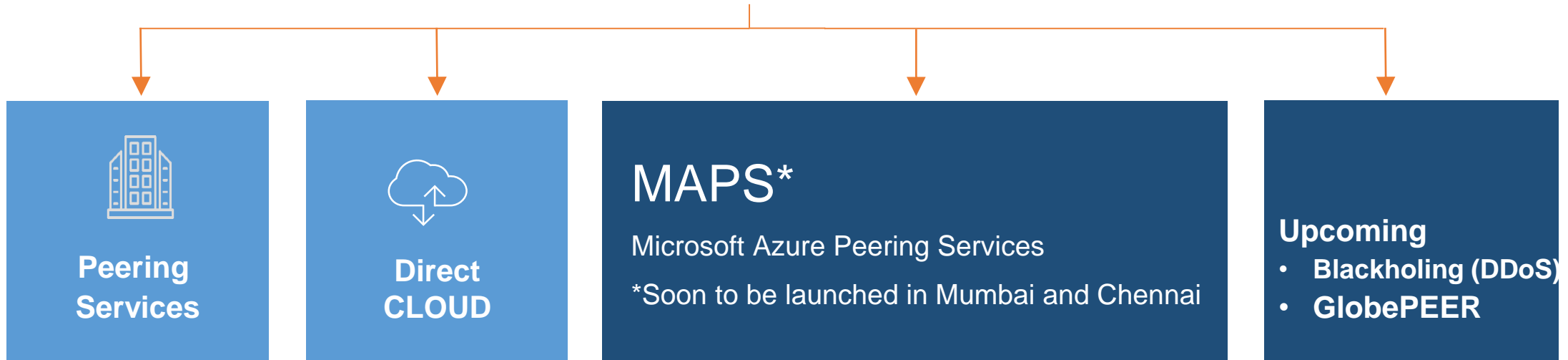
Access to an additional 22 DC through a partnership with Lightstrom.

- IBM
- NIXI
- ESDS
- STT LVSB
- STT BKC
- NTT Netmagic DC2

- Spectra
- Netmagic
- STT DC2 GK1
- STT 2 VSNL
- CTRLS
- Sify IDC
- Nextra

- ACT VEL
- ACT IYL
- ACT KLR
- Netmagic
- SIFY Tidel Park
- VSNL Anna Salai
- Nextra Siruseri
- ACT-TNG
- STT Ambattur

 **ONE** Access
MANY Interconnection Services



Benefits of Interconnection



90% Internet Transit Savings to Networks



Lowest Latency to DNS, ISP, OTT, Datacenters & CDN



Increased network security



Resilient Network



Increased router control



Access to Peering Service and Cloud Providers



Connect with BSNL & Railtel to get access to more government websites.



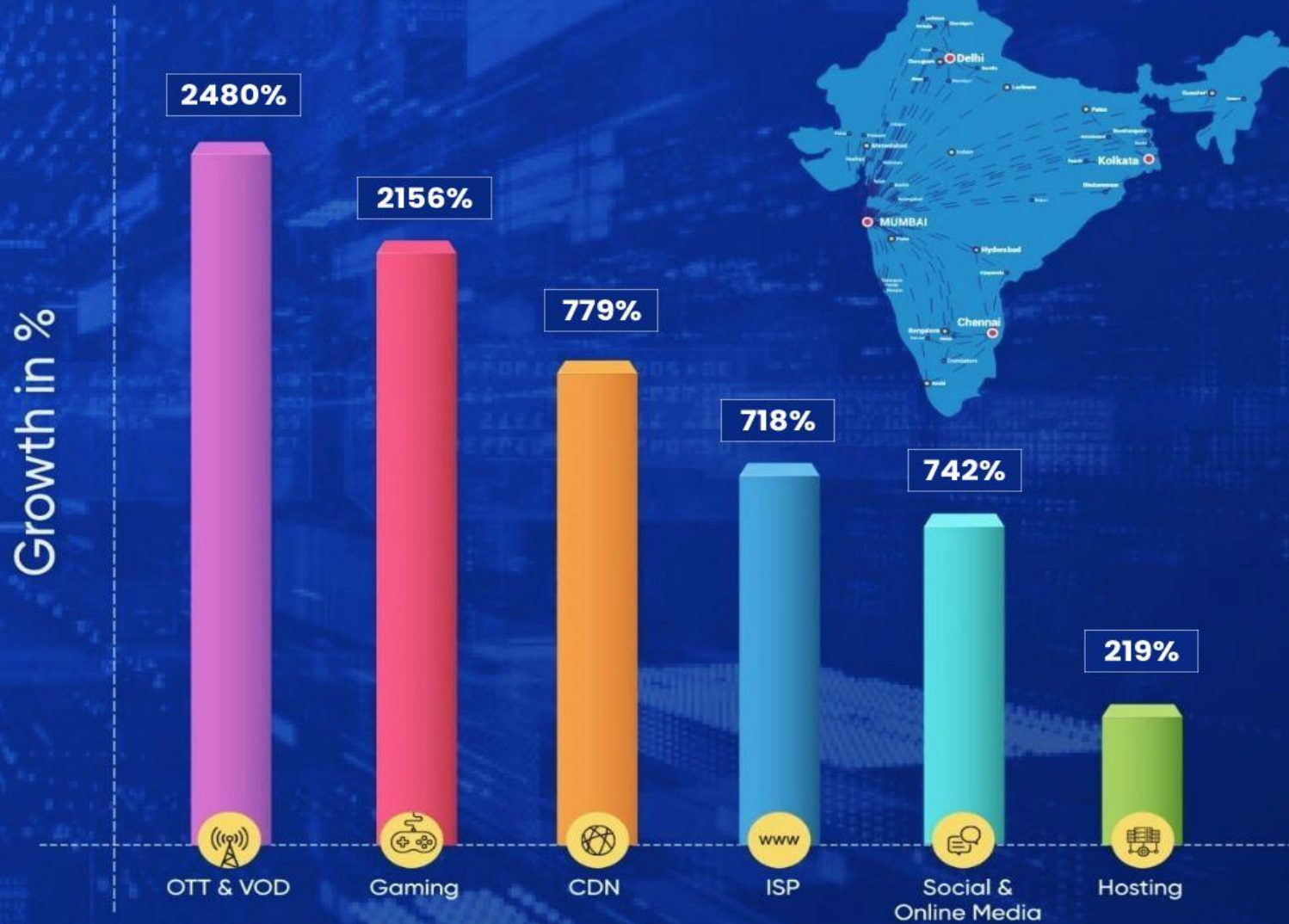
Access to around 34000+ Routes



Connect directly and establish peering with 520+ networks

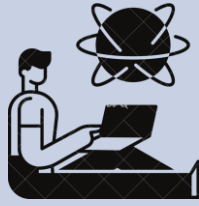
DE-CIX India Segmentwise Growth

Data Traffic between Feb 2020 - 2022



Data Traffic Segments

FTTH & Interconnection in India



After China, India is the **Second Largest Country** with 658 million users in 2022.

Indian Internet Ecosystem



- **13GB** per day per user Average internet consumption
- **350km to over 1251 km** of Optical Fiber Cables are laid per day.



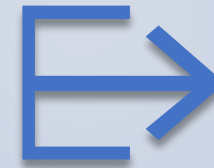
- By 2025 India will have **1,134m** Internet users.
- FTTH Connections grew by 0.7 million in 2014 to 4 million in 2020 expected **10m** FTTH Connections by 2025

Challenges of FTTH

High deployment
in CAPEX.



Potentially higher
monthly service fees.



Higher
installation costs.



How interconnection helps in overcoming the challenges of FTTH?

₹ 90L

Total Cost **Before** Peering

₹ 46.64L

Total Cost **After** Peering

- Port Cost: ₹ 3.84L
- Cross Connect Cost: ₹ 1.80L
- P2P Cost: ₹ 31L
- 500Mbps Internet Cost: ₹ 10L

Above example is for 5G Internet

Total Savings - Rs. 43.36 Lac

Advantages of Internet Exchange & Cloud Exchange

- Our peers in the industry can save 80-90 percent of their total bandwidth costs.
- ISPs can reinvest a significant portion of their CAPEX savings in FTTH adoption.
- Having a Direct Cloud is a good income strategy for ISPs and enterprises. It simplifies their lives in terms of attracting customers and generating high profit margins.

“Internet Exchange will assist you in saving money and redeploying your investments to expand your business, whereas

Cloud Exchange will assist you by creating a delivery model that is profitable in terms of margin, as a result of which as an Exchange we are not only able to assist you in saving money and redeploying but also making money.”

Internet Exchange

Low Operational Costs
for Business

Flexible, Reliable infrastructure as a service
solution.



Cloud Exchange

Double-Layered securities
of Data and Services.

Access to all of the main cloud providers,
such as Microsoft Azure, Oracle, AWS, and
Google (estimated to cover 90% of the Indian
cloud market space)

High Profile Security initiatives and services.

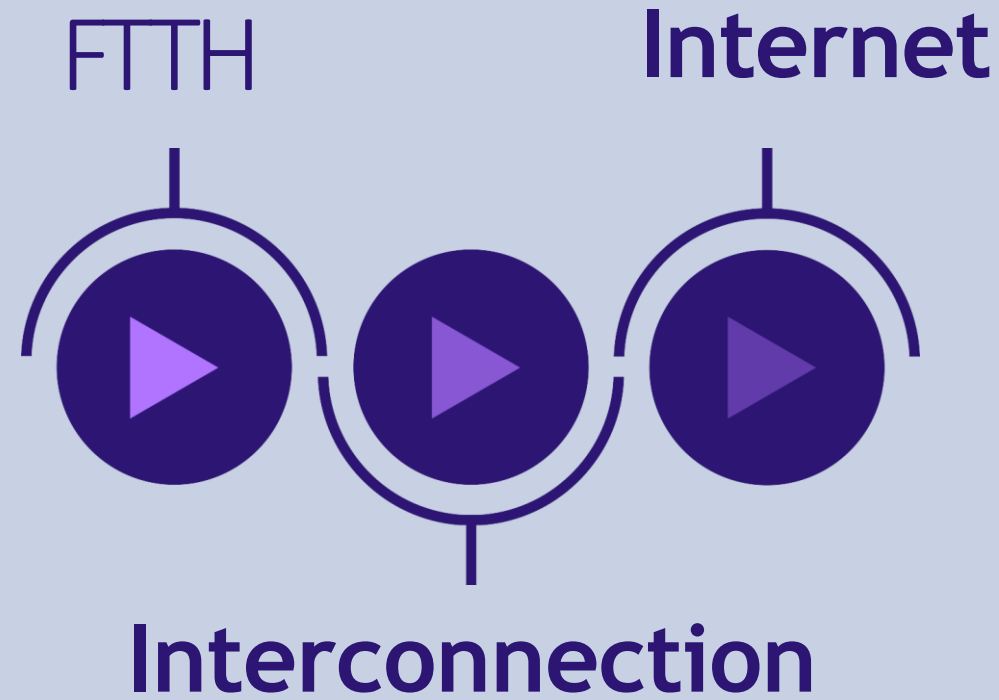
Customers Stickiness' and Migrate New
Enterprises and SME Customers.

Secure, Scalable and Sustainable
Business Expansion Module

Competitive prices
of IT services

Power of Interconnection Platform & FTTH Together.

- FTTH has lower latency ratios, but together with an Interconnection Platform like DE-CIX, it's a double whammy for both consumers and providers, as this is where customer delight comes into play.
- It adds a second layer of security to your network. Resilience increases naturally as there are resilient networks on both sides of the router control.
- Increased data availability at all times without the hassle of security and without speed issues/buffering.
- With FTTH adoption, ISPs will have a better proposition to enable customer stickiness and customer loyalty while serving them.



Together, FTTH and Interconnection Platform will enable in meeting the growing demand for Internet Data in a Secure, Reliable, and Scalable manner for a future-proof network.

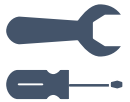
DECIX Interconnection relevance across Verticals in Industries



Move



Transact



Work



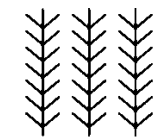
Entertain



Learn



Care



Feed



Transport

Digital for Everywhere, for Everything and Everyone

Digital Applications and Content closer to People and Business



**Latency
is the
new currency**

Solve your Interconnection Requirements For Tomorrow, Today.

DE-CIX India offers a comprehensive interconnection solution. As a comprehensive solution for Peering, Cloud Connectivity, and Private Network Interconnects with a Single Contract and Complete Flexibility.

CONNECT with Us at



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