



RURAL BROADBAND A GROWTH STORY

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KERALA VISION –THE GROWTH STORY



- **Consistent growth in rural broadband within a short span of time.**
- **The vision and mission of 6000 cable operators of Kerala.**
- **The unique and democratic business model.**
- **The largest MSO and FTTH broadband provider in Kerala.**
- **The MSO ranked 6th position in India having digital base of more than 3 million.**
- **One of the top 10 ISPs in India having FTTH broadband base of around 1 million.**

BUSINESS MODEL



MSO/ISP

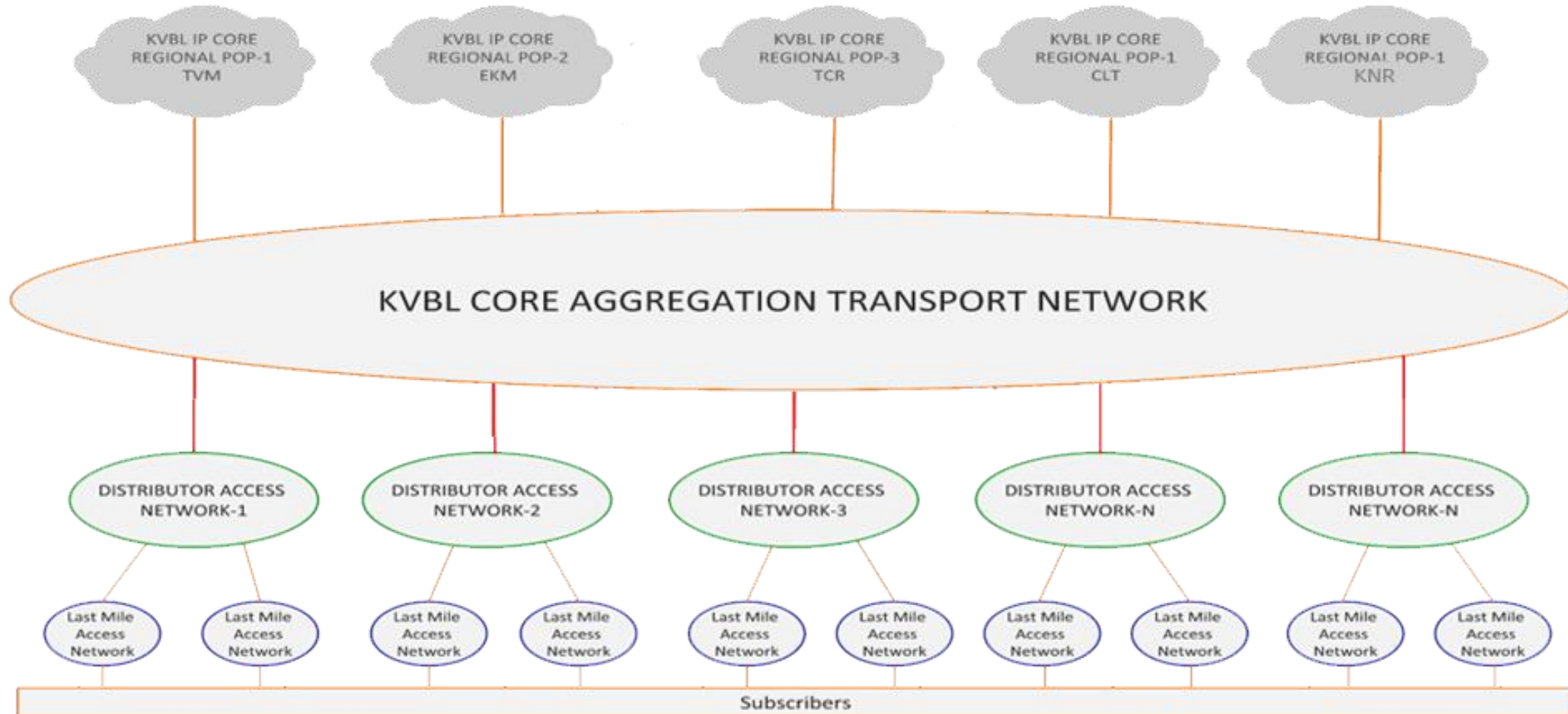
30 DISTRIBUTOR COMPANIES

150 SUB DISTRIBUTORS

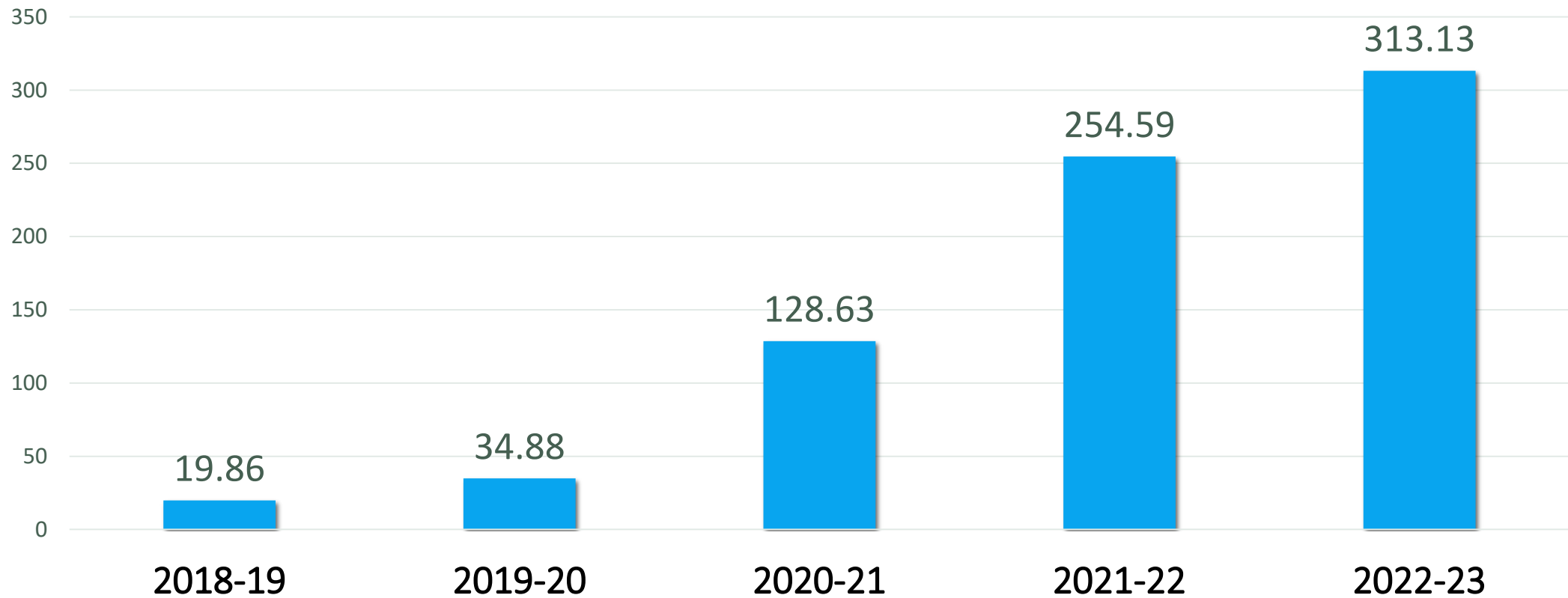
6000 CABLE OPERATORS

3 M DIGITAL AND 1 M BROADBAND CUSTOMERS

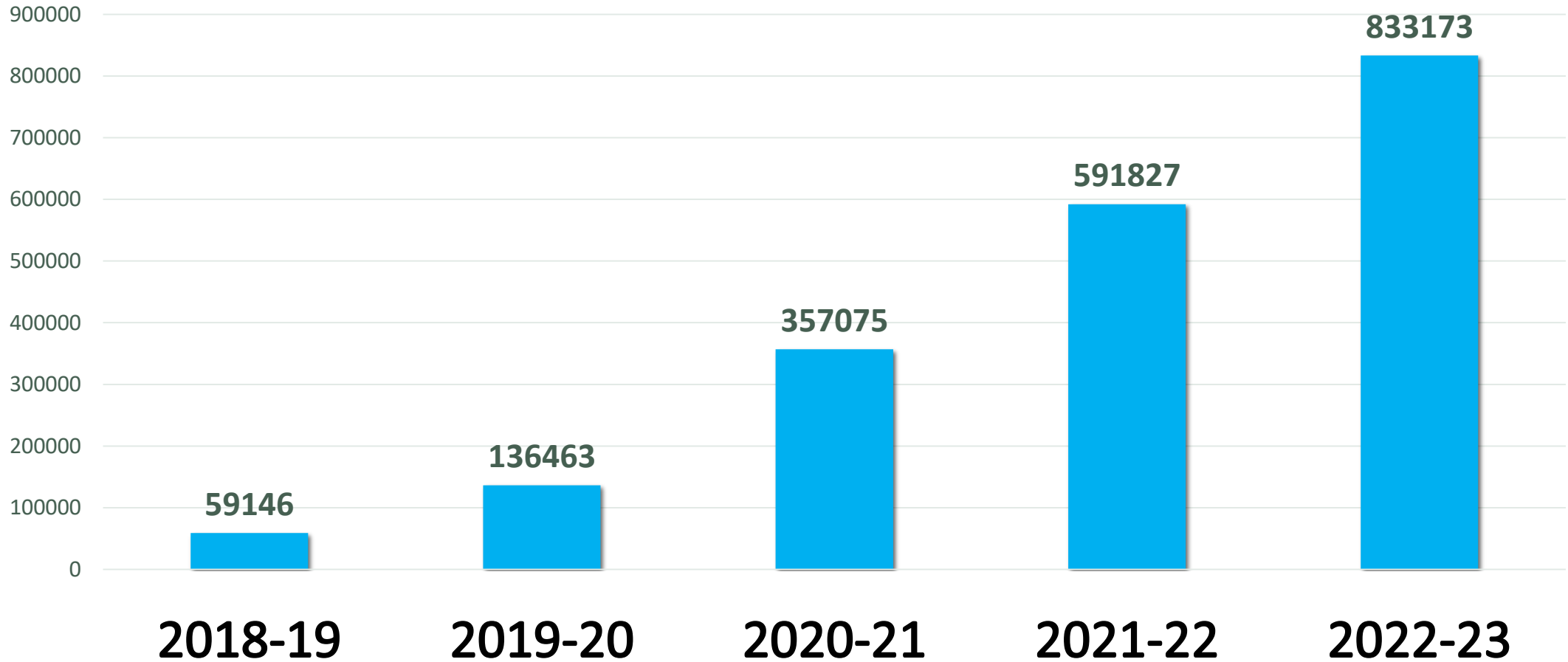
KVBL NETWORK DELIVERY HIERARCHY



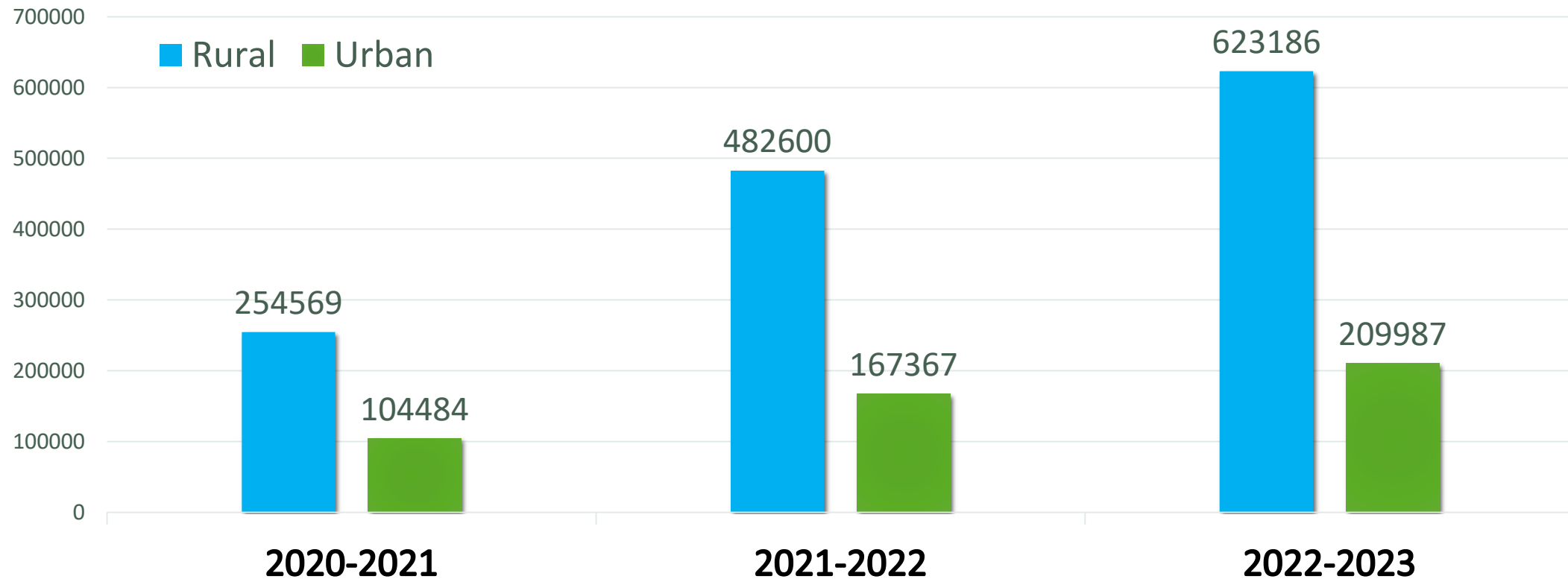
REVENUE GROWTH IN CR



CONNECTION GROWTH IN LAKH



RURAL AND URBAN CONNECTION GROWTH IN LAKH



KVBL-STRENGTHS



- ❖ High rural broadband penetration through digital TV customer conversion.
- ❖ 100% of network is FTTH.
- ❖ First 400G core backbone network.
- ❖ Customer Support Center for every 5000 broadband customers.
- ❖ 24x7 service to last mile customers by 6000 cable operators.
- ❖ Multi service provider with Digital/Broadband/IPTV/Voice.
- ❖ First ISP in Kerala implemented 15% IPV6 delivery.
- ❖ Free Modem(KVFI) scheme to popularize broadband in rural market.
- ❖ Provided internet access to tribal areas of Kerala.
- ❖ Only ISP in Kerala having 5 POP in a state to ensure high network performance.

SUPPORT NEEDED FOR RURAL BROADBAND PENETRATION.



- ❖ **Bharatnet support to be extended to KVBL in Kerala.**
- ❖ **Reduce electric pole rent charges in Kerala to promote rural broadband.**
- ❖ **Government intervention to expedite ROW approvals.**
- ❖ **Reduce GST burden on operators who provide rural broadband.**
- ❖ **Government may support our operators in skill development as part of digital India mission.**
- ❖ **Government may support the sector by relaxing import conditions and duties on hardware for broadband.**



THANKS