

Customer at the core of Sterlite Technologies' new organisation structure

Sterlite is now a more agile and collaborative organisation with focus on horizontal ways of working

Pune, India – April 15, 2016: Sterlite Technologies, which aids Telecom and Power transmission network efficiencies, today said it has implemented new organisation design for its Telecom Products and Solutions business. This business will remain listed post the demerger of the Power business.

The new organisation design aims to sharpen the company's focus on market opportunities by keeping customer at the core of all its operations. In its Telecom Business, Sterlite is evolving towards enabling seamless high-speed data transmission delivery with highly efficient telecom networks, through a full portfolio of products & expertise in designing, engineering, building and maintaining telecom networks.

Designed to enable co-creation of value through focus on innovation, analytics and R&D based on customer needs, the new organisation structure has been developed in collaboration with Hay Group, a leading management-consulting firm.

"Over the next five years, we foresee investments worth over Rs 4 lakh crore for the creation of Digital India infrastructure. In order to better align ourselves as the partner of choice for building this, we have reorganised ourselves keeping the customer at the core of our operations. From a BU (Business Unit) approach which has served us well till now, we have moved to Customer Unit (CU) led strategy, where each and every component in the organisational value chain is calibrated to customer's current and future needs," said **Dr. Anand Agarwal, CEO, Sterlite Technologies**.

The new organisation design has been done considering the need to make Sterlite a more agile and collaborative company. The new structure of Telecom Products and Solutions business focuses on three CUs. These are:

- **India Public CU** will work towards providing Product & System Integration solutions for government owned/led networks like BharatNet, Network for Spectrum, Smart City projects, etc. Between FY17 and FY19, this space is likely to witness investments worth Rs 150,000 crore.
- **India Private CU** will work very closely with domestic private Telcos, MSO/CATV, tower companies and other private customers for their Network Integration and Products (Optical



Fiber/Optical Fiber Cable) needs. Between FY17 and FY19, opportunities worth over Rs 20,000 crore are expected to come up in this space.

- **International CU** will focus on strengthening Sterlite's global footprint & customer engagements. Sterlite is already a major supplier to global Telcos with supply footprint across 20 countries. It has manufacturing facilities in India, China, and Brazil with a total capacity of 22 million fKM. Globally, Optical Fiber demand is likely to reach 390 million fKM by FY19, from 371 million fKM in FY17.

The Technical Solutions Unit (TSU) and Delivery Unit will support the three CUs in sufficing customer needs and enhancing satisfaction. The TSU will undertake lab-to-market product and solutions development initiatives through India's only fiber and fiber technology focused R&D facility – Centre of Excellence (CoE) – that has over 100 patents to its credit. The Delivery Unit will ensure timely quality-based product and project delivery.

ABOUT STERLITE TECHNOLOGIES

Sterlite Technologies Limited (STL) develops & delivers solutions for high-speed data communication and power transmission networks, globally. STL is among the global leaders in all its business areas through its operations in India, China & Brazil. STL is developing several network projects across India including secure communication network creation in Jammu & Kashmir for Indian Army under NFS, enabling BharatNet, developing Smart Cities, establishing urban high-speed Fiber-to-the-Home (FTTH) networks and multiple interstate ultra mega power transmission projects. Listed on Stock Exchanges BSE & NSE in Mumbai, India, Sterlite Technologies is a public company with broad shareholder base. The company has recently announced a demerger of its power products and transmission business into a new company. Sterlite Technologies to remain a pure play telecom focused company. For more details, visit www.sterlitetechnologies.com

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