



**Ortel**  
Communications

## Ortel Communications Ltd.

www.ortelcom.com

Bringing Convergence to India

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Date: 06 July, 2015

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Mumbai-400051

&

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400001

Dear Sir/Madam;

**Sub: Press release dated 06 July, 2015-Ortel Communications Ltd [SCRIP-ORTEL (NSE), CODE: 539015 (BSE)]**

We are enclosing here with copy of press release regarding introduction of free broadband for all Ortel Cable TV customers for your information and record.

Kindly acknowledge the receipt.

Thanking You,  
For Ortel Communications Ltd

Company Secretary & Compliance Officer

Place: Bhubaneswar



## **Ortel introduces Free Broadband for all Ortel Cable TV customers**

**Bhubaneswar, July 06, 2015:** Ortel Communications Limited (Ortel), one of the leading cable television and high speed broadband services provider focused in the Indian states of Odisha, Chhattisgarh, Andhra Pradesh and West Bengal, has introduced Free Broadband Offer for all Ortel Cable TV subscribers. Ortel has launched complimentary Broadband services for its Cable TV customers as a special value added service.

Ortel will be offering the free broadband option to its Cable TV subscribers in the states of Odisha, West Bengal and Chhattisgarh in areas where Ortel Broadband is provisioned within its Cable TV network. The Offer includes a free data limit every month for a year and the subscriber will be charged a nominal amount for any usage exceeding the free data limit in a month. However, if the subscriber wants to migrate to any other existing Ortel Broadband Plans, he is allowed to do so even within the offer period of one year. Another highlight of this plan is Unlimited Upload Data Offer which Ortel Broadband has pioneered.

Ortel Communications is a pioneer in providing Convergence Communication Services in the Country. It has revolutionized the Entertainment and Broadband Technology in the Eastern India. It has always been the Company's vision to provide Cable TV, Data Service and Internet Telephony on a single cable platform to households. The Company has invested in laying its own network with reverse path compatibility making it capable of providing Triple play service including broadband and VoIP services. Ortel provides connection to customers directly and has control over the 'last mile' connection. Ortel Broadband has already started offering mega speed Broadband of 50 Mbps using DOCSIS 3.0 technology in select areas of Bhubaneswar.

**Commenting on the development, Mr. Bibhu Prasad Rath, President & CEO at Ortel Communications said:**

*"We are glad to launch free Broadband Combo offer to Ortel Cable TV customers. Our objective is to deeper penetrate into markets by making internet affordable and continuously delight our valued customers. We have been constantly adding value to our customers and this Free Broadband offer will be useful for those who are having limited download and unlimited uploads. In addition, the Company has already actively deployed DOCSIS 3.0 recently to deliver impressive internet surfing experience to its subscribers. With faster digitization of Cable TV customers, we will be in a strong position to leverage the opportunity by offering COMBO plans of cable TV and Internet connections."*

- ENDS -



### About Ortel Communications Limited (ORTEL)

Ortel Communications (NSE Code: ORTEL; BSE Code: 539015) is a leading cable television and high speed broadband services provider focused in the Indian states of Odisha, Chhattisgarh, Andhra Pradesh and West Bengal. The Company has built a two-way communication network for 'Triple Play' services (video, data and voice capabilities) with control and focus over the 'Last Mile' network. Ortel has pioneered the primary point cable business model in India by offering digital and analog cable television, broadband and VAS services. The Company has a dominant position in Orissa, with emerging presence in Chhattisgarh, Andhra Pradesh and West Bengal, covering an addressable market of close to 5 million homes. The business is broadly divided into cable television services comprising of analog cable television services, digital cable television services including other value added services such as HD services, near video on demand (NVoD), gaming and local content. Other focused business segments include broadband services, leasing of fibre infrastructure and signal uplinking services.

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