

WORLD SERIES 2007

GSM ▶ 3G

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INDIA

Mumbai India 22-23 January 2007
Grand Hyatt Hotel, Mumbai

The Gateway to Your Company's Profitability, Expansion and Growth

Learn from international business leaders with fresh insights on the industry, including:

Dato' Abdul Wahid Bin Omar - CEO, **Telekom Malaysia Berhad (TM)**
Gavin Darby - CEO, Non-Europe Affiliates, **Vodafone Group**
Chinmay Mitra - Group CEO, **Aircel**
Vikram Mehmi - CEO, **Idea Cellular**
Kuldeep Goyal - Chief General Manager, **BTNL**
Umang Das - Managing Director, **Spice Telecom**
Asim Ghosh - Managing Director, **Hutchison Essar**

- ▶ A K Srivastava - General Manager of GSM, **MTNL**
- ▶ Adrian Scrase - CTO, **ETSI**
- ▶ Naresh Gupta - CTO, **Hutchison Essar** and Chair, **GSM India**
- ▶ T V Ramachandran - Director General, **COAI**
- ▶ S D Saxena - CFO, **BSNL**
- ▶ Amrita Gangotra - Chief Information Officer, Mobility, **Airtel**
- ▶ Rajesh Sawhney - President, Entertainment, **Reliance ADAG**
- ▶ Sameer Nair - CEO, **Star Entertainment**
- ▶ Sai Kumar - CEO, **CNBCTV18**
- ▶ Rajat Kakar - Managing Director, **Universal Music India**
- ▶ Shridhar Subramaniam - Managing Director, **Sony BMG India**
- ▶ Salil Bhargava - CEO, **Paradox Studios**
- ▶ Vishal Gondal - Founder & CEO, **Indiagames**

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Growing Mobile

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INDIA

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Special
Offer for Regional
Operators, Regulators
and Content
Owners!



Derive immediate competitive advantage via world-class opportunities to network and drive forward your business among a unique gathering of thought leaders from around and beyond India.

Your Gateway to Profitability, Expansion and Growth

Why you Must Attend GSM>3G India...

The 10th annual meeting place for the international GSM community in India – the perfect place to network with professionals from across the world

- ▶ **Three detailed streams** focusing on Strategy & Services, Technology Evolution and the Mobile Entertainment, giving you a thorough insight into every corner of the industry
- ▶ **Widen your network** with the most senior decision makers in India's mobile industry all in one place – 40% board-level attendance in 2006!
- ▶ **Exceed your business objectives** by focusing on the key issues affecting India's mobile industry, including 3G, regulation, international investment, Next Generation Networks, coverage, penetration, IMS and MMS.
- ▶ **Position your thought leadership** in a world-class networking environment
- ▶ **Stay ahead of your competitors** with a focused and in-depth training seminar on 3G from Informa Telecoms Academy's experienced industry trainers
- ▶ **Explore the latest innovations** and check out your competition at the expanded exhibition
- ▶ **Meet the stars** with presentations by Government representatives and Bollywood celebrities

INDIAN COMMUNICATIONS	YOUR TECHNOLOGICAL EVOLUTION QUESTIONS ANSWERED
<ul style="list-style-type: none"> ■ Open new revenue streams as mobile communications impact lifestyles across India ■ Capitalise on opportunities and defend against threats created by M&A activity ■ Achieve optimum positioning for your business as 3G services evolve ■ Win market share and capture customer spend in the content and entertainment world ■ Accelerate the development of your networks and services convergence strategy 	<ul style="list-style-type: none"> ■ Ensure optimum ROI on WCDMA deployment ■ Sweat your 2G assets with cost-effective EDGE and GPRS deployment ■ Clarify your position on the costs and risks around IMS ■ Leverage network capabilities to defend your revenues ■ Achieve cost savings and extend service availability with satellite solutions ■ Overcome the remaining roaming challenges across your footprint
YOUR STRATEGIES & SERVICES QUESTIONS ANSWERED	YOUR MOBILE ENTERTAINMENT QUESTIONS ANSWERED
<ul style="list-style-type: none"> ■ Mitigate investment risks and ensure great returns in India ■ Evolve your ongoing competitiveness strategy ■ Achieve optimum timing for 3G CAPEX ■ Ensure you continue to maximise profitability of legacy services as 3G evolves ■ Boost ARPU in the prepaid space ■ Gain from rural roll out and extension of coverage 	<ul style="list-style-type: none"> ■ Maintain competitiveness and avoid rapid commoditisation in highly penetrated market conditions ■ Capture Mobile TV revenues/avoid Mobile TV hype ■ Open new mobile content revenue streams in non-metro markets ■ Grow the whole content market with effective off-portal business modelling ■ Ensure billing systems can monetise innovative services and tariffs ■ Capitalise on opportunities around web community models, advertising and marketing over the mobile channel

Media Partners:

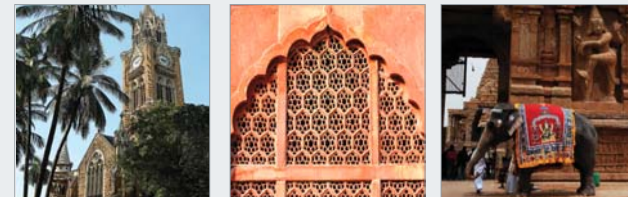


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“Senior level executives access was considerable – excellent.”

RF, Advanstar

India delivers vast opportunities



Its size...

India is now the fifth largest cellular market in the world after China, the USA, Russia and Germany, having surpassed Italy in September 2005 to take the fifth spot with 66.5 million subscriptions. India has shown strong recent growth and particularly in GSM, helped by the popularity of ultra-low cost handsets which have made mobile phones more affordable for the low-end market. Expanding network coverage and low tariffs will continue to fuel growth and Informa forecasts indicate that India will have 141 million subscriptions by the end of 2007. The rural market is expected to drive subscriber growth to allow India to catch up with China within five years.

Fresh Investment...

As domestic markets reach maturity, telecoms operators – including TM International, Vodafone Group, Singapore Telecom and Maxis Communications – have snapped up stakes in Indian cellcos. India is one of Asia’s most sought-after growth markets, with a cellular penetration of only 8.5%.

3G...

The policy for 3G in India is now expected to be finalised by year-end, opening the door to greater technological freedom and development in the mobile sector.

An adventurous population...

Reportedly, the percentage of mobile users using MMS is higher in India than in the US, including widespread adoption by both young and middle-aged mobile users. The Indian digital music market looks set to expand dramatically as new companies enter the market seeking to benefit from the growing Indian economy and the sophisticated tastes of its middle class. The Internet and Mobile Association of India reported that online advertising was worth \$24m in 2005 and estimates that this will rise to \$37m this year.

“Programme devised with good content aiming at the future”

PS, Ideal Mobile

A booming mobile content industry...

Last year, more than 85% of the country's digital music revenues came from the mobile sector, a figure which looks set to climb yet further through the popularity of music consumption on-the-go. Bollywood content is proving hugely exportable and mobile games also attracting international attention.

At GSM>3G India, we aim to bring the telecoms community together to discuss the issues at the forefront of the mobile industry, providing you with a place where you can network with all leading decision-makers in one place.

Our conference has been designed in consultation with individuals from the entire mobile chain to include everything you need to accelerate your profits and drive your business forward in the year ahead. Our exhibition brings together leading vendors from across the world.

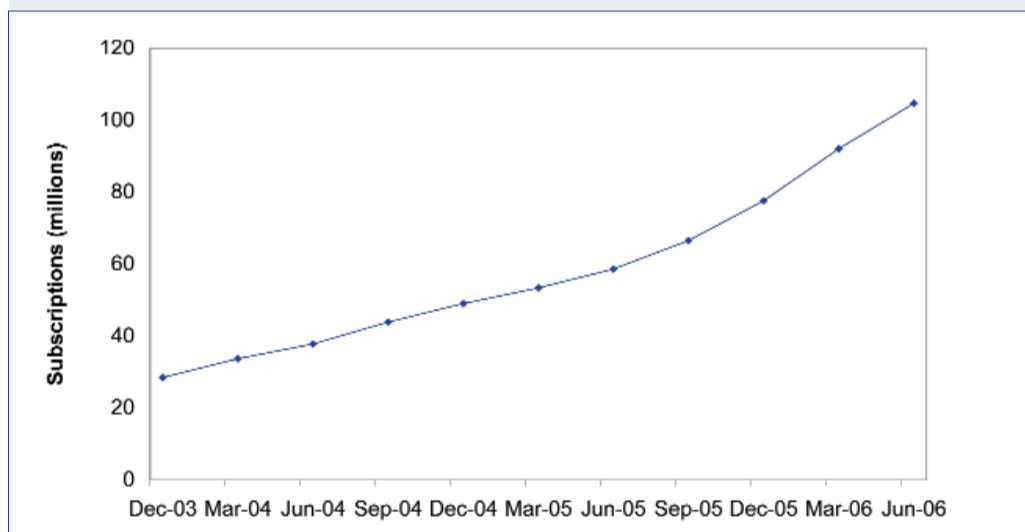
So get ahead of your competitors by registering today. There’s tons to look forward to at this special 10th anniversary event – we look forward to seeing you there!

Informa Telecoms & Media Regional Specialists:

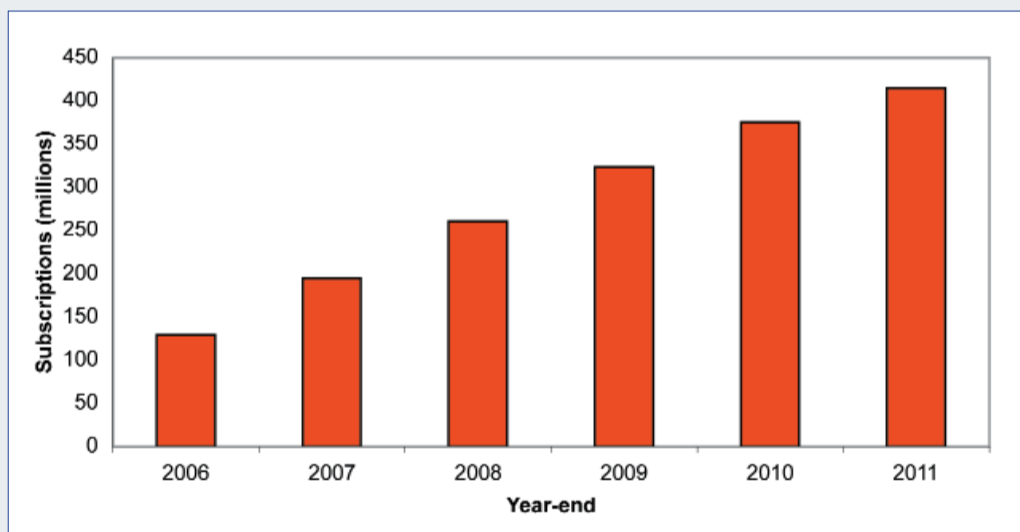
Georgina Wilczek, Conference Producer, GSM>3G India 2007 // georgina.wilczek@informa.com

Liz Hall, Principal Analyst, Asia Pacific // liz.hall@informa.com
Informa Telecoms and Media

India cellular subscriptions, 2004-2006



India cellular subscription forecasts, 2006-2011



New Agenda Features 2007

Mobile Entertainment India Stream

So, what’s HOT in India? Yes, it’s Bollywood, with such a booming industry there certainly isn’t a shortage of ‘in-demand’ and ‘entertaining’ mobile content in India.

However, does this lack of shortage mean the market has reached saturation point? Is it a case of existing players offering new and differentiated services to cut through and reach the end-user or is there still room for innovation and new players to enter?

The ‘Mobile Entertainment India’ stream at GSM>3G India will be addressing the most asked questions in mobile entertainment. Benefit from presentations from key individuals in mobile content and entertainment. Speakers will be representing the full value chain; operators, off-portal content providers, record labels, movie makers, broadcasters, a dedicated content zone on the exhibition floor showcasing the latest products and services, and who knows, you may even meet some of the Bollywood stars!

Complete the order form on the back page today by fax **+44 (0)20 7017 4747** or telephone **+44 (0)20 7017 5506**. Alternatively, book online at: www.gsm-3gworldseries.com/india

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“Excellent event to understand what is happening in the GSM World!”

DK, Bharti Airtel

EVENT SCHEDULE - PROGRAMME OVERVIEW

Monday 22 January 2007

STREAM A: STRATEGY & SERVICES

- The Expanding Operator Market
- Moving Towards 3G (WCDMA)
- Increasing Penetration

STREAM B: TECHNOLOGY EVOLUTION

- From 2G to 3G
- Handsets and New Innovations
- Improving Coverage and Service

STREAM C: MOBILE ENTERTAINMENT INDIA

- Mobile TV: Coming Soon to a Screen Near You!
- Making Mobile Music for the Extra Mile
- Innovating Mobile Games for Maximum Uptake

Tuesday 23 January 2007

STREAM A: STRATEGY & SERVICES

- Driving Up Revenues
- Operator Strategies for Profitability and Growth

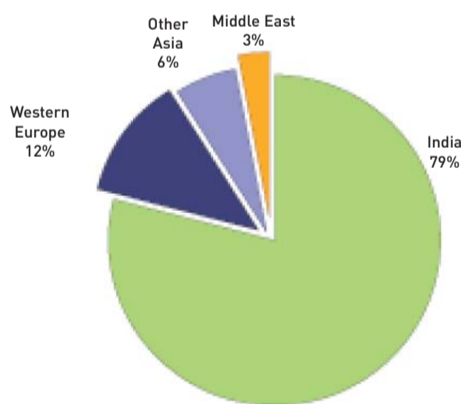
STREAM B: TECHNOLOGY EVOLUTION

- Developing the Network Further
- Wireless Broadband in India
- Ensuring an Effective Network for the Future

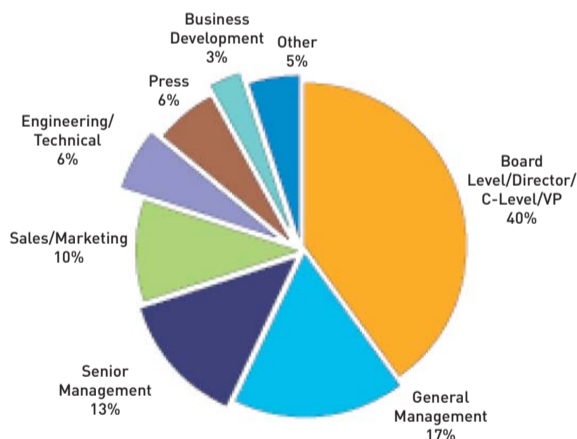
STREAM C: MOBILE ENTERTAINMENT INDIA

- How and When Can I Go Direct to Consumer?
- Mobile Communities and User-Generated Content: Another Revenue Source?
- Mobile Advertising and Search

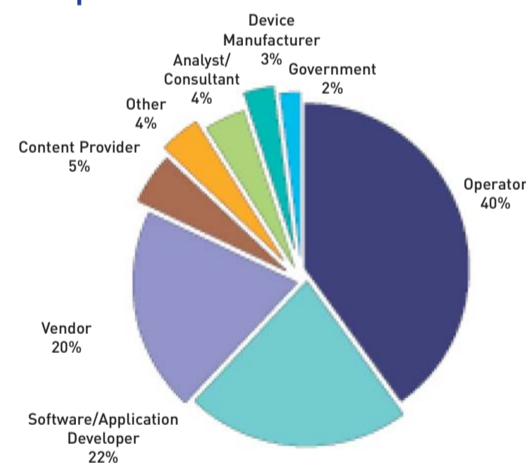
Highly International Audience



Senior-Level Attendance



Operator-Led Attendance



Confirmed speakers include:

[Dato' Abdul Wahid Bin Omar](#) - CEO, Telekom Malaysia Berhad (TM)
[Gavin Darby](#) - CEO, Non-Europe Affiliates, Vodafone Group
[Chinmay Mitra](#) - Group CEO, Airtel
[Vikram Mehmi](#) - CEO, Idea Cellular
[Kuldeep Goyal](#) - Chief General Manager, BTNL
[Umang Das](#) - Managing Director, Spice Telecom
[Asim Ghosh](#) - Managing Director, Hutchison Essar
[Adrian Scrase](#) - CTO, ETSI
[Anil Tandan](#) - CTO, Idea Cellular
[Pradeep Shrivastava](#) - CMO, Idea Cellular
[Rohit Sharma](#) - COO, Gaming Portal, Reliance Entertainment, Reliance ADAG
[Naresh Gupta](#) - CTO, Hutchison Essar and Chair, GSM India
[S D Saxena](#) - CFO, BSNL
[A K Srivastava](#) - General Manager of GSM, MTNL
[Amrita Gangotra](#) - Chief Information Officer, Mobility, Airtel
[Arun Prabhakar](#) - Head of VAS, Hutch Essar South
[Philippe Vigneau](#) - Business Development Manager, Transatel, France
[Rajesh Sawhney](#) - President, Entertainment, Reliance ADAG
[Sameer Nair](#) - CEO, Star Entertainment
[Sai Kumar](#) - CEO, CNBCTV18
[Rajat Kakar](#) - Managing Director, Universal Music India

[Shridhar Subramaniam](#) - Managing Director, Sony BMG India
[Salil Bhargava](#) - CEO, Paradox Studios
[Vishal Gondal](#) - Founder & CEO, Indiagames
[Sanjay Goyal](#) - CEO, ACL Wireless
[Faisal Farooqui](#) - CEO, Mouthshut.com
[Shameer Tandon](#) - Country Head, EMI Virgin Records
[Neeraj Roy](#) - Managing Director & CEO, Hungama Mobile
[Arun Gupta](#) - Head of Technology, Mauj Telecom
[Prashant Gokarn](#) - Managing Director, Spectrum Strategy Consultants
[R N Padukone](#) - Senior Deputy Director General, TEC, DoT, Ministry of Communications & IT
[Raika Jain](#) - Professor, Centre for Telecom Studies, IIM
[Shantanu Consul](#) - Administrator, Universal Services Obligation Fund
[Sudhir Gupta](#) - Advisor, Mobile Network, TRAI
[Ted Dean](#) - Managing Director, BDA China
[Frank Fodstad](#) - Deputy General, Grameen Phone, Bangladesh
[Mr N Sundara Raman](#) - Deputy Director General (CMTS), BSNL
[Andrea Braj](#) - Head of DVBH Product Marketing, 3 (H3G) Italy
[Pankaj Sethi](#) - Vice President, VAS, Tata Teleservices
[Neil Chakravarti](#) - Vice President, Zee Telefilms
[Ruuben van den Heuvel](#) - Vice President Business Development Asia, Sony BMG, Hong Kong
[Liz Hall](#) - Principal Analyst, Informa Telecoms & Media

PLENARY SESSION

09:00 **Organisers' Welcome**

09:05 **GSM India Welcome**

Speaker: **Naresh Gupta**, CTO, **Hutchison Essar** and Chair, **GSM India**

09:10 **Greeting New Developments in India's Telecommunications Market**

- Considering new developments and initiatives in the Indian telecoms market
 - Assessing the impact of the burgeoning mobile entertainment market in India and abroad
 - Anticipating the implications for operators as 3G arrives
- Speaker: **T V Ramachandran**, Director General, **COAI**

09:30 **International Operator Keynote: Strategies for Growth**

- India's relevance on the world stage and potential for further growth
 - Identifying strategic methods for India to build on its current strength
 - How will the mobile market evolve and what does this mean for the market?
- Operator Speaker: **Gavin Darby**, CEO, Non-Europe Affiliates, **Vodafone Group**

09:55 **Indian Government Welcome Address**

- Reviewing changes to cellular asset ownership in India
 - Putting forward the new government timeline for 3G licensing
 - Expected economic effects of 3G in the country
- Speaker: **Dayanidhi Maran**, Minister of Communications & IT, India

10:20 **Refreshments and Exhibition Visit**

STREAM A: STRATEGY AND SERVICES

THE EXPANDING OPERATOR MARKET

11:15 **Chair's Welcome and Speed Networking Session**

Chair: **Liz Hall**, Principal Analyst, **Informa Telecoms & Media**

11:25 **"The Lure of India" – Keynote Interviews with International Players**

- Evaluating telecommunications' role in economic integration
- Reasons why India presents the right climate for international investment
- Incomers' ambitions for India and ideas for market development

Speakers:

Gavin Darby, CEO, Non-Europe Affiliates, **Vodafone Group**

Dato' Abdul Wahid Bin Omar, CEO, **Telekom Malaysia Berhad (TM)**

Wang Jianzhou, Chairman & CEO, **China Mobile** (awaiting final confirmation)

12:15 **Case Study: Partnership with Maxis**

- Why Maxis has entered into a takeover of Aircel
- Positive effects of international investment on the company
- New ideas and projects for the future

Operator Speaker: **Chinmay Mitra**, Group CEO, **Aircel**

12:35 **A Change of Approach in an Increasingly Competitive Marketplace**

- The effect of recent takeovers on independent operators' place in the market
- The importance of remaining locally-facing
- How can operators remain competitive in this wider marketplace?

Operator Speaker: **Vikram Mehmi**, CEO, **Idea Cellular**

12:55 **Lunch and Exhibition Visit**

MOVING TOWARDS 3G (WCDMA)

14:15 **The Business Case for 3GSM**

- Why GSM operators in India are keen to follow the migration path to 3G that has been adopted by most other GSM networks in the world
- Working alongside the COAI to present the business case for 3GSM Spectrum Allocation
- Enabling operators to benefit from the global economies of scale and international roaming capability of 3GSM services

Speaker: **Prashant Gokarn**, Managing Director, **Spectrum Strategy Consultants**

14:35 **Moving Towards 3G**

- Advocating spectrum-efficient, feature-rich seamless roaming, broad bandwidth and high-speed communication as a means to success
 - How operators can achieve a smoother transition from 2G to 3G
 - Presenting a range of 3G technology network solutions to serve both Urban & Rural needs.
- Speaker: **Senior Representative**, **Siemens**

15:00 **Panel Discussion: Preparing for 3G in India**

- Determining the most profitable 3G services for the Indian market
- Working with the government to influence regulatory framework conducive to continued profitability
- Encouraging high-end users to migrate from 2.5G value-added services
- What are the best VAS services likely to be?

Panellists:

Kuldeep Goyal, Chief General Manager, **BSNL**

Vikram Mehmi, CEO, **Idea Cellular**

Asim Ghosh, Managing Director, **Hutchison Essar**

R N Padukone, Senior Deputy Director General, Telecom & Engineering Centre, Dept. of Telecommunications, **Government of India**

15:35 **Refreshments and Exhibition Visit**

INCREASING PENETRATION

16:15 **Commercial Initiatives for Emerging Cellular Markets**

- Case study: Journey from low penetration-high ARPU market to a high penetration-low ARPU scenario
- Emphasising the importance of good customer service
- Techniques for maintaining customer loyalty

Operator Speaker: **Mubashir Naqvi**, Vice President Commercial, **Pak Telecom Mobile (Ufone GSM)**

16:40 **Panel Discussion: Widening Access for Rural Communities**

- Determining an optimal timeline for increasing mobile coverage in rural areas
- Identifying the economic advantages of reducing widening access
- How increased coverage will enable rapid customer acquisition and significantly benefit operator revenue
- Methods of connecting rural areas – how satellite can help

Panellists:

Umang Das, President, **Spice Telecom**

Raika Jain, Professor, Centre for Telecom Studies, **Indian Institute of Management (IIM)**

Shantanu Consul, Administrator, **Universal Services Obligation Fund**

17:10 **GSM > 3G 10th Anniversary Celebration sponsored by SIEMENS**

STREAM B: TECHNOLOGY EVOLUTION

FROM 2G TO 3G

11:15 **Chair's Welcome and Speed Networking Session**

Chair: **Adrian Scrase**, CTO, **ETSI**

11:30 **Setting the Standards for 3G**

- Reviewing current 3G standards and deployment worldwide
- Setting out the roadmap from 3G to the Next Generation Mobile Network
- Outlining key performance targets for Next Generation Mobile Networks
- Economic drivers for Fixed Mobile Convergence
- The important role of IMS as an enabler for Convergence

Operator Speaker: **Adrian Scrase**, CTO, **ETSI**

11:55 **3G and Beyond: Spectrum Issues**

- Reviewing the issues surrounding 3G licensing affecting mobile operators
- Presenting various methods and the TRAI's recommendations for spectrum allocation
- Highlighting the regulations governing the pricing of spectrum
- The conflict of rights caused by competitive technologies' need for spectrum

Operator Speaker: **Sudhir Gupta**, Advisor, Mobile Network, **TRAI**

12:25 **Getting the Most out of EDGE and GPRS**

- Using 2.5 technology as a cost effective stepping stone to higher-end applications and services
- EDGE's continuing value in supporting richer content and faster data speeds in areas not covered by 3G
- Helping to connect the underserved

Operator Speaker: **Alok Shende**, Director for the ICT Practice, **Frost & Sullivan**

12:55 **Lunch & Exhibition Visit**

HANDSETS AND NEW INNOVATIONS

14:15 **Ultra Low Cost Handsets and their Impact on the Wireless Market in India**

- 3G handset prices – could they be a barrier for the future?
- The case for driving sales by cutting margins on handsets
- Assessing the range of ultra low-cost handsets currently on offer
- How ULCH can enable greater mobile penetration across a wider sector of society

Operator Speaker: **Ted Dean**, Managing Director, **BDA China**

14:45 **Bringing Affordable Communications to Rural Villages**

- Grameen Phone's role in developing telecommunications in rural areas
- Case Study: The immensely successful Village Phone project
- Economic advantages of connecting rural users and reducing the digital divide
- Community Information Center EDGE project initiative

Operator Speaker: **Frank Fodstad**, Deputy General, **Grameen Phone**, **Bangladesh**

15:10 **Techniques for Managing Fraud**

- Security requirements to protect consumers in a fully reliable manner
- Establishing IP-Based network security to tackle Next Generation vulnerability
- Digital risk management: reducing risk and increasing reliability
- Securing the storage infrastructure for effective information security management

Operator Speaker: **N Sundara Raman**, Deputy Director General (BMTS), **BSNL**

15:35 **Refreshments and Exhibition Visit**

IMPROVING COVERAGE & SERVICE

16:15 **Using Satellite to Connect Rural Users**

- What are the regulations governing the use of satellite backhaul?
- Evaluating how this technology works to improve coverage in rural areas
- Examining the business case for satellite: does it pay?
- Case Study: Idea Cellular's practical application of the technology

Operator Speaker: **Anil Tandan**, CTO, **Idea Cellular**

16:45 **GSM Optimisation and Planning**

- How to control disruptive factors including dropcall rate and congestion
- Methods for improving the quality of handover attempts
- National Calls – establishing better interconnection between regions

Operator Speaker: **Ineet Singh Pahwa**, RF Optimisation & Performance Engineer, **Hutchison Essar South**

17:10 **GSM > 3G 10th Anniversary Celebration sponsored by SIEMENS**

MOBILE ENTERTAINMENT INDIA STREAM C

11:15 **Speed Networking** 

11:25 **Chair's Opening Remarks**

Chair: **Neeraj Roy**, Managing Director & CEO, [Hungama Mobile](#)

11:30 **High Mobile Penetration and Vibrant Bollywood Industry: So what does it mean for Content?**

- Is uptake of mobile content/entertainment increasing, decreasing or on a plateau?
- Looking into the crystal ball: From SMS to ring-tones to ring-back tones, what will be the next cash cow?
- Applying the success factors of ring-tones to upcoming services to replicate the success

Operator

Speaker: **Rajesh Sawhney**, President, Entertainment, [Reliance ADAG](#)

MOBILE TV: COMING SOON TO A SCREEN NEAR YOU!

11:50 **International Case Study: Mobile TV over 3G: What can India learn from European Deployments?**

- Outlining the consumer proposition and the key success factors
- Made for mobile or recycling TV content; where does the demand lie?
- How to identify attractive and interesting content?
- How larger is the user base and what are the time lines to reach target numbers?
- Which were the most successful promotional techniques?

Operator

Speaker: **Andrea Braj**, Head of DVBH Product Marketing, 3 (H3G) Italy

12:15 **Panel Discussion: Mobile TV in India: Hype or Reality?**

- What is the launch of 3G promising to bring?
- Will 3G be enough for mobile TV or will broadcast technologies be required?
- Which broadcast technologies will India adopt and what have the trials shown?
- Is there a strong enough consumer appetite for Mobile TV and how much are they willing to pay?

Panellists:

Neil Chakravarti, VP, [Zee Telefilms](#)
Sameer Nair, CEO, [Star Entertainment](#)
Sai Kumar, CEO, [CNBCTV18](#)

Operator

Pradeep Shrivastava, CMO, [Idea Cellular](#)

12:55 **Lunch & Exhibition Visit**

MAKING MOBILE MUSIC FOR THE EXTRA MILE

14:15 **Creating Differentiated Localized Content for Non-Metro Audiences**

- The shift of the boom areas from major cities to rural parts
- Balancing the promotional strategy between the rural and metro areas
- Understanding what will sell in rural areas and how best to price for maximum uptake
- One size won't fit all: Creating localised content in regional dialects

Operator

Speaker: **Pankaj Sethi**, Vice President, Value Added Services, [Tata Teleservices](#)

14:35 **Panel Discussion: A New Strategy for a New Era: Launching and Promoting New Artists via Mobile**

- How can record labels and operators collaborate to develop a parallel music industry in the mobile space?
- Using the mobile as a distribution tool instead as music channels become more fragmented
- Reviving the 'single' by promoting fledgling artists on mobile
- Educating artists to embrace the new era of promotion and distribution

Panellists:

Shameer Tandon, Country Head, [EMI Virgin Records](#)
Speaker name to be confirmed, [Sa Re Ga Ma Music](#)
Rajat Kakar, MD, [Universal Music](#)
Shridhar Subramaniam, MD, [Sony BMG](#)

15:15 **International Case Study: At the Forefront of Innovation: Offering New and Differentiated Music Services**

- Creatively packaging music services to present a differentiated offer
- Creating a buzz around your product to gain consumer interest and drive uptake
- Winning partnerships: Outlining the revenue share structure between content owners and operators
- How can the Indian market apply best practice from the success of the product?

Speaker: **Ruuben van den Heuvel**, VP Business Development Asia, [Sony BMG](#), [Hong Kong](#)

15:35 **Networking Break & Exhibition Visit**

INNOVATING MOBILE GAMES FOR MAXIMUM UPTAKE

16:15 **Panel Discussion: Casual vs. Multiplayer and 3D Games: Where does the Growth Lie?**

- Which will be the revenue generator and how much resources should be devoted to developing each?
- Promoting casual games to rural areas as a form of entertainment
- Is the market for complex and 3D games large enough to justify investment?
- Encouraging the uptake of subscriptions instead of pay per play
- Understanding how best to overcome the lack of GPRS penetration

Operator

Rohit Sharma, COO, Gaming Portal, [Reliance Entertainment](#), [Reliance ADAG](#)
Ashay Padwal, Head of Technology, [Mauj Telecom](#)
Vishal Gondal, Founder & CEO, [Indiagames](#)
Salil Bhargava, CEO, [Paradox Studios](#)

17:00 **Chairman's Closing Remarks**

17:10 **GSM 3G 10th Anniversary Celebration sponsored by SIEMENS**

ABOUT MUMBAI

Mumbai, formerly Bombay, is the capital of Maharashtra and gateway to this immense sub-continent. Situated on the edge of the Arabian Sea, Mumbai is an island connected by bridges to the mainland. Emerging as the 'regional financial hub', Mumbai is the industrial and financial hub for all sectors of industry from textiles to petrochemicals, and responsible for half of India's foreign trade. It is the most cosmopolitan Indian city, spearheading India's move into the 21st century. Mumbai offers India's best nightlife and is the home of the Indian film industry. The word Mumbai is derived from Mumbadevi, the patron goddess of the Koli fisherfolk, the oldest inhabitants of Mumbai.

Mumbai weather is pleasant in November. The temperature is around 18°C minimum and 26°C maximum.

Some of the attractions of Mumbai are:

Marine Drive: Mumbai's distinctive curving seafront avenue connects the skyscrapers of Nariman Point to the green villas of Malabar Hill. It is also called the Queen's Necklace because of its appearance after dark, when the street lights sparkle around the curve of the bay.

Juhu Beach: This popular beach stretches for about 5 kilometers and is sure to be crowded on a weekend. Activities on the beach include food stalls, performers and camel and pony rides.

Chowpatty Beach: Situated in the suburbs of Mumbai, and known for its festive atmosphere, food stalls and hustle and bustle, this beach encapsulates the spirit of Mumbai.

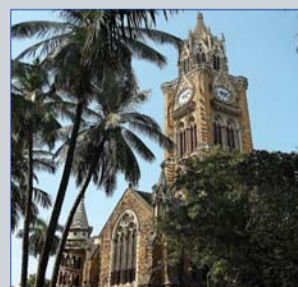
Gateway of India: This graceful ceremonial archway was built to commemorate the arrival of King George V and Queen Mary for the Delhi Durbar of 1911. It has historical significance for India because after the country gained Independence, the last British troops left Indian soil, marching to their ships under this imperial archway.

Elephanta Island: Situated 9 kilometers out to sea, from the Gateway of India, this island has a beautiful rock-cut Shiva Temple on top of a hill. The island can be reached by a short enjoyable ferry ride.

Prince of Wales Museum: One of the country's renowned museums, this heritage building is situated amidst green lawns, away from the hustle and bustle of Mumbai city. The museum contains a priceless collection of miniature paintings as well as extensive collections of art, sculpture, china, rare coins and weaponry.

Chattrapati Shivaji Terminus: Formerly known as Victoria Terminus, after the English Queen, who was also known as Empress of India, this imposing building was built in 1888. Designed by Frederick William Stevenson, the façade of this railway terminus in Mumbai is covered with sculptures of birds and animals.

Flora Fountain: Situated at a busy 5-point intersection in the heart of Mumbai's commercial area, this popular public landmark was built to commemorate the then Governor, Henry Bartle Edward Frere. It consists of a fountain with a statue of the Roman Goddess of Flowers. It is a popular place for people to sit and enjoy the ambience.



PLENARY SESSION

Watch this space for details of our special guest presenters who will leverage valuable and transferable lessons from beyond the Mobile Telecoms Space!

- 09:30 **Recommendations for 3G Spectrum Allocation**
- Facilitating growth – what do India's GSM operators need?
 - 3G spectrum – to charge, auction or give it away?
 - Assessing the global implications of the allocation of spectrum in India
- Operator Speaker: **Naresh Gupta**, CTO, Hutchison Essar and Chair, GSM India
- 09:55 **Market Analysis and Future Projections**
- Regional subscription analysis
 - Trends in ARPU and data % of revenue
 - WCDMA's expected effects on subscription uptake and growth
- Operator Speaker: **Liz Hall**, Principal Analyst, Informa Telecoms & Media
- 10:20 **Refreshments and Exhibition Visit**

STREAM A: STRATEGY AND SERVICES

DRIVING UP REVENUES

- 11:00 **Chair's Welcome and Speed Networking Session**
Chair: **Ted Dean**, Managing Director, BDA China
- 11:15 **Driving Up Revenues in the Region**
- Bringing handsets to the masses
 - Capitalising on the opportunities available with the huge unconnected percentage of the population
 - Identifying barriers to growth: how can these barriers be broken down?
- Operator Speaker: **S D Saxena**, CFO, BSNL
- 11:45 **Strategies for Nurturing the Prepaid Customer**
- Key indicators of a prepaid customer (APRU, MOU, churn, lifetime value)
 - Deploying loyalty plans to increase customer lifetime on the network
 - Implementing recharge strategies to increase spend and frequency of spend per customer
 - Using tariffs and rating schemes to increase call duration and MOU
 - Review of transactional revenue opportunities to increase operator's share of the prepaid disposable wallet
- Operator Speaker: **Michèle Scanlon**, Principal Consultant, Green Giraffe, South Africa
- 12:10 **Continuing to Expand Revenue through SMS**
- Case study: Spice's Voice SMS project in Punjab
 - SMS as a facilitator to lead users beyond voice-only usage
 - Why this communicating medium has become so popular in India
 - Why new VAS services are unlikely to decrease the need for SMS
- Operator Invited speaker: **Mukul Khanna**, Assistant Vice President, Marketing, Spice Telecom
- 12:40 **Lunch and Exhibition Visit**

STRATEGIES FOR SUCCESS

- 13:45 **Profiting from the VAS Market**
- Considering VAS service options – what will be the killer applications?
 - Widening VAS access to a greater customer base
 - The importance of localised content
- Operator Speaker: **Yatin Pahwa**, Head of Airtel Live!
- 14:15 **Offering "The Best" to Your Clients**
- Why BPL has been voted the best mobile service by customers two years running (Voice & Data 2006)
 - BPL's unique network design ensuring reliability and an impressive service
 - Camel Phase 2 Intelligent Network platform
 - Embracing MMS, mobile browsing, Java based mobile games
- Operator Invited speaker: **Krishna Angara**, Executive Vice-President, BPL Mobile Communications
- 14:45 **Refreshments and Exhibition Visit**
- 15:20 **Fostering an Effective Marketing Strategy**
- The importance maintaining relationships with customers to encourage customer loyalty and reduce Churn
 - What techniques can operators employ to reach out to a wider market?
 - What special offers can operators introduce to make customers feel valued?
- Operator Invited Speaker: **Pradeep Shrivastava**, CMO, Idea Cellular or Rajat Mukarji, Vice President, Idea Cellular
- 15:50 **Initiating Global Roaming in the GSM Space**
- Case study: MTNL's plan to enable seamless roaming faculties for customers on the networks of all leading global operators
 - Plans to assure international roaming through tie-up agreements with up to 100 global operators
 - How global roaming will liberate customers and provide a better service
- Operator Speaker: **A K Srivastava**, Manager of GSM Services, MTNL
- 16:20 **Could Europe's MVNO model be applied to the Indian market? With Q&A**
- The European MVNO trend and alternative business models
 - What are the different possible business models?
 - What technical integration does this mean?
 - How can India's MNO's consider MVNO candidates?
 - What could be the challenges for the future?
- Operator Speaker: **Philippe Vigneau**, Business Development Manager, Transatel, France
- 16:45 **Chair's Closing Remarks**
- 16:50 **Close of Conference.**

STREAM B: TECHNOLOGY EVOLUTION

IP AND EVOLUTIONARY STRATEGIES

- 11:00 **Chair's Welcome and Speed Networking Session**
Chair: **Adrian Scrase**, CTO, ETSI
- 11:15 **Maximising ROI through an Effective Content Delivery Platform**
- How effective content delivery can ensure profitability for every part of the value chain
 - Real solutions for achieving an effective Service Delivery Platform (SDP)
 - Identifying new and emerging content and service delivery technologies
- Operator Speaker: **Amrita Gangotra**, Chief Information Officer, Mobility, Airtel
- 11:45 **The Business Benefits of Combined SIM & Handset Management**
- Defining an architecture that's flexible and puts the subscriber first
 - Enabling operators to manage subscribers' handsets proactively for access to revenue-generating services
 - Using traditional SIM management techniques to enhance service discovery
- Operator Speaker: **Senior Representative**, Smartrust
- 12:10 **Towards Triple Play and Quadruple Play in India**
- Evaluating innovative 3G applications to expand the market
 - Considering the merits in developing a triple play operator mode
 - Success factors of triple play and quadruple play
- Operator Speaker: **Arun Prabhakar**, Head of VAS, Hutch Essar South
- 12:40 **Lunch & Exhibition Visit**

WIRELESS BROADBAND IN INDIA

- 13:45 **Understanding the Threats and Opportunities Posed by the Emergence of WiFi**
- Capitalising on the trend towards wireless households
 - Implications of VoWiFi – what should operators be doing to defend themselves?
 - The benefits to be gained from working together with WiFi operators and embracing the medium rather than viewing it as a threat to income
- Operator Speaker: **Frank Hanzlick**, Managing Director, WiFi Alliance
- 14:05 **Why Mobile Operators Should Add WiMAX to the Access Mix in Developing Markets**
- How WiMax used in co-operation with NGN can create a sustainable business advantage
 - Evaluating the impact of adding WiMax to the access mix in a developing market
 - Assessing its advantages and disadvantages in terms of cannibalisation of current services on traditional access technologies (copper and fiber).
- Operator Speaker: **Akshay Lamba**, Senior Consultant, Telecoms, KPMG, Dubai
- 14:25 **Case Study: Rolling out WiMax in India**
- Cutting the cord on fixed access – opportunities created through WiMax
 - Report back on BSNL's recent WiMax rollout across India
 - Should WiMax be bundled or offered as a stand-alone service?
- Operator Invited speaker: **Lav Gupta**, Deputy Director General, Broadband, BSNL
- 14:45 **Refreshments and Exhibition Visit**

LOOKING TO THE FUTURE

- 15:20 **Discussion: Utilising the Full Potential of VAS**
- 'Current' is the key criteria, with users hungry for the latest infotainment
 - One end-to-end, future-proof platform to reduce operator headaches
 - Establishing an effective means of delivering reliable VAS Services
- Operator Panellists include:
Senior Representative, Nokia Networks
Prem Kumar Poduval, Head of Technical, BPL Mobile Communications
- 15:55 **Ensuring Better Quality of Service**
- Role of Quality Assurance for sustainable growth in GSM Operations
 - Requirements of Quality Assurance – moving towards Next Generation Networks, Fixed Mobile Convergence, etc
 - How to gauge the performance of the GSM operator?
- Operator Speaker: **Shahid Chughtai**, Head of Corporate Quality Assurance, Wairid Telecom Operations
- 16:20 **Trends and Technologies for the Future**
- A region with potential: India is now the fastest growing market in the world
 - What must India do continue to follow China's impressive growth pattern?
 - The importance of encouraging operators to invest in new technologies
 - Market projections for growth in the next five years
- Operator Speaker: **Kunal Bajaj**, Advisor, BDA India
- 16:45 **Chair's Closing Remarks**
- 16:50 **Close of Conference.**

MOBILE ENTERTAINMENT INDIA STREAM C

11:00 Speed Networking 

11:10 Chair's Opening Remarks

HOW AND WHEN CAN I GO DIRECT TO CONSUMER?

11:15 **Panel Discussion: Creating and Operator and Content Owner Friendly Off-Portal Environment**

- What are operators' & content owners' attitudes towards off-portal services?
- What are current obstacles preventing off-portal services from becoming a reality?
- How can operators help create a favourable off-portal environment for content owners?
- Examples of direct to consumer services in India, their level of their success

Panelists:

Neeraj Roy, MD & CEO, Hungama Mobile

Sukanta Dey, Director Telecoms, India Times

11:55 **International Case Study: Going Direct to Consumer with Compelling Products**

- Outlining the off-portal business case
- How best to price; flat fee or pay as you use?
- Ensuring your product is easily discoverable by consumers
- What are the chosen payment and billing mechanisms?
- What are the hurdles which had to be overcome before launch?

Speaker: **Arun Gupta**, CEO, Mauj Telecom

12:15 **What are the Different Billing Models for Direct to Consumer Services?**

- Payment via pre-paid cards; what are the pros and cons?
- Billing via the operator; what will the relationship look like?
- Are short-codes going to continue being the number one method or is change in the air?
- What are the hurdles in implementing an operator independent billing system?
- Investment required
- Customer services function
- Predicted changes in the value chain as off-portal billing mechanisms become more sophisticated

Speaker: **Sukanta Dey**, Director Telecoms, India Times

12:40 Lunch & Exhibition Visit

MOBILE COMMUNITIES & USER-GENERATED CONTENT: ANOTHER REVENUE SOURCE?

13:45 **Panel Discussion: What is the Aim of Providing Mobile Communities or User Generated Content?**

- What value will community services bring to operators, brands and third parties?
- Deciding why to offer a community/user generated content service
- How can communities and user generated content be used to:
 - generate further revenues
 - build loyalty and reduce churn
 - drive the uptake of related content
 - create a buzz around your brand.
- Examining the optimum business models for community based services
- Innovations from around the world: who is doing what?

Panelists:

Sanjay Goyal, CEO, ACL Wireless

Faisal Farooqui, CEO, Mouthshut.com

James Beckman, Head of Business Development & Marketing, Asia Pacific, Jumbuck

14:25 **International Case Study: Transferring the Success of a Web Community to a Mobile Community**

- Understanding how the success of on-line social networking can be replicated on mobile
- What is the consumer demand for social networking on mobile?
- Is the aim to move the on-line customer base to mobile or attract a new base?
- How much education will have to be carried out?

Speaker: **Faisal Farooqui**, CEO, Mouthshut.com

14:50 Networking Break & Exhibition Visit

MOBILE ADVERTISING AND SEARCH

15:20 **Panel Discussion: Fine Tuning your Strategy to Deploy Mobile Search**

- Enabling a similar search function on mobile as on the web
- White label or branded search: which strategy is best for whom?
- Ensuring search helps enable discovery of on and off portal content as well as provide detailed answers to local searches
- When will advertising through search become a revenue generating opportunity?
- Who will emerge the winner from the search value chain?
 - operators
 - fixed internet search engines
 - white label search
 - mobile specific search

Panelists:

Jaspreet Bindra, Country Manager: Windows Live & MSN, Microsoft India,

Harbinder Narula, Country Manager, Google India

George Zacharias, MD, Yahoo! India

16:00 **Panel Discussion: When will Mobile Advertising and Marketing become a Reality?**

- How long until mobile becomes a part of the marketing media mix?
- How much advertising will consumers accept on mobile?
- What are the opportunities for sponsored content? Will the download rate be high enough to justify it?
- Creating interaction instead of interruption: short ads which act as entertainment.

Panelists:

Tushar Vyas, National Director, Interaction, Mindshare

Rajiv Hiranandani, Country Head, Mobile2Win

Anup Jain, General Manager, Marketing, Whirlpool

16:45 Chair's Closing Remarks

16:50 Close of Conference.



Telecoms Academy Post-Conference Training Course Delivering Key Information for the Challenges Ahead

3G EXPLAINED AT GSM>3G INDIA

24-25 January, 2007, Mumbai, India

Hyatt Hotel Mumbai

Indian Operator – US\$1050; Indian Delegate – US\$1400;

International Delegate – US\$1760

Evolution to 3G and Services Overview

- Standardisation, ITU/IMT2000, ETSI, 3GPP and 3GPP2
- Evolution to 3G
- UMTS Services
- CDMA 2000 services
- Example 3G Content and Services

The Network Infrastructure

- The network – what does it do?
- Circuit or packet switched?
- The Core Network (from 2G to 3G)
- Switches and routers
- Controlling the network
- Evolving the 3G core network
- The Radio Network
- 2G / 2.5G Radio Elements
- 3G Radio Elements
- WiFi and the wireless / 3G network

3G Radio Access

- CDMA in Operation
- Data Rates and Capacity (Spreading Factor and Processing Gain)

- Channels in 3G UMTS
- Planning a 3G Network
- Interference Effects Reducing Interference / Increasing Capacity
- Planning Tools

The IP Multimedia Subsystem (IMS)

- IMS Basics
- UMTS and IMS
- IMS Standards
- Why IMS
- IMS Features
- IMS Services

Procedures – Bringing it all together

- Making Calls
- Receiving Calls
- Data Services
- Messaging
- Content Delivery
- Video
- Roaming Scenarios
- Billing Processes

Covering 3G Technologies such as WCDMA, HSDPA, HSUPA, cdma2000, IP and IMS, as well as services and applications (including: content distribution, wireless Voice over IP (wVoIP), and mobile TV services), and handsets – this course provides an excellent grounding for those who need to understand the scope, implementation options, business drivers, and rollout strategies for 3G systems.

This course also examines the evolving role of 3G (including its capabilities, strengths and limitations), and provides a useful guide to how it fits with existing 2G (including 2.5G and 2.75G technologies), and other radio technologies such as WiFi and WiMAX as the “Universal Mobile Telecommunication System” (UMTS) within the converging world of telecommunications.

What you will learn:

To register, either use the booking form, or contact the Telecoms Academy on: Tel +44 (0)20 7017 4144, email: training@telecomsacademy.com or visit our website at: www.telecomsacademy.com

The Informa Telecoms Academy is part of Informa Telecoms & Media Group

“It is a very useful event for the people in the telecom field; participation is expected to go up”.

DMB, Reliance Telecom

RAISE YOUR COMPANY PROFILE

Take advantage of new opportunities in an expanding market.....

Informa Telecoms & Media have an unrivalled reputation for attracting decision making delegates from mobile operators. This provides an excellent opportunity for your company to raise your profile and demonstrate your expertise before a valuable group of potential customers.

There are huge demands and opportunities for cellular telephony in the Indian region with rapid growth predicted over the coming years. Conference passes for mobile network operators and regulators are heavily discounted. The result is a focussed audience with unequalled networking opportunities with the industry elite helping you to generate new leads and establish your brand whilst minimizing your costs.

Raise your company's profile:

Promote yourself as a key player within India and have your branding reach both the delegates in attendance at the event and the wider Mobile community. What better way to build your market position than by affiliating your company with this exciting event designed specifically as a meeting place for wireless operators in India?

If you have clients in India, or are looking towards this region for new business, you MUST have a presence at this exhibition. No other event will offer you such a high quality audience of operators and key players from the wireless industry.

Previous & Present exhibitors

Adax • ACL Wireless • Actix • AePona • Aircom • Alcatel • Ascom • Astellia, Bharti Telesoft • Comarco • Ericsson • eServGlobal • Ferma, Gemplus • HP • HP Bazaar • I-mate • IMI Mobile • Interoice • Jabra

“Great conference, good speakers and excellent networking opportunities”

RG, Infineon

• Jinny • LHS • LogicaCMG • mFormation • Motorola • Nokia • ORGA Card Systems • Phoneytunes.com • Roamware • Sagem Orga • Sasken, Siemens • SmartTrust • Subex Systems • Sybase • Syscom • Tektronix • Telmar Networks • Ushacomm • Volubill • Xius

These companies will have privileged access to the region's operators – by not participating at GSM>3G India you are allowing them access to your most profitable clients!

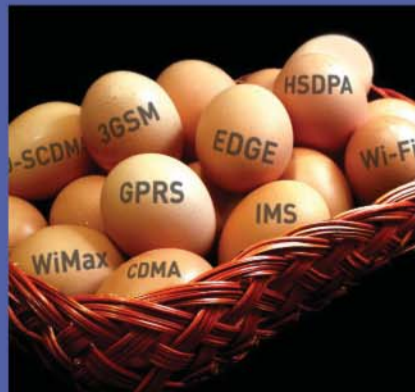
New for 2007!

Dedicated Content Zone at GSM>3G India

In addition to the new 'Mobile Entertainment India' stream we have dedicated floor-space specifically for media, entertainment and content providers keen to meet and do business with operators reflecting the rapid convergence of the mobile and entertainment industries

Your competitors are participating. Shouldn't you?

For further information on how you can take advantage of the vast networking and marketing opportunities available, please contact: **Joanna Jones**, Tel +44 (0)20 7017 4801 or email: joanna.jones@informa.com



Sometimes it does pay to have all your eggs in one basket...

The GSM>3G World Series are the leading communications events centred in the hottest growth markets around the world. Covering more than GSM, other key technologies discussed include: GPRS, EDGE, 3GSM, TD-SCDMA, HSDPA, IMS, Wi-Fi, WiMax and more...

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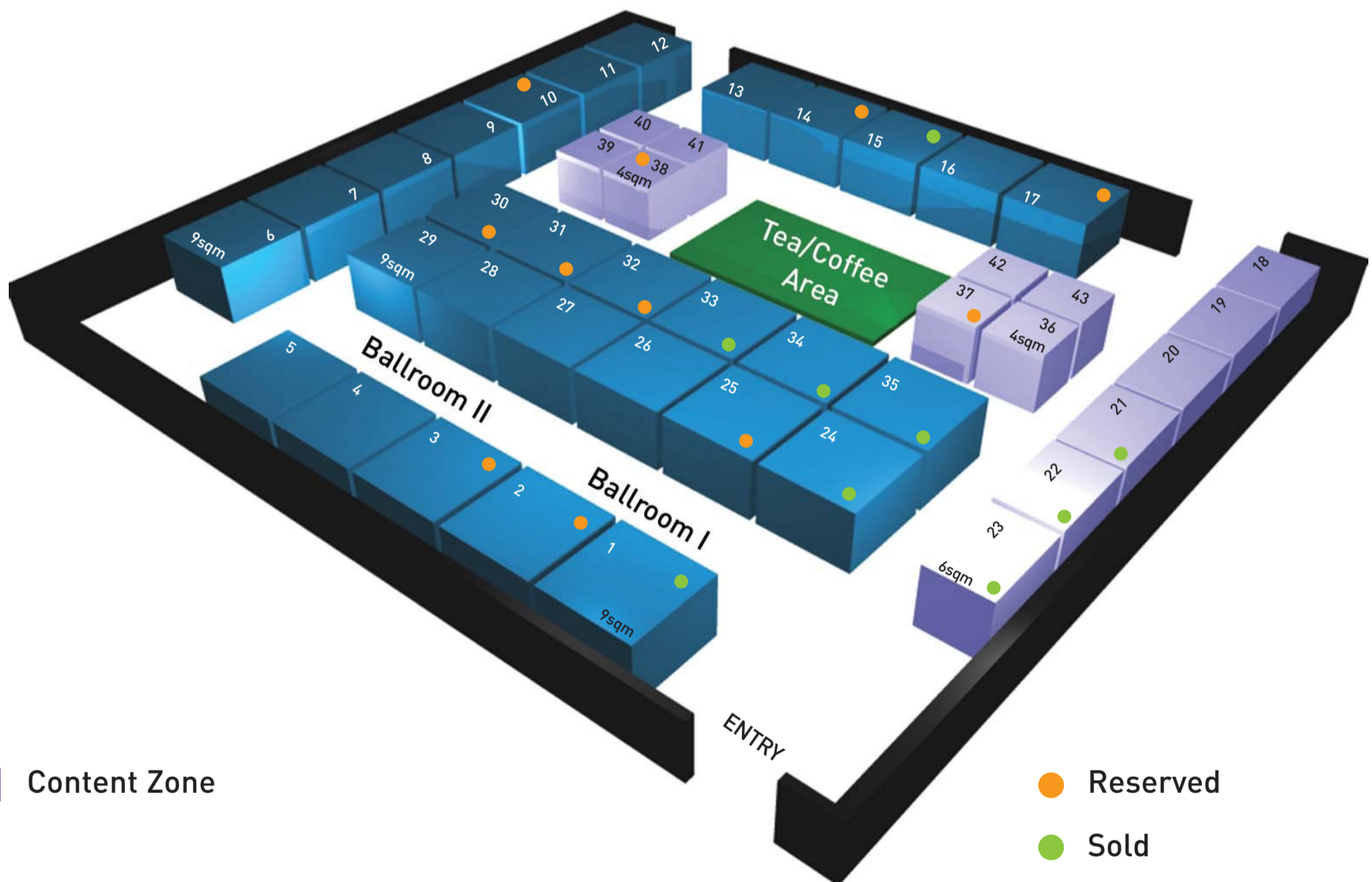


SmartTrust is the market's leading solution provider for Mobile Device Management (MDM) and SIM-based services.. Nearly 100 mobile operators around the world rely on SmartTrust to boost the revenue generating potential of today's mobile devices and lower support costs through a process of device-aware, over-the-air interactions that cover all stages in the subscriber lifecycle.

From initial device detection and configuration to the continued support and maintenance of both handset and SIM, the company's portfolio of Mobile Device Management solutions (SmartManageT) cuts through the complexity of today's mobile technologies to ensure the availability of revenue generating voice and data services.

The company's extensive experience in SIM technology enables operators to build SIM-based service portals. SmartTrust's SmartàLaCarteT offers a costeffective approach to deploying mass-market data services to all GSM handsets. SmartTrust's globally dispersed customer base includes: Vodafone, Cingular Wireless, Telenor, Sonofon,Telfort, Cosmote, MTN,T-Mobile, ERA PTC, Brasil Telecom GSM, Claro, Bharti Airtel, SMART Communications, M1 and Indosat. The company is headquartered in Sweden with a regional presence in the UK, Germany, Italy, Malaysia, India, China, Hong Kong, Mexico, Brazil and the United States. SmartTrust is privately held and its investors include The Carlyle Group, Eqvitec Partners, GE Equity and TeliaSonera.

For more information, please visit www.smarttrust.com



Strengthen your connection with subscribers — and their connection with you. Give them Wi-Fi CERTIFIED.®

As India embraces wireless broadband, Wi-Fi has an important role to play — especially in converged mobile phones. Our testing programs and market development efforts help Wi-Fi/Mobile handsets deliver on their potential. Insist on Wi-Fi CERTIFIED.

Come see Wi-Fi Alliance Managing Director Frank Hanzlik speak on January 23 at GSM > 3G India.

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