



Ortel Communications Ltd.

www.ortelcom.com

Bringing Convergence to India

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Date: 21st December, 2017

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Scrip- ORTEL

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400001
Scrip code-539015

Dear Sir/Madam:

Sub: Press Release on "ORTEL RELAUNCHES BROADBAND PLANS (Introduces Unlimited Plan at Rs. 99/- per month, Withdraws all plans below 2 Mbps, Terabyte Plan rates slashed by over 50%)"

This is to inform that, Ortel Communications Limited (Ortel) is introducing "ORTEL RELAUNCHES BROADBAND PLANS (Introduces Unlimited Plan at Rs. 99/- per month, Withdraws all plans below 2 Mbps, Terabyte Plan rates slashed by over 50%)" vide press release dated 21-12-2017. The Copy of the said Press Release is attached herewith for your kind reference.

This is for your kind information and record.

Thanking You,
For Ortel Communications Ltd


Bidu Bhusan Dash
Company Secretary & Compliance Officer



ORTEL RELAUNCHES BROADBAND PLANS

Introduces Unlimited Plan at Rs. 99 per month

Withdraws all plans below 2 Mbps

Terabyte Plan rates slashed by over 50%

Bhubaneshwar, December 21, 2017: 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, Telengana, West Bengal and Madhya Pradesh, unveiled its New Unlimited Data Plans starting from just Rs. 99/-per month.

Ortel has been a trendsetter in offering Customer Centric Broadband Plans in accordance to the ever changing internet ecospace in India. With its new range of Unlimited Plans, Ortel has taken head-on the big telecom players. Sensing the customer demand for higher data at affordable price, Ortel has come up with the revolutionary set of data plans to meet the customer needs.

The Rs.99/- plan has 500 MB data limit per day @ 2Mbps, although the customer can continue browsing even after reaching the daily limit, at post FUP speed. The New Unlimited FUP Broadband Plans also have options of 1 GB daily data limit at Rs.129/- per month and a multi-month package at Rs.349/- wherein subscribers can enjoy 1 GB data per day at 2 Mbps speed for 3 months. These plans would cover the needs of first time users, social networking users and the price sensitive segment.

The 'Below 100' plan would also enable Ortel to increase the penetration of internet ready home passes which are already available in most of the markets where it operates. With the proliferation of smartphones and other smart internet devices, consumers can use the same devices to connect to Ortel Home Wi-Fi solutions at a cheaper price and better in house speeds. The plans directly compete with the Telecom Players who offer 3G and 4G on Mobile Devices. Customers also have the option of free installation if Multi Month Subscription is paid in advance. Broadband would become more of a utility than luxury and the plans would make right to broadband access closer to reality.

Ortel had already withdrawn the plans below 1 Mbps in the month of April 2017. With the launch of new plans, it has now withdrawn all the plans below 2 Mbps. It has introduced Unlimited FUP plans in the speed range of 5 Mbps, 10 Mbps, 20 Mbps, 50 Mbps and 100 Mbps with monthly data limits ranging from 40 GB to 1 Terabyte at very affordable price points. All plans

are valid for full calendar month unlike many telecom service providers in India who provide plans valid for 28 days. In addition to these plans, Smart Booster packs have also been launched, which will help the customers to maintain the FUP speeds, even after the FUP download limit is crossed, by paying just Rs. 10 per GB. All rates are excluding taxes.

The high data limits at affordable price has been introduced to cater to the consumers who have heavy consumption of content driven videos mostly related to entertainment (Film, TV and Music), Education and Online Games. The 100 Mbps Terabyte FUP Unlimited plan price has been slashed by over 50% to make internet guzzling more fun than fear of bills.

Existing Ortel Digital TV subscribers can avail discounts ranging from 10% to 50% on their cable TV subscriptions based on whichever new Ortel Broadband plans they subscribe to.

Ortel is the first MSO and ISP to offer wireless broadband service at public places for its wired broadband subscribers without any additional WiFi Hotspot access charges. Ortel Communications is a pioneer in providing convergence communication services in the country. It has revolutionized the entertainment and broadband technology in India. It has always been the Company's vision to provide Cable TV and Data Service 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 services including broadband and VoIP services with enormous advantages and superiority in the network. Ortel provides connection to customers directly and has full control over its 'last mile' network.

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

"Looking at the huge data consumption that is taking place in the country today, we have decided to take full advantage of this opportunity and therefore launched Unlimited Data Plan at just Rs. 99 per month. We are already providing high data limits to our customers, but now with the aggressive pricing which is even better than most of the telecom players, we aim to provide an excellent value for money to our subscribers. The objective is to increase the overall average data consumption of customers from 18 GB to 100 GB per month at pocket friendly prices."

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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, Madhya Pradesh, Andhra Pradesh, Telangana & 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, Madhya Pradesh, Andhra Pradesh, Telangana & 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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