



Ortel Communications Ltd.

www.ortelcom.com

Bringing Convergence to India

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Date: 17th May 2016

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Scrip Code: ORTEL

BSE LIMITED
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Dalal Steet, Mumbai -400001
Scrip Code: 539015

Dear Sir/Madam;

Sub: Press release dated 17th May 2016-Ortel Communications Limited

We are enclosing herewith copy of Press release regarding introduction of 100 Mbps mega speed DOCSIS 3.0 internet.

This is for your information and record.

Thanking You,

For Ortel Communications Limited

Lalit Kumar Mohanty

(Company Secretary & Compliance Officer)

Encl: As above

Ortel Revamps Broadband Plans, Introduces 100 Mbps

Launched new Broadband plans ranging from 2 Mbps to 100 Mbps

Bhubaneswar, May 17, 2016: Ortel Communications Limited (Ortel), one of the leading Cable television and high speed broadband services provider operating in the states of Odisha, Chhattisgarh, Madhya Pradesh, Andhra Pradesh, Telengana and West Bengal, has introduced a wide range of plans including 100 Mbps Mega Speed DOCSIS 3.0 Broadband Internet in Odisha. Data Over Cable Service Interface Specification (DOCSIS) has been developed by CableLabs, which is an International Consortium of Cable Operators and MSOs, and approved by the International Telecommunication Union (ITU-T). This technology has been widely used in Europe and USA by leading ISPs.

The new Ortel Broadband plans range from 2Mbps to 100 Mbps which will cater to the requirements of most of the home broadband users ranging from simple browsing, chatting to using High Definition Video content and High Level Online Gaming. While a song video can be downloaded within a second, a movie can be downloaded within a minute using the 100 Mbps DOCSIS 3.0 plans. SMEs and Corporates can avail speeds of their choice using fiber leased line. Ortel offers the Enterprise based solutions for latency sensitive applications.

With the proliferation of multiple internet devices in homes and increase in internet based applications, average broadband data usage has been on a rise. Data download by Ortel customers has seen around 50% surge in last two years and is likely to go up further. The broadband packages have been overhauled in response to the accelerating demand for speed and data consumption pattern.

Ortel Communications is a pioneer in providing Convergence Communication Services in the Country. 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 is the first MSO to offer 100 Mbps Broadband in the state of Odisha using the DOCSIS 3.0 technology. It is being initially deployed in the city of Bhubaneswar and will be followed by other markets very soon. DOCSIS 3.0 allows for a much higher throughput compared to the earlier versions by using multi-channel bonding simultaneously for download/upload.

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

"We are happy to launch a wide array of Broadband plans in DOCSIS 2.0 and DOCSIS 3.0 technology platforms keeping in view the current pattern of internet usage by the subscribers. While we have very affordable plans to serve all internet subscribers, we have been continuously upgrading the speeds to cater to the fast changing usage trends of subscribers who have multiple requirements ranging from plain simple browsing, emailing, social media engagement, heavy downloading, video conferencing to the higher end usage of HD live streaming of video content and complex online gaming. Our endeavour is to constantly redefine our consumer experience and we will constantly pursue this objective in our markets to increase our broadband subscriber base.

The Company plans to actively roll out DOCSIS 3.0 plans to deliver exceptional internet surfing experience to its subscribers. Attractive COMBO plans are also made available to the Ortel Cable TV subscribers, which is in line with our vision of "One Cable, Many Solutions."

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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, 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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