



# Company Profile- *Radiancz*

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## Indian Telecom Sector – A Snapshot

The India telecom growth story sounds incredible. It has been one of the key sectors fuelling India's economy in the past decade.

India has the second largest wireless subscriber base and lowest tariffs in the world. The wireless subscriber base has already surpassed 500 million mark.

*The COAI has projected subscriber base to reach 893 Million by 2012 – CAGR of 30 % over the next 3 years. The sector has recorded CAGR of over 50% in the past 3 years.*

India is still considered a favorable market in telecom as evident by recent investments by Russian MTS and Norwegian Telenor.

The optimism is driven by the fact that the vast rural population is still not connected. The teledensity in rural areas is still around 30% and that is where the big opportunity lies ahead.

Also, the upcoming 3G is going to up the revenues for telecom companies with data usage going up.

The current scenario warrants a need for a robust infrastructure for telecom networks. This would continue to be a key focus area for telecom companies especially the passive infrastructure. The telecom tower companies managing the passive infra are into aggressive expansion and consolidation mode at present. GTL has recently acquired Aircel towers. ATC also has reportedly bought Essar portfolio. Quippo, Indus and Bharti Infratel also has growth plans. Tower Vision has recently got the PE funding for expansion.

Radiancz, which has carved a niche for itself in a very short span in telecom related services and consulting is rightly positioned to address this market with an appropriate value proposition.

## Telecom Sector dynamics in J&K

It took a while for private wireless telecom operators to arrive in J&K. While Airtel launched its pre-paid service in April 2004, BSNL had started the same in June 2005. Later Vodafone, Aircel, Reliance, Tata tele and Idea also followed suit. The new operators like Datacom and Stel are also planning to enter J&K.

Today it is the one of the biggest employment generators in private sector in the state of J&K. The sector generates direct and indirect employment opportunities to lakhs. There were approximately 45 lakh connections in J&K in 2009, 39 lakh were pre-paid and the rest post paid. There are around 400 customer touch points, 350 major distributors and around 48,000 small and big retail outlets across the state, apart from the innumerable number of mobile selling and repair shops.

There is still a long way to go to connect every part of J&K. Plans are underway from each of these operators to bring all their services to this state and are thus in the process of setting up infrastructure for the same. Given the demographic and other challenges there is a strong need to have local yet effective service providers to install and manage the passive infrastructure for the telecom operators. And this is where Radiancz, a company with local roots but global competencies comes in. It is well poised to be a reliable and trusted partner in the growth of telecom in J&K and expand the footprint in the other parts of North India. Radiancz plans to be a dominant player in this space in northern region in the near future and pan India thereafter.

## About RADIANCZ

Radiancz came into existence in May 2007 with one of the founders Anil operating from home. It was in the month of Nov 2007 that we moved to a commercial premise in Gandhi Nagar and managed to register ourselves as an organized player.

Our first taste of success was when we managed to bag a networking project from Wipro. With our efforts and trust we built with Wipro we got rewarded with a pan J&K project from Wipro where in we are doing the networking for all the High Courts and District Courts of the state.

It was in second half of 2008 that we managed to get registered with Bharti Infratel Limited. The services that we offer to Bharti Infratel are in electrical and civil domain. We are now also registered with Reliance Communication and are at the threshold of getting our first Project PO (Purchase Order) for the RF(Radio Frequency) work of the Reliance Towers in J&K.

We are also expecting work from some new customers as the ground work of getting registered and showcasing the Company's core-competence has been done. Our new target customers are

- A) Vodafone
- B) Idea Cellular
- C) Shyam Telecom
- D) GTL
- E) Tower Vision Limited

Our initial discussion with these Customers has been very positive and we are very optimistic about getting work from almost all of them.

## Services offered

Radiancz has developed competencies to offer following types of services

### Project Management Services (PMS)

**Scope of Work:** Scope of Work consists of following activities:

- Site preliminary survey along with site acquisition team of the Customer
- Site Detailed Survey
- Site Lay-out & Preparation
- Soil Testing & Investigation
- Structural Analysis & Design
- Layout design & Drawings of equipment etc.
- Preparation of Bill of Quantities & Bill of Services.
- Quality check on all items used in the project at site and at the Suppliers' Factory (at request by Operators).
- Planning, Scheduling, Execution, Monitoring & Controlling and Analyzing & Reporting (MIS-Management Information System)
- Liaison with State Electricity Boards for obtaining required Power connection.
- Obtain No Objection Certificate (NOC) from local statutory bodies for setting up of Cell Site(s).
- Site Security / Safeguard Provision.
- Finalization of equipment specifications, works in consultation with technical and commercial teams of the Customer
- Preparation of schedules and co-ordination with all suppliers & sub-contractors
- Co-ordination with all Liaisoning & other agencies
- Prototype inspections and approval in coordination with Customer
- Planning & Scheduling of Materials Management
- Supervision of Civil, Electrical, Structural (Tower) and installations of other equipment
- Quality inspections and audit
- Co-ordination with all suppliers and Subcontractors for liquidation of punch points
- Site Acceptance Test (AT) and documentation
- Accomplish Site Ready For Installation (RFI)
- Site inspection report
- Final inspection & Handover of site
- Bills verification and certification
- Project Documentation.

## Operation & Maintenance

**Scope of Work:** Scope of work consists O&M of following:

- BTS (Base Transceiver Station)
- Diesel Generator Engine
- Diesel Generator Alternator
- PMU (Power Management Unit)
- Fire Alarm System
- Electrical Installation
- Batteries
- Integrated Panel
- Air Conditioner Unit(s)
- Shelters
- Cables
- Lightning Arrester
- Aviation Lamp(s)
- AC & DC Power Supplies
- Mobile DG Services
- Fire Extinguishers
- Tower / Mast / Pole
- Earth Pits

## Associated Activities

- Data Entry Job
- Logistic & Transportation
- Document verification & BILL distribution
- Supply of electronic Equipment used for site survey
- Supply of electrical material for the Tower

## Strengths

- Access to local talent
- Professionalism
- In house competencies
- Discipline
- Flexibility
- In-house training centre
- Multi skilled engineers

## Management team

### Anil Bushan

Anil is the Man who is the founder of Radiancz Consultancy, before walking on this entrepreneurial path. He had been in Pune working for a multinational Logistic organization. He was also with SM Auto where he headed the production unit of the organization. At 26 this young man had the courage of coming back to a so called “Disturbed State” and fight for achieving his dream. Anil is a Production Engineer, from the Shivaji University, Maharashtra. Anil takes care of all the operational activities and is passionate about his dreams. Anil likes to listen to music has a sweet voice and is a Sonu Nigam fan. Anil says “we are just at the end of the beginning”.

### Rajeev Pandita

Rajeev is a co-founder of Radiancz and before coming to Jammu Rajiv had been with Wipro Pune. He used to mentor a team in the Wipro BPO, Pune. He has a rich experience of ITES sector and IT sales. He being a close friend of Anil shared the same vision and thus soon joined Anil to consolidate the building of an Organization and the realization of their dream. Rajeev has done his masters in marketing management & is a graduate from Symbiosis Institute Pune. He conducts various personality development courses and is a Shahrukh Khan fan. Rajeev at 28 & is the head of corporate affairs, communication and HR he says “we have arrived with CSR”.

### Sundeep Bhat

Sundeep is 30 and is the senior member of the team; he has been with Top IT companies in Mumbai and has an experience of seven years in the field of IT. A close friend of Anil and Rajiv, Sundeep joined the Organization in May 2008. Before Joining Radiancz he had been with Redington India ltd and was heading the IBM s/w sales for 5 states and managing various prominent ISV’s. He is a computer engineer from Nagpur University and has a Management degree from the University Dept. of Mumbai. Sundeep is the Head of Radiancz Consultancy and is looking after sales & marketing. Sundeep has been very active in theater; he enjoys writing and directing plays.

## Customers & Scope of Work

### Bharti Infratel Limited

Radiancz Consultancy is a registered Partner with Bharti Infratel. We have executed the work of Electrification of the Tower for Bharti Infratel. The complete scope of work includes the following

- Automation of the DG
- Earthing(Chemical/Conventional) of the complete tower
- Installation of the Aviation light
- Installation of the lighting Arrestor
- Installation of the Cable tray
- Installation of the Battery Bank
- Miscellaneous Civil work

### GTL Limited

Radiancz Consultancy is a registered Partner with GTL limited. We have executed the work of Electrification of the Tower for GTL Limited.

### KEC International Limited

Radiancz Consultancy is a registered Partner with KEC International we are executing the work of Electrification of BPL villages.

### Wipro

Radiancz Consultancy a registered Business Partner of Wipro Limited and is currently executing the Prestigious E-Governance project for the state of J&K (Courts).

### Projects for Wipro

RURAL ZTE Telecom India Pvt. Ltd (DSL Project in Jammu & Kashmir)

Client: Wipro

END-Customer:-BSNL

Designation: Vendor(installation)

Description: The networking mode for FSAP 9806 system is flexible, applicable to residence zones, commercial office buildings, hotels, hospitals, schools and enterprises. It is mainly used as IP-DSLAM. This project is mainly Connecting of Rural Area to Urban and providing the Internet Facility.

Role: -

- Installation of FSAP DSLAM 9806.Ø
- Configuration of FSAP DSLAM 98006.Ø
- Commissioning of FSAP DSLAM 9806.
- Acceptance Test of FSAP DSLAM 9806
- Installation of OCLAN.Ø
- Configuration of OCLAN.Ø
- Commissioning of OCLAN.Ø
- Acceptance Test of OCLAN.Ø
- Making a Ring on which OCLAN is connecting and further all DSLAM is connecting on OCLAN.ØOCLAN/DS LAM
- Outer city LAN and digital subscriber line access multiplexer

### **Mahant Bachittar Singh College of Engineering**

Set-up of a ITES LAB

### **Relief organization Govt of Jammu & Kashmir**

Data Entry Job for the complete department database.

## **Market research related work**

- Market research for a Mobile phone vendor to map the brand visibility across the state of J&K and suggest measures to increase the same
  - Evaluating the adherence to existing standard merchandising templates and planning the new ones
  - Planning and implementation of internal and external merchandising
  - Coordinating with Distributors and dealers to improve overall visibility of the brand in J&K
- Assessment of Operations and Maintenance services of passive telecom infrastructure in the state of J&K
  - Key issues in managing O&M
  - How is O&M done
  - What is the opportunity for O&M
  - Going forward Recommendations
- Market assessment and lead generation
  - Enterprise IT solutions like ERP, CRM, PLM etc
  - GPS systems
  - Contact center solutions (dialers etc)
- Market research for opportunity assessment of Marriage Halls in the Jammu city

**It would be great pleasure to associate with you...**  
**Hope to Hear from you soon.**

Thanks and Regards

Sundeep Bhat

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Radiancz consultancy

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