

Powering India's Digital Journey through 5G Innovation



Sanjay Nandrajog
Chief Executive Officer

Landscape

India's rapid digital evolution is undeniable, marked by a substantial uptick in mobile internet traffic, which now comprises an impressive 58% of total web traffic as of Q1 2023. Demonstrating this technological leap, India ascended 71 ranks on the Speedtest Global Index, progressing from 118th in September 2022 to an impressive 47th by August 2023. As we stand on the cusp of this transformative era in telecommunication, Crest Digitel is playing a pivotal role in the 5G adoption era.

Amplifying Digital Infrastructure and Enabling Advancement of Digital India:

Crest Digitel, a **5G Ready Digital Connectivity Infrastructure Provider**, revolutionizes network experiences and Connects Millions of people...Where they Live, Work and Travel, across 22 telecom circles and 10 million daily touchpoints. With innovative technology, future-ready infrastructure, 24x7 service and 99.99%+ uptime, Crest Digitel operates in the top 150 cities and towns nationwide **across transport, residential, commercial and industrial segments.**

Acknowledging the telecom industry's evolution through various generations of mobile technologies, **Sanjay Nandrajog, Chief Executive Officer, Crest Digitel** addressed the substantial shift from voice-centric services to content, commerce and now industrial applications. Envisioning a future intertwined with artificial intelligence (AI), augmented reality/virtual reality (AR/VR), smart platforms and the Internet of Things (IoT), he anticipates substantial value generation by integrating telecom connectivity with customer-centricity.

He said, "At Crest Digitel, our approach is deeply rooted in a profound understanding of the ever-evolving dynamics of the digital landscape. We recognize that seamless connectivity is crucial to the functioning of the modern world. Our Vision is encapsulated in the commitment to 'Enable connections for life,' achieved through strategic investments in cutting-edge technology and the establishment of sustainable, scalable networks. Crest Digitel empowers society by bridging connectivity gaps for indoor - high footfall - congested areas. Our Mission is to "Be a leading Digital Connectivity Infrastructure Partner," not just in technology but also in developing and nurturing talent."

Driving Force: Rapid Growth, Market Dominance and a People-Centric Approach

Crest Digitel's success is a testament to its unwavering commitment to excellence and customer delight. The company has achieved significant milestones through a strategic focus on key sectors such as urban transport, airports, corporate parks, densely populated areas, high residential buildings, remote locations and industrial townships. In addition to its technological excellence, Crest proudly holds the prestigious **Great Place to Work** certification twice over, showcasing its commitment to fostering a positive work environment and building a culture of collaboration and innovation.

Cutting Edge Digital Connectivity Solutions: Transforming Connectivity

Our suite of products and services are designed to enable increased speed, ultra-reliable low latency and massive device connectivity networks to empower businesses and individuals alike. Crest offers efficient Voice and Data connectivity solutions with a vast infrastructure of 4500+ IBS & Small Cell solutions across 20+ Airports, 140+ Metro Stations and 275+ kilometers of tunnel length, covering an impressive 700+ million square feet area. We provide scalability at low operational costs eliminating the need for customers to incur capital expenditure. Our portfolio includes:

- **In-Building Solution (IBS):** With over 50% market share, IBS aims to enhance the coverage and capacity of mobile networks in areas where outdoor tower signals fall short.
- **Small Cell Solution:** Offers rooftop poles and street furniture to accommodate small cellular base stations to improve network coverage in densely populated areas and increase network capacity.
- **ResNet & BizNet Solution:** These solutions are tailored to cater to the distinct connectivity needs of diverse environments and provide uniform, seamless and high-speed coverage in high-rise residential complexes and large industrial establishments.

Recent deployments at iconic locations including the New Parliament Building, Pragati Maidan-ITPO Complex, Atal Tunnel, Banihal Tunnel, Chennai Airport and Mumbai Metro exemplify Crest Digitel's steadfast dedication to excellence and the delivery of enhanced connectivity experiences.

The last decade has witnessed an extraordinary journey from the conceptualization to the launch of 5G, marked by an unprecedented surge in data consumption to nearly 25 GB per person per month. As we navigate the dynamic landscape of the digital frontier, Crest Digitel remains committed in its mission to provide uninterrupted connectivity aligning with the visionary dream of **Digital India.**

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