

Tikona launches Broadband, Completely

The new campaign highlights importance of speed, service, savings and security among net users

Wireless broadband is all set to become mainstream feature among household segments

Mumbai, November 14, 2012: In less than a decade, the Internet has grown from an interesting distraction into an essential part of our lives. Affordability of PCs and internet connection is helping to propel the growth of net users across geographies in India. In a recent study by Internet and Mobile Association of India, India is adding 5 to 7 million Internet users every month, increasingly in small-towns. India is now home to more than 100 million internet users.

Tikona Digital Networks, the secured wireless broadband service provider which has the largest outdoor Intelligent Wi-Fi Networks in the world feels that complete broadband experience is vital to support this growth. To engage with the users Tikona Digital Networks announced the roll out of its new marketing program “Broadband, Completely” centered around speed, savings, security and services for net users. The campaign will be piloted across 36 cities in India and promises broadband users to first experience and then pay for the services.

Heramb Ranade, Head of Marketing, Tikona Digital Networks says “Customers today live on new innovative mobile applications and services driven by an unsaid need “always-on-the-network” reality. With 3G now and other advanced wireless technologies based on 4G wireless technology standards this reality is set to become rampant on the broadband users radar. Unlike 3G which offers an average usable data transfer speed of 1-3 MBPS, our new broadband technology will offer speed of 4 MBPS complemented with features like bill limit guarantee, anti-virus for security and world class customer response services.”

The ideal way to access all the tools and resources is by using a broadband with high-speed and secured Internet connection. With the market moving ahead from fixed broadband to GPRS on mobile, customers are now looking at new age technology such as LTE or high-speed mobile or wireless broadband.

Growth in Smart phones including low cost and Smart TVs are further fuelling the need for high speed and secured wireless internet. The industry is waking up to a new reality of wireless broadband, that will satiate this new hunger for innovation.

Tikona Digital Networks is bullish when it comes to providing cutting edge wireless broadband experience to home users and SO HO segment. With over 200,000 subscriber base the company is growing faster in tier-I and tier II cities. Though its important to note that internet usage needs are different from an urban metro users to users in cities and towns.

The new campaign will be supported by integrated activation comprising of outdoor, digital and radio.

About Tikona Digital Networks

Tikona Digital Networks was founded in 2008 by veterans from the telecom industry, who have built some of the largest telecom networks in India. With a vision to be a leading Broadband and IT services company, offering innovative products and solutions to home, enterprise and service provider customers in India, Tikona Digital Networks believes that the next generation services will change the way India lives, transacts, and communicates. TDN is adequately funded by top end global investors and is committed to comply with the highest standards of corporate governance.

For further information please log on to - <http://www.tikona.in/>