

Tikona Digital Networks launches new customer experience program for Broadband users

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

Mumbai, November 1, 2011: Tikona Digital Networks, the broadband service provider having the largest outdoor Intelligent Wi-Fi Network in the world announced the roll out of its new marketing program centered around the theme of ‘Broadband, Completely’. The campaign is targeted to home segment and will run across 36 cities in India. The campaign is based on offering broadband users a complete package of speed, service, savings and security. The campaign will be supported by an integrated activation comprising of outdoor, digital print and radio.

Speaking about the campaign , **Heramb Ranade, Chief Marketing Officer, Tikona Digital Networks** said *“Broadband is no longer a ‘nice to have’, but a ‘must have and must work’ utility in all homes and offices. It’s not just about speed but a complete broadband experience in which the user is able to enjoy - speed, service, savings and security. Not having all these attributes together makes it an incomplete broadband experience. Through this campaign Tikona is promising to deliver a complete package comprising of plans with 2 or 4 Mbps speed, a complimentary antivirus that not only protects customer data on PCs from virus and malware but also saves them Rs 1500 or more annually. Every plan comes with a bill limit guarantee, so customers no longer have to worry about unexpected high bills. Further, Tikona is possibly for the first time in the country, offering an on call tech support hotline and is already seeing 3 out of every 4 support issues being resolved on the first call itself. Erstwhile such calls would have needed a physical visit which would have taken several hours to attend and resolve, but now all that is not required in majority of the cases”*. Tikona Secured Wireless broadband is by far the first ISP to offer ‘First Demo Then Pay’ wherein customers can see a demo in their home or office before subscribing to the OFDM and MIMO 4th generation technologies based service.

About Tikona Digital Networks:

Tikona Digital Networks was founded in 2008 by veterans from the telecom industry, who have built and run 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. Tikona Digital Networks has a class A all india ISP licence and it has also won the BWA (4G LTE) spectrum license in the 5 circles of Gujarat, UP East, UP West, Rajasthan and Himachal Pradesh.

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

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