

ECI® Selected by Idea Cellular to Upgrade Optical Networks to Meet Massively Rising Demand for Data in India

Access DWDM solution from ECI will help Idea Cellular realize its “Digital India” Initiative

Petach Tikva, Israel – Jan. 10, 2018 – [ECI](#), a global provider of ELASTIC Network® solutions for service providers, critical infrastructures and data center operators, announced today it was chosen by Idea Cellular Ltd (Idea), the third largest mobile operator in India and sixth-ranked in the world, to upgrade its optical network. Idea is upgrading its network to support ever increasing customer demand for bandwidth and data. ECI’s access DWDM solution will be rolled out across more than half of the operators’ network.

As mobile phone penetration in India grows, so too has the demand for mobile data as the country is considered one of the world’s largest consumers of mobile data. The ECI solution will ensure maximum utilization of Idea’s existing infrastructure, while creating a future-proof solution that already accounts for additional upgrades. This will ultimately help Idea meet the evolving demand across the market, while fulfilling its commitment to Digital India, the country’s initiative to connect rural and underserved areas of the population with high-speed internet access.

“ECI is committed to providing scalable, future-proof solutions that significantly benefit telecom operators worldwide,” said President of ECI India, Sajeet Shivashankaran. “Our products and solutions, including the access DWDM platform, provide the necessary flexibility to expand and grow with the changing needs of our customers.

“Idea is a pan-India wireless broadband operator offering high speed mobile internet and digital content services to our customers. ECI has long been our partner and has supported us in rolling out 3G/4G networks with optimum solutions. We will be able to enhance capacity and meet the ever-growing demand for data with the new solution,” added Mr. Anil Tandan, Chief Technology Officer, Idea Cellular.

About Idea Cellular

IDEA Cellular is one of the largest telecom operators in India, with nearly 200 million subscribers. With traffic in excess of 2.5 billion minutes a day, Idea ranks among the Top 6 country operators in the world. With a spectrum portfolio of nearly 900 MHz in FDD and TDD bands, Idea has national wireless broadband footprint. Using the latest in technology, Idea provides world-class service delivery through the most extensive network of customer touch points. Idea is listed on the National Stock Exchange (NSE) and the Bombay Stock Exchange (BSE) in India.

IDEA Cellular is an Aditya Birla Group Company, India's first truly multinational corporation. The Group ranks Number 4 globally and Number 1 in the Asia Pacific in the 2011 Top Companies for Leaders (TCFL) study conducted by Aon Hewitt, Fortune (the Global Business Magazine) and the RBL Group. It operates in 36 countries, and is anchored by more than 120,000 employees belonging to 42 nationalities. More information on Idea Cellular is available at www.ideacellular.com and on the Aditya Birla Group at www.adityabirla.com.



ABOUT ECI

ECI is a global provider of ELASTIC network solutions to CSPs, critical infrastructures as well as data center operators. Along with its long-standing, industry-proven packet-optical transport, ECI offers a variety of SDN/NFV applications, end-to-end network management, a comprehensive cybersecurity solution, and a range of professional services. ECI's ELASTIC solutions ensure open, future-proof, and secure communications. With ECI, customers have the luxury of choosing a network that can be tailor-made to their needs today while being flexible enough to evolve with the changing needs of tomorrow.

ECI's Apollo family of optical transport and switching platforms form the basis of the chosen solution by interworking seamlessly to provide scalable, high-density, and energy efficient solutions from access to core. The high-speed interfaces are software programmable, primed to reach 1T and beyond while the switching platforms scale to 16T, all to meet the changing needs of growing clients. Additional features include flexible optical networking (with CDC-G ROADMs) and value-added, revenue-generating, per-service encryption.

As with all ECI's products, the Apollo platforms are managed by the unified, multi-layer, user friendly LightSOFT® NMS that provides full control over tens of thousands of elements and tight monitoring of critical data traversing the network. Moreover, the solutions are SDN ready so that customers can migrate to these newer technologies when ready.

For more information visit www.ecitele.com.

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