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October 4, 2007

Satellite Broadband from Hughes

Tapping into the burgeoning needs of IT and Telecom services for SMB customers, Hughes today introduced satellite broadband service plans in 'terrestrially underserved locations'. Targeted at organizations with single and multiple locations, Hughes is looking to offer these services to customers who use internet to connect to remote locations and run critical applications like ERP (SAP,ORACLE etc.), Intranet applications, Web based applications, Point of Sale applications etc. Hughes is planning to tap 30,000 of these installations over the next three years and has started investing in creating a robust channel network for the same. By the end of the year, Hughes is hopeful of closing on 30 business partners to offer its services in area's that have hereto been bereft of quality SLA's and inferior DSL services.

"Hughes has over the last few years offered products and services that cater to the needs of the enterprise market. However, with the maturity of the SME market, there is a need to create differentiation and offer solutions that map on to their business imperatives. Hughes SME division is thus poised to offer relevant and cost effective satellite broadband services as a large portion of this market does not have access to reliable connectivity options", said Mr. Amit Tripathi, Sr. Vice President and Head SME Business, SME Business, Hughes Communications India Ltd.

As per a report by Access Markets International (AMI) Partners, Inc., Small and medium businesses (SMBs, companies with up to 999 employees) in India are set to

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spend more than US \$8 billion to beef up their IT infrastructure, up a robust 24% since last year. While computing products will still account for the bulk of IT investments, Internet spending is fast increasing as these enterprises embrace IP-enabled business process services. As per another report by them, small and medium businesses in India spent over US\$5 billion on telecom equipment and services last year, 5% over 2005. Spending on telecom services such as Cellular services, IP Centrex services, local and long distance telephony accounted for more than 90% of total telecom spending. The ERP penetration among the SMEs are also increasing day by day as SMEs have realized that they have to look at ICT and Process Automation in order to be competitive globally.

The company offers a unique combination of Reach (Anywhere availability) and Speed and a 99.5% uptime in addition to a 24X7 Technical Assistance Centre (TAC). Some of the other attributes of these service plans include:

Unlimited Download Service Plans with defined QoS Unique Combination of Speed and Reliability (>99% uptime) Ubiquity - Quick rollout - Feasible anywhere in India Secure Connection - The connectivity is provided through a "Satellite Router" with integrated firewall Managed broadband Enterprise Class service - "satellite broadband"

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