

Haan ji, Now it is 4G

- Parimal Nathwani

About decade and a half ago, India had just begun ushering into mobile telephony affordable only to the privileged class of people. RIL management was considering diversification into advance mobile telephone business then. Dhirubhai Ambani had made it clear to his project planners that if your mobile can make common man to talk at a cost of post card (@ 40 p. at that time) then only you enter the field. It is a different thing that Reliance Infocomm created history by actually revolutionizing mobile telephones in terms of cost and reach with its aggressive marketing and pricing strategy at that time exactly the way Dhirubhai wished.

Today, at the dawn of 2015; we, in India, are on threshold of ushering into a digitalized world. We have a complete new generation of the young India where the speed of data upload, download, transfer and retrieval matters the most. Equally young innovative and new generation of brilliant minds at Reliance, under stewardship of its chairman Shri Mukesh D. Ambani is busy striking the right chord.

Reliance Group is all set to change the way people of this country talk and use broadband with introduction of high speed quality voice and data services using 4G platform.

Telecom Regulatory Authority of India data shows that teledensity has touched more than 74%, but the number of broadband connections stands at only 15.55 million (excluding internet access by wireless phone subscribers). To harness potential of this segment Reliance Industries Ltd is coming up with 4G services through its subsidiary Reliance Jio Infocom (RJIL).

In October 2013, RJIL received Unified License for all 22 service areas across India and became the first telecom operator in the country to get pan India Unified License. The license allows RJIL to offer all telecom services including voice telephony under a single license. RJIL has migrated its existing ISP license along with BWA spectrum to the Unified License to provide all services allowed under the license.

RJIL is looking to provide advanced 4G voice calling using VoLTE (Voice over LTE) as a technology to offer high quality voice calls over its 4G network. The company showcased some of the devices developed at Mobile World Congress 2014 in Barcelona and Techfest event at IIT Mumbai campus, where the visitors were able to experience high speed connectivity on their mobile and tablets over a blend of LTE and Wi-Fi networks.

RJIL is deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from and to non-RJIL networks.

Apart from 4G wireless services, RJIL is rolling-out high speed internet services via FTTx in over 900 cities/towns. RJIL has finalised key agreements with its technology partners, service providers, infrastructure providers, application partners, device manufacturers and other strategic partners for the project.

The new technology will bring in revolution of telecom industry as the customers will be able to leverage on higher speed be video calling, streaming music, watching TV, shopping online, accessing social media, entertainment and information, downloading apps or sharing photographs and videos. 4G is almost 10 times faster than 3G. It is also believed that introduction of 4G helps in bringing in investment and creating enormous job opportunities in the country.

In addition to connectivity, RJIL also plans to enable end-to-end solutions that address the entire value chain across various digital services in key domains of national interest such as, education, healthcare, security, financial services, government-citizen interfaces and entertainment. It aims to create a digital ecosystem which can be used to benefit the government, the industry and, above all, the people of this country. RJIL has also completed the detailed planning for the pan India implementation of the infrastructure needed for the project.

Mobile telephony will come off an age with rise of 4G in mid of 2015 as envisaged by our chairman and managing director Shri Mukesh D Ambani.

(Mr. Parimal Nathwani is group president, Reliance Industries Limited and Member of Parliament-Rajya Sabha).

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