

# Cable TV industry upbeat over Telangana Govt's assurances

## 3-Day CableNet Expovision-2016 ended with a positive note

The Telangana government has assured the cable industry that it will work in tandem with the cable operators in the implementation of distribution of Broadband services to every home. Mr. K. Taraka Rama Rao, Minister for IT, Panchayat Raj, Municipal and Urban Development tried to allay all the fears of the stake holders of the Cable Industry after inaugurating the 3-day CableNet Expovision-2016 at the sprawling HITEX exhibition center in Hyderabad, between 24<sup>th</sup> and 26<sup>th</sup>, organized by CNC Chief Mr. Ramu.

It is pertinent to note that the Govt. of India has embarked on a prestigious Digital India Project through which underground optic fiber lines are laid throughout the State. To minimize the expenditure as well as to avoid unnecessary double digging, the Telangana Govt. has decided to lay OFC simultaneously with the ongoing Mission Bhageeratha works.

The minister has categorically assured the cable industry that the OFC lines will be used for distribution of broadband services and the LCOs will be benefited with the business. In case the revenue model is not viable for the LCOs, the government is ready to absorb the losses to see that the cable industry doesn't suffer from losses, the minister assured amidst a big applause.

Earlier Mr. Ramu, CNC Group, Mr. Subhash Reddy, President, Telangana MSOs and Operators Association gave memorandum to the minister to highlight the problems being faced by the Cable Industry in Telangana. Reacting to these issues, the Minister clarified that the OFC lines will be parted with the Cable Operators so that the Poll Tax problem is solved once for all. He also assured to hold a meeting with the representatives of the industry to find solutions to their problems.

Mr. Taraka Rama Rao appreciated the efforts of CNC Group in arranging such a massive expo and felicitated MR. Ramu on behalf of the Telangana MSOs and Operators Federation. He also inaugurated a book titled Cable TV Digitization penned by senior journalist Mr. Thota Bhavanarayana and felicitated him. The CNC group's chief felicitated the minister and proposed a vote of thanks.

The Expo was attended by the stakeholders of cable industry from both the Telugu States. The response was very positive since the industry is in a crucial phase of Digitization and Technology exhibited has been very much useful. More than 175 stalls have been established and there were numerous business enquiries. Exhibitors felt that the Expo has been arranged on par with the national and international exhibitions.

Expressing happiness over the way the Expo went on, Chief of CNC group, Mr. Ramu thanked everyone who is a part of the Expo and assured them of better services during the next expo. Cable operators were upbeat about the assurances of the minister and are waiting to take up broadband business.