



SAARC V&D TELECOM INNOVATION AWARDS

The SAARC V&D Telecom Innovation Awards were given to telecom operators in the South Asian region who had excelled in their respective countries' telecom scenario. The Awards were given away, during a rain-swept night in Colombo, presented by Dr DPS Seth, former member TRAI and by Prasanto Kumar Roy, president CyberMedia publications.

The awardees were chosen by the consumers of the various countries respectively through an online poll. The criteria for selecting the winners was consumers' perception of their satisfaction with the various brands. The criteria was perception because perception of a brand is perhaps the true test of any business innovation. And the consumers ultimately behave according to how they perceive the company's image. There were awards for four categories: Innovation awards, consumer pull awards, the leading handset vendor of the region award, and the handset vendor with the most consumer pull. The innovation awards were given countrywise to the company that had the most innovative offerings to the consumers. The consumer pull award was given to the company whose consumers were least likely to leave it in the next three months. And the best handset award was given to the company whose handsets the users were least likely to replace over the next three months.

Most Innovative Mobile Operators

BANGLADESH: **Grameen Phone**



Nayeen Chaudhary (on behalf of Grameen Phone) receiving the award for Most Innovative Mobile Operator of Bangladesh from **DPS Seth**

INDIA: **Bharti**



Abhay Savargaonkar, vice-president (3G), Bharti Airtel, receiving the award for Most Innovative Mobile Operator of India

MALDIVES: **Dhiragu**



Ismail Waheed, CEO, Dhiragu receiving the award for Most Innovative Mobile Operator of Maldives

NEPAL (Shared by joint winners):

Nepal Door Sanchar and Nepal Spice



Ajay Raj Sumargi, director, Spice Telecom and **Lok Raj Sharma**, director, Nepal Telecom shared the award for Most Innovative Mobile Operator

PAKISTAN: **Mobilink**



Shahid Azim (on behalf of Mobilink) receiving the award for Most Innovative Mobile Operator of Pakistan

SRI LANKA: **Dialog**



Mukhtar Maikkar (on behalf of Dialog) receiving the award for Most Innovative Mobile Operator of Sri Lanka

The handset vendor with the most consumer pull in the SAARC region was **Sony Ericsson**



Sudhin Mathur, GM, Sony Ericsson India receiving the award for Handset With Best Consumer Pull from **Prasanto K Roy**

The Award for most innovative handset vendor of the SAARC region went to **Nokia**



Toe-Tuomas Hirvonen, senior account manager, Sri Lanka, Networks, Nokia receiving the award for Most Innovative Handset Vendor from **DPS Seth**

Mobile Operator With the Most Consumer Pull Award

BANGLADESH: **BanglaLink**



Nayeem Choudhary (on behalf of Banglalink) receiving the award for Mobile Operator With Best Consumer Pull in Bangladesh from **Prasanto K Roy**

INDIA: **Tata Teleservices**



P Madhavan, vice-president (Operations), Tata Teleservices (Mah) receiving the award for Mobile Operator With Best Consumer Pull Award in India

MALDIVES: **Wataniya Telecom**



Mark Hanna, CEO, Wataniya Telecom receiving the award for Mobile Operator With Best Consumer Pull Award in Maldives

NEPAL: **Spice Nepal**



Ajay Raj Sumargi, director, Spice Nepal receiving the award for Mobile Operator With Best Consumer Pull Award in Nepal

PAKISTAN: **Warid Telecom**



Omar Haider, GM government relations and regulatory affairs, Warid Telecom receiving the award

SRI LANKA: **Mobitel**



Soren Amarsekera, (on behalf of Mobitel) CEO, WNS, Sri Lanka receiving the award