

Day 01

A different perspective of sustaining in the market.

3:30 pm Pricing strategies to maximize ARPU from voice and data services

- Overview of South Asia's telecommunication market
- Pricing strategy to maximize ARPU
- Price breaker vs. market innovation
- Exploring new revenue streams



Pradeep Shrivastava
CMO
IDEA Cellular

4:00 pm Coffee Break

4:30 pm Challenges to diminish ARPU and high competition

- New players in market and ARPU influence
- The ARPU for remote and rural circles
- Strategy that should be adopted to increase their subscriber base



Tandi Wangchuk
General Manager
B-Mobile Division, Bhutan Telecom

5:00 pm Targeting the low end market with innovative offerings and tariffs.

- Examining whether targeting the low end market is the best strategy to establish as a new entrant into South Asian telecom market
- Competing on price: how low can the ARPU go to remain profitable?
- Service differentiation for affordable services

Vishnu Kasaju
Director, Mobile Service Directorate
Nepal Telecom

Day 02

Delivering new services beyond today's entertainment and technology

9:00 am Recent trends in technological aggressiveness for higher technological advancement

- Trend analysis for last 10 years
- The best that can be talked about
- The change shift in trend

Pallab Mitra

Head-Future Factory and Corporate Solutions
Bharti Airtel Limited

9:30 am Successful deployment of VAS application in South Asian market

- Current positioning and application of VAS in South Asian market
- New VAS applications that are in the pipeline
- Case study (country example)



Asma Khan

General Manager, International Business
Warid Telecom (Pvt) Ltd., Pakistan

10:00 am Meeting consumers' lifestyles with the right entertainment services: content provider's perspective

- Understanding the tastes of India's entertainment consumers
- Adapting content to the mobile format: what are the best services?
- What's the mobile sector for content providers? How best to partner with operators?

Nasrul Karim A, Ghaznavi

Member - Finance,
Pakistan Telecommunication Authority

10:30 am Coffee Break

11:00 am Panel Discussion: When telecommunications meet the entertainment industry: partnerships and revenue opportunities

- Assessing the optimum models for partnerships between content provider and telecommunications operators
- Offering the right formats for content services on mobile or on the internet
- Evaluating the impact of the IPTV opportunity on the entertainment market

Moderator

Mehboob Chowdhury

Chairman
South Asia Mobile Forum

Panelists

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Head-Future Factory and Corporate Solutions
Bharti Airtel Limited

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