

RISING CABLES

India telecommunication market is an important and promising one, says A Tsujikawa

On your company's India operations.

Fujikura Ltd. is a world class fiber optics technology company with revenue of more than USD 5 billion (Rs. 22,500 crore). Fujikura's current business in India focuses on sales of Optical fibers and the most technically advanced optical splicing machines, which are sold to our distributor. The effective after sales service is also present in India.

On your plans and strategies.

Fujikura looks at Indian telecom market as one of the most important and promising ones, which provides growing business opportunities for our a variety of products. We are looking at FTTH deployment planned by BSNL and MTNL, and plan to introduce FTTH technology as the leading manufacturer of active and passive components to India. As Japan is now one of the leaders in the deployment so we think we can help the Indian Telecom industry in advancing broadband in India.

On your current challenges.

The growing global competition is a challenge for us. We can win only by offering better quality and differentiated features of the products and services available. We are aware of the fact that India is a very price sensitive market which is one of the biggest challenges in the market. With the current telecom evolution in the market it is important for us to be a step ahead of time.

On your investment in manufacturing & R&D.

Fujikura has been present in India for over twenty years and has an investment in Tamil Nadu Telecom Limited (TTL). The partners in this venture are the DoT company, TCIL, and TIDCO. TTL has complete technical support from Fujikura.

On your customers in the Indian market.

In the commercial sense our customers are the Cable manufacturing units. But in the real sense our customers are the service providers, which are the eventual customers. Fujikura quality speaks for itself and therefore the service providers prefer to use our fiber. Our fiber is in all the leading telecom networks today.

On the USP of your offerings vis-à-vis your competitors.

Fujikura is a 120 year old company. We are proud of our quality and the new products introduced in the market by us are well known through out the world. We believe in giving quality to our customers. Being in the industry long enough and being one of the pioneers of Optical Fiber Technology and Optical Splicing Machines, the industry is aware of us.

Anything else you may add.

I would like to thank all our stakeholders in the Telecom Industry for their kind support during our presence in India. We are lucky to be present in India during the building of a great nation. We look at India very favorably as we realize the potential. We have been working closely with our local partner Virgo and customers, thus we have excellent presence in the industry. ●

A TSUJIKAWA,
Chairman
Fujikura Ltd.