Business Plan







MULTICRAFT DIGITAL TECHNOLOGIES PVT. LTD.

Class A Internet Service Provider

www.multifi.in





At A Glance:

Multicraft Digital TechnonIgiesPvt. Ltd.
is a leading Internet and public Wi-Fi
service provider with Class 'A' ISP
license in PAN India.
We offer high speed, secure internet
connections all over the country,
catering to operators, site owners,
partners, and consumers.
We are dedicated to delivering public
hotspots and access points across the
country connecting India in.

About us:

Multicraft Digital Technologies Pvt. Ltd. (MDTPL) was born out of a vision to be the first choice of customers in the broadband/Internet industry by providing state-of-art-services enabling them to experience amazing Internet with an ultra-fast speed that creates radical social transformation, and delights and empowers customers.

Today we are pleased to inform you that we are closer than ever to realizing it. Based in Noida (Head Office in Delhi) and Mumbai we serve around 150 cities and towns of 18 states.

Being Class-A ISP, We have adopted the latest cutting-edge technology to build these Ultra-Fast Internet superhighways on FTTX, Copper, wireless and Wi-Fi hotspots at affordable prices.

We provide services to both Residential and Enterprise customers in India under our brand "MultiFi". Broadband services are offered over FTTx at an incredible speed range from 10 Mbps to 300 Mbps enabling user flexibility of choice to select.









Multifi Store - One stop solution



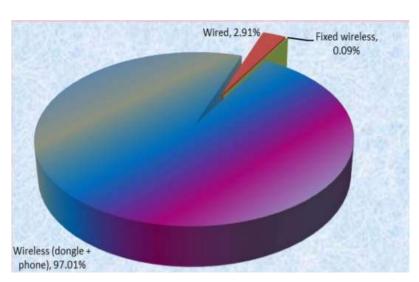




	SOLUTION We Can offer INTERNET + VOICE + TV Services (IPTV & OTT)		MISSION Provide ultra-fast yet competitive services to residential & business users
<u>PROBLEM</u>		<u>MARKET</u>	
Rural Areas Struggle With Lack of Broadband		COVID-19 Pushes Up Internet Use 70% And Streaming More Than 12%	

Executive Summary





TRAI Report

- Internet users up nearly 4% to over 825 million in Q4 of FY21: TRAI data
- •Of these 825 mn internet subscribers, 26 mn were wired Internet users and 799 mn were wireless subscribers

India wired broadband market

- •Subscribers need Unlimited Data to cater the new needs of Online Education, Work from Home and New trends of entertainment such as OTT Platforms. Currently The Limited data via Mobile Internet is not sufficient hence need Wired Internet.
- •Currently penetration of wired broadband in the country is very low (26 mn which is Less than 3 % compared to 799 mn of wireless subscribers wh is almost 60 % of population)
- Great Opportunity for the wired broadband companies to expand their presence across the country.

India broadband market is anticipated to move towards bundled plans offering unlimited calling, cable TV and OTT. Increasing applications of ICT services, low transaction costs and increasing connectivity are further expected to drive the market.

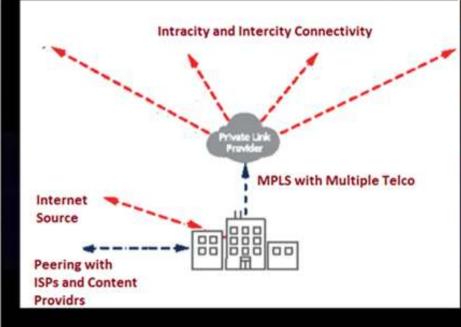
Market Insights

About Multicraft

Multicraft Provides following Benefits

99.995% Uptime Guarantee in Data center 99.9 % Uptime Guarantee on Telco route Scalable, Redundant and Reliable Network Multi Data center connectivity

24x7x365 Rapid Action Support



Multiple Datacenter
Multiple Telco
Multiple Peering

Multi vendor Network

About Multicraft

Bandwidth on Demand Internet for Enterprises Ultra-Fast broadband plans up to 150 Mbps Value Added Services Network Security



200 + Locations

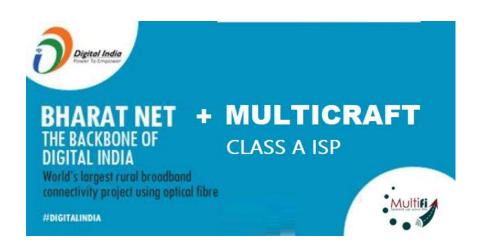
18 + States



BHARAT VIKAS NET



CERTIFICATE OF REGISTRATION as BBNL ASSOCIATE



Remote Village Connectivity



CERTIFICATE OF REGISTRATION as BBNL ASSOCIATE



Overcoming the challenge of Internet reach.





Multicraft offers wired / wireless / Wifi connectivity in the far remote areas in association with BBNL







OUR BUSINESS ASSOCIATES









Our readiness to reach the subscribers







OUR BUSINESS MODELS

Mode 1. Connecting via TV cable operators - In India, cable TV industry now connects over 100 million households. It has tremendous reach, deep into urban and rural areas with last-mile access in over 100 million homes and over 1500 towns. Majority of homes are reached by MSOs via fixed line coaxial cable, which can be quickly upgraded to carry high-speed broadband. Multicraft management has 20 Year plus experience to reach this market

Mode 2. Connecting MDU - **FTTH -** We would be connecting Multi Dwelling Societies / Building directly with high speed FTTH broadband connection. Very high broadband speeds up to 1 Gbps. Multicraft has tied up with Radius Infrastructure to cater their 5 Lac Subscribers already wired.

Mode 3. Gram Panchayat via BBNL - Government of India has successfully laid optical fiber in 150,000 gram panchayats and targeting to connect 250,000 gram panchayats, which is further positively influencing the market. Multicraft already have signed up PAN India contract with BBNL

Our readiness to reach the subscribers









Our Target Market

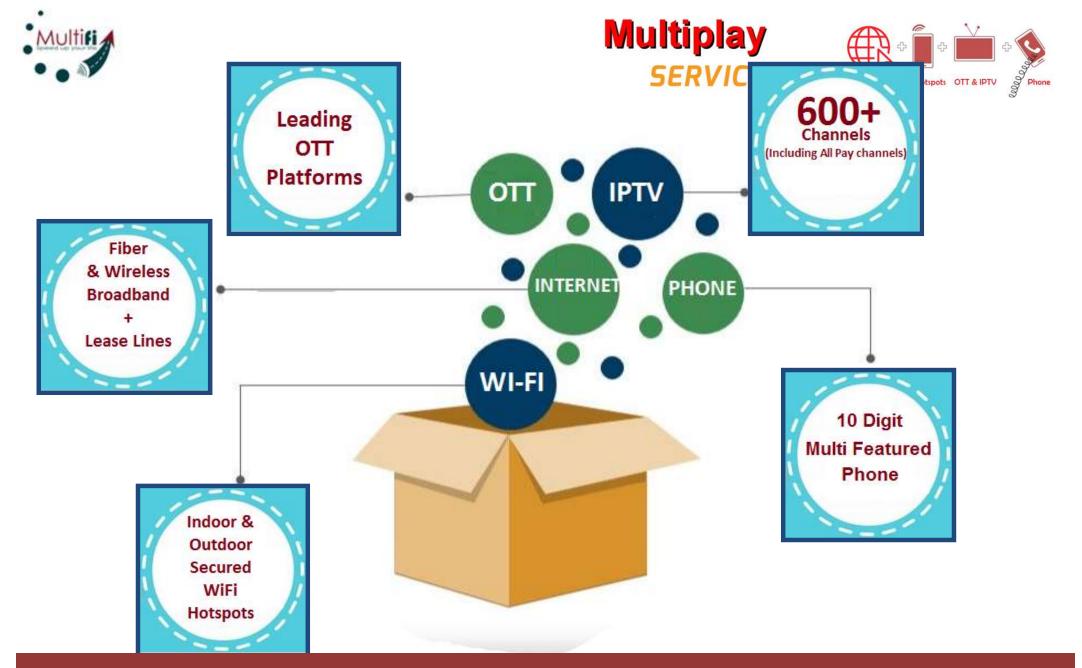
In first year we will target two Metro cities Mumbai and Delhi and 500 Taluka (Block) places plus average 10 Gram Panchayat connected to each Block



Our Target Subscribers

We will connect a subscriber base of around 1 Lac subscribers in first year and 10 Lac in three years.

Market Insights



What We Offer









MULTIFI BROADBAND - Multifi Broadband Internet is a state-of-the-art wired and wireless internet that provides urban and rural users to avail High speed reliable and yet very economical Internet enabling work from anywhere and anytime, participate Online classes and watch videos.

MANAGED ILL - Multifi Managed ILL provides complete control and manageability with dedicated speed and secured connectivity bound by stringent SLA.



MULTIFI OTT - Multifi plans are bundled with subscription to the top PAID OTT. The OTT platforms can be accessed over Mobile Smart TV or through Android Set Top Boxes any time.















Telephony



What We Offer

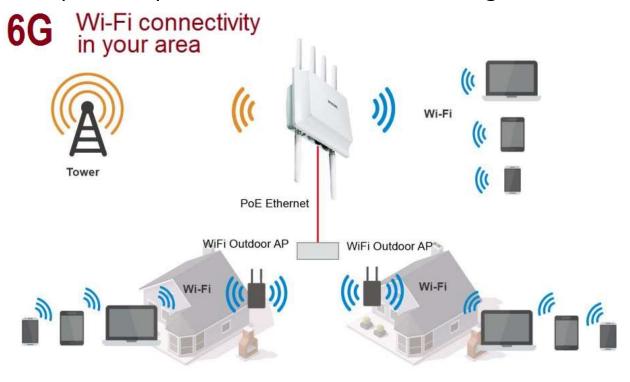






Wi-Fi

Multicraft aims to provide broadband connectivity to B C and D Category cities as well as villages across India. Multifi is connecting gram panchayats to Blocks via BBNL or local fiber. Wi-Fi hotspots are planned to installed in the villages. Multicraft also offers solution for smart city





What We Offer







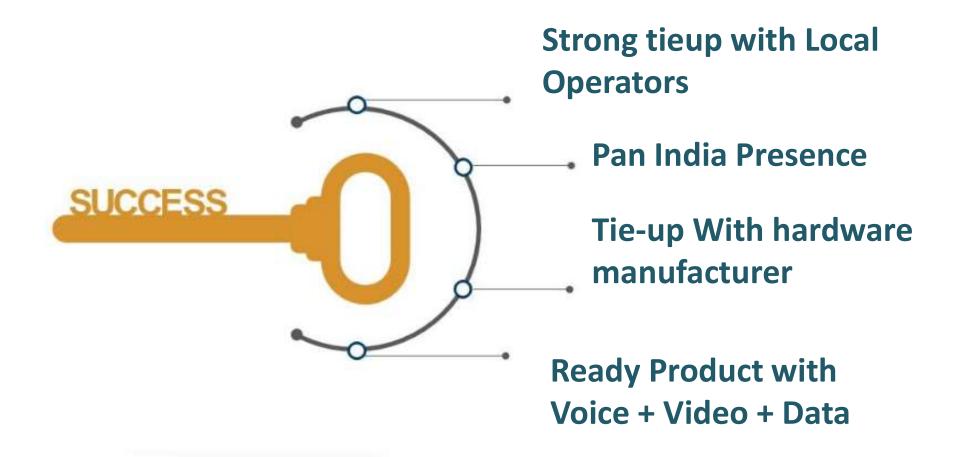
Advantage to Customer

FTTH: We would be powering your building with high speed FTTH broadband connection. Very high broadband speeds up to 300 Mbps

- Talk while you surf with unlimited calling from Multi featured Phone
- Dedicated bandwidth with no speed drops; service TAT of 4 hrs.
- High quality video calling, superfast movies and pleasurable gaming experience
- IP-TV
- Premium content of OTT apps like **ALT Balaji, Eros NOW, Zee 5, Soni Liv, Voot** etc. to Broadband subscribers with select plans.

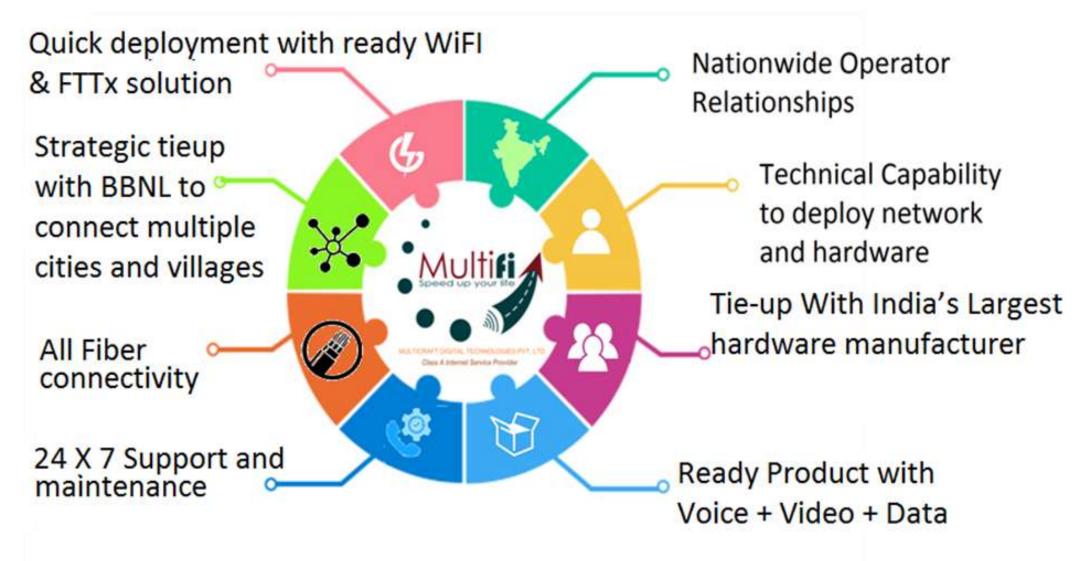
What We Offer





Our Keys To Success





Our Keys To Success





Mode 1. : Connecting via TV cable

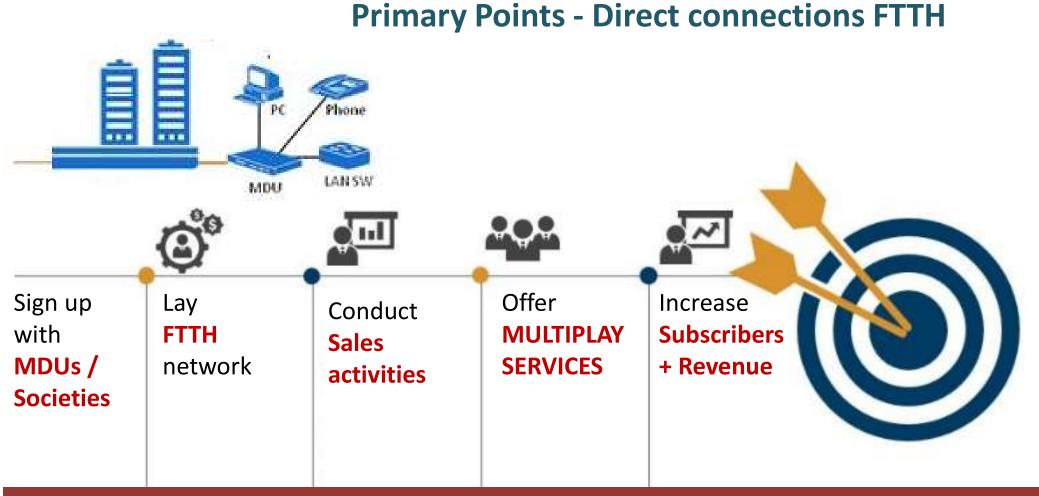
Up gradation of network for Multi play services



Our Objectives



Mode 2. Connecting MDU - FTTH Drimary Points Direct connection



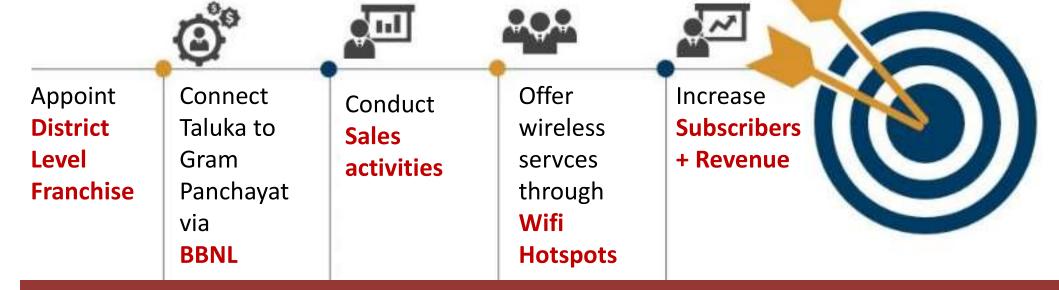
Our Objectives





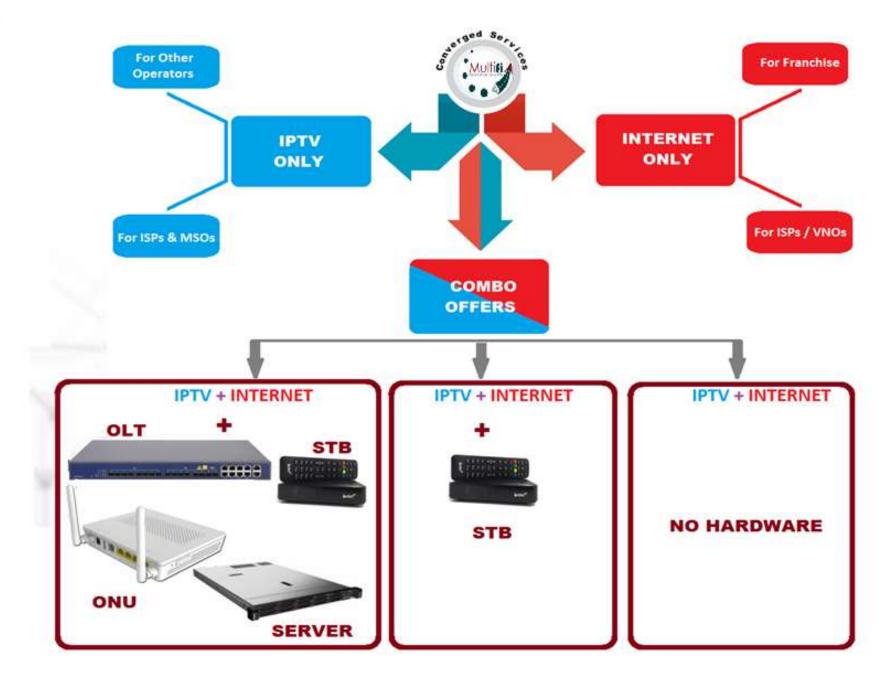
Mode 3. Connecting Gram Panchayat via BBNL

Providing connectivity in Villages



Our Objectives





Converged Services – Packages

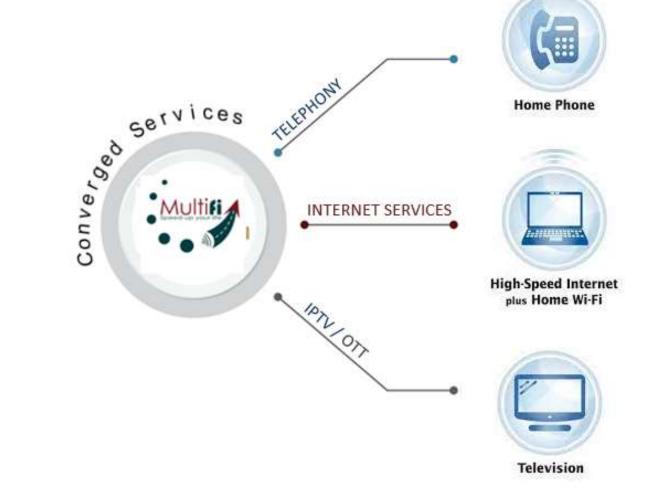


Multicraft Digital Technologies Pvt. Ltd.

- •A Unified License for provision of services under ISP Category A with authorization to set up and provide "INTERNET SERVICES IN ALL INDIA SERVICE AREA"
- •A valid Registration Certificate for Infrastructure Provider
- Category I (IP-1) for provision of services to establish and maintain Infrastructure assets
- •Brand MULTIFI offers Broadband, Lease Line, and Hotspot services that gives ample business opportunities for any individual or company to setup a commercial Broadband and hotspot business in any area and start selling Broadband, Internet Lease Line, Wifi and wireless data to customers.

About The Company





Converged Services

Multicraft

About Multicraft

MDTPL also has a valid Registration Certificate for Infrastructure Provider Category 1 (IP 1)

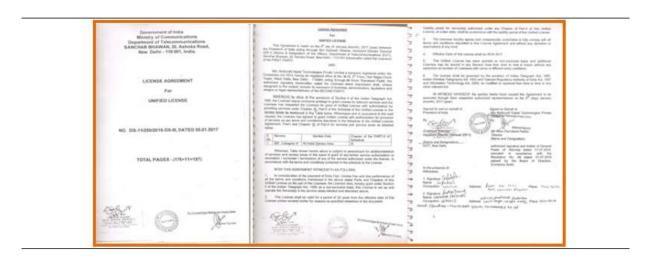
Fiber optic consulting, design and laying for the enterprises with distributed infrastructure

IP – 1 Licence

MDTPL also has a valid Registration Certificate for Infrastructure Provider Category 1 (IP 1) for provision of services to establish and maintain Infrastructure assets. Our Team has expertise to maintain passive infrastructure.

CLASS A ISP LICENCE ISSUED BY DEPARTMENT OF TELECOMMUNICATIONS



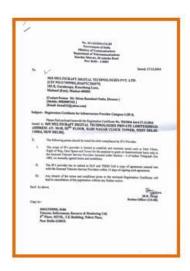


ISO 27001:2013

ISO 9001:2015



IP - 1 Licence



Our Customers

















Our Branches

Delhi (NCR) C-85, Sector 2, Noida (Uttar Pradesh) Delhi(NCR)
RTG-62, Royal Tower Market,
Sipra Suncity, Indrapuram,
Gaziabad (U.P.)

Ladakh Shop. No- 4, Dharma Centre Kigutak Gonpa Leh, Ladakh Mumbai 202, Ecstasy Business Park, Near- City of Joy, JSD Road, Mulund (West)

Nasik Office No.7 D'Souza Colony, Ayodhya Apartment, College Road, Nashik Jammu Bahu Plaza, Rail Head Complex, Jammu

