

DRIVING INNOVATION AND CONNECTIVITY: DR. PAWANPREET SINGH DHALIWAL ON VP BROADBAND'S JOURNEY AND VISION FOR THE FUTURE

VP Broadband is a pioneering broadband service provider committed to delivering cutting-edge connectivity solutions for both residential and enterprise customers. Founded with a vision to redefine digital experiences, the company focuses on innovation, reliability, and customer-centric services.

From offering IPTV and OTT services to households to providing advanced hosting and cloud solutions for businesses, VP Broadband has established itself as a trailblazer in the broadband industry. With a strong emphasis on infrastructure development, the company is building state-of-the-art data centers, including edge and hyperscale facilities, to ensure seamless service delivery and maintain a competitive edge.

Dr. Pawanpreet Singh Dhaliwal is the visionary Managing Director of VP Broadband. With a deep passion for technology and an enduring interest in communications and telecom, Dr. Dhaliwal has been instrumental in shaping the company's journey toward delivering innovative and



Dr. PAWANPREET SINGH DHALIWAL

reliable connectivity solutions. He shares exclusive insights in a freewheeling interview with Satellite & Cable TV Magazine.

Can you share the story behind the founding of VP Broadband and the vision that inspired its creation?

From a young age, I've been passionate about technology and deeply fascinated by communications and telecom. This passion drove me to establish VP Broadband, with a vision to bridge the gap in connectivity and deliver innovative broadband solutions that cater to evolving customer needs.

The broadband sector is highly competitive. How does VP Broadband differentiate itself in such a dynamic market?

At VP Broadband, we believe in constant innovation and evolution. To stand out, creativity is key. We've consistently been pioneers in our service offerings, whether it's delivering IPTV and OTT services for residential customers or offering hosting and cloud solutions to enterprise clients. This approach keeps us ahead of the curve and ensures we remain relevant in the industry.

With the rapid rise of 5G and fiber networks, how do you see these technologies reshaping the

broadband landscape in the coming years?

Broadband is no longer a luxury—it's as essential as food, clothing, and shelter. The integration of 5G and fiber networks will redefine connectivity, blending internet and entertainment seamlessly. These advancements will make broadband more accessible and indispensable for everyday life.

Can you share any exciting initiatives or projects VP Broadband is currently working on to enhance its offerings?

We're focused on becoming a one-stop solution for all customer needs—be it residential or business services. Our offerings include entertainment, enterprise solutions, and cloud services, all backed by fast and reliable support. We're also building our own data centers, including edge data centers and hyperscale infrastructure, to gain a

competitive edge and ensure superior service delivery.



What are some of the toughest decisions you've faced as a founder, and how did you navigate them?

In a competitive market dominated by large players capable of initiating price wars, one of the toughest decisions has been optimizing costs and reducing manpower. While these decisions are difficult, they are sometimes necessary to sustain the business and ensure long-term growth.

How do you stay ahead of evolving industry regulations and government policies related to broadband access and usage?

We actively collaborate with government initiatives like BharatNet, PM WANI, and Digital India to stay aligned with regulatory developments. By expanding into rural markets, we not only comply with policies but also contribute to the broader goal of digital inclusivity.

Where do you see VP Broadband in the next 5 to 10 years, and what are the key goals you aim to achieve?

Our goal is to establish a nationwide presence, starting from our stronghold in North India. We aim to make VP Group and its subsidiaries household names in the utility and service sectors, synonymous with quality and innovation. ■

