

## VORTEX GROUP: PIONEERS IN INTERNET TECHNOLOGY AND DIGITAL TRANSFORMATION

*Vortex Group of Companies are the leading crusaders of Internet Technology Evolution and Digital Transformation and hence they have always maintained the pole position in the race of Technology Innovation, Adaptation & Improvements aimed at Continuous Enhancement of Network Capacity & Quality, User Experience and Best Value for the End Customer in Internet Services Industry and its allied complimentary & supplementary Business Domains. The synergies driven by major Vortex Group Companies :Vortex Netsol Pvt. Ltd., Vortex Infocom Pvt. Ltd., Vortex Networks Pvt. Ltd., Vortex Infotech Pvt. Ltd. And Gazon India Communications Ltd. come together to power the group juggernaut for consistently keeping one of the Leadership Slots in the Internet Business across Western India. The group has redefined internet connectivity by delivering lightning-fast, reliable broadband services in key markets like Mumbai, Maharashtra, Goa and Gujarat. As part of its ambitious growth strategy, Vortex Group is actively expanding its footprint across India.*

*Beyond connectivity, the group has ventured into the*



**ADITYA K. CHILE**  
CEO, VORTEX

*entertainment sector with the launch of Vortex Play, an OTT and IPTV platform that offers immersive viewing experiences with 25+ Major OTT Apps and 350+ Live TV Channels. This new addition*

*exemplifies Vortex's commitment to integrating cutting-edge technology with customer-centric services.*

*With a focus on innovation, seamless service, and robust infrastructure, the Vortex Group of Companies continues to shape the future of digital connectivity and entertainment in India, paving the way for smarter living and business operations.*

*Aditya K. Chile, CEO shares his thoughts and perspectives in an exclusive interview featured in this edition.*

**What was the inspiration behind starting Vortex, and how has its vision evolved over time?**

Vortex Group started with a humble beginning of a Service Centric, Customer Focused CATV Service Operation in Mumbai & Suburbs but now in the hindsight, we can say we are one of the first generation enterprises of the industry, who not only witnessed and grew through the real growth phase of the CATV Business but also pre-empted the possibilities, promises & challenges of Initiation, Market Potential, Market Acceptance, Evolution & Imminent Growth of the Internet Business in India. Our Founding Entrepreneurs and the 2nd Generation Visionary Leadership (Mr.

Vineet Nishar / Lalubhai) saw this Business Opportunity & Challenge as an inspiration that continuously fuelled the rapid upward journey and the present form & shape of the formidable Internet Business Leader called The Vortex Group.

### **How does Vortex differentiate itself in the competitive landscape of broadband services?**

We always keep in our constant view & practice The Three Vortex Values those are the principal drivers of our business:

- 1) Continuously explore, innovate, customize, test & integrate the Newer Technology Solutions / Features / Platforms

aimed at uplifting the Customer Experience and Convenience,

- 2) Always think from a Customer's Point of View as if Every Customer is The King and The Customer is Always Right
- 3) Every Action has to be supported by Quality First - Speed Always.

This unwavering focus on New Technology, Customer Centricity, Quality & Urgency keeps us differentiated from our competition.

### **What are some of the most innovative technologies or solutions that Vortex has recently developed?**

We have done many innovations during our journey. The innovation may not always mean discovering a completely New Technology Solution, but more frequently it is about improving the

currently prevalent practices to bring about some breakthrough for improving Customer Experience, Customer Convenience, Cost of service to Customer etc. One specific example is our robust Intercity Backbone deployed in Western India, which enables instant / off the shelf upgrades in traffic capacity in multiples of 100 Gigs virtually up-to unlimited amounts of traffic.

Other very important example of our Customer Centric Innovations is our recent endeavour in the field of internet equipment through our Group Company Vortex Infotech Pvt. Ltd.



Capturing this long due and pressing need of the Internet Industry of Good Quality Equipment Availability at Reasonable Prices through a Made In India Source, we have launched our High Performing Wi-Fi Router Range that comes with all the Latest Features and delivers a scintillating performance on all the parameters, most importantly the range is made available at highly competitive/affordable pricing.

### **As a leader, how do you foster innovation and collaboration within your team?**

As already touched upon during my response to your previous question, Team Vortex always believes in the fact that there is always some scope of Innovation / Betterment / Improvement in our Technology, Processes or Practices and a Customer Centric View of all these specifically

and overall business environment generally, leads us to our Day-to-Day Innovations those help us to improve. Our Organizational Values and their alignment at every level of our organization ensure Sensitive & Careful Observation, Robust Analysis & Adaptation and Excellent Teamwork & Agile Collaboration within the Teams leading almost all our Innovations to Superior Business Results & Enhanced Value for our End Customer.

### **What are the main challenges in deploying and maintaining FTTX infrastructure, and how does Vortex overcome them?**

While there are number of challenges like keeping our pace with newest technology upgrades those, we keep

winning convincingly the major challenges still remain from the conventional ever existing issues of Right-of-Way and Govt. Permissions to Lay and Maintain the FTTX Infrastructure. Vortex as an ISP deals with these challenges through our keen approach of an on-going collaboration with various entities within Internet Industry and Government Bodies.

### **How does Vortex cater to the specific needs of enterprise clients through its ILL offerings?**

Vortex Group aims to be at the forefront of Internet Solutions & Services for complete spectrum of Business Enterprise; Traditional Commercial Businesses, New Age MSMEs and Large Corporate Houses by understanding and capturing their specific needs to develop Tailor-made / Custom-fit Solutions to meet every

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requirement. We also ensure that these solutions are solidly supported by our Seamless Service Support, Robust Network Redundancy by means of unbeatable Ring Network Topology and World Class Security like DDOS Protection etc.

### **Multi-play services are becoming increasingly popular. How does Vortex deliver a seamless and integrated experience for customers?**

From Plain Old Internet to Added Entertainment to Premises

Telepresence Solutions, OTT & IPTV Entertainment, IoT Based Home Automation and Cloud Based Storage / Computing etc., you name the service and Vortex will try and deliver it.

### **What are the latest trends in fiber broadband and FTTX that Vortex is leveraging to stay ahead in the industry?**

As already shared Vortex is focusing on developing a Future-Proof High Capacity Scalable Intercity Backbone of which a major part is

of Small CATV Operators by way of a Simplified Internet Services Licensing Regime for them, so as to make them Legally Compliant and hence increase Internet Penetration to higher levels and

- 02) Resolving the Right-Of –Way and Permission Issues by adding some arrangement in ISP Licensing Framework making the ISPs eligible for Paid ROW Permissions from various Government Bodies.



Security Solutions to IoT Based Conveniences like Home Automation to Cloud Based Storage & Computing Capabilities and so on, our Customer Needs have evolved continuously and Vortex has always kept pace with these needs by providing solutions on all of these Multi-Play Facets in a Customer's Household / Work Premises. Our motto of All Solutions in Every Household / Work Premises is being served by our Services like High Speed Broadband, High Capacity Secured Leased Lines, CCTV and

already done in the western part of the country, yet we aim to and are working tirelessly on achieving the Self Reliance and 100% Availability of a World Class High Capacity Scalable Inter City Backbone.

### **How do regulatory and infrastructure challenges affect Vortex's ability to expand its services?**

These challenges will be the same for every player in the internet industry, major ones being;

- 01) The Long Pending Enablement

### **What is Vortex's vision for the future of fiber broadband and FTTX in India and globally?**

We at Vortex firmly believe that Internet on FTTX is here to stay, despite all the newer solutions like the Satellite Internet Etc., No Other Technology can match the Capacity, Scalability, Consistency and Dependability of FTTX. We can already see that the Satellite Broadband as of now is working on speeds of Mbs wherein the FTTX can already deliver TBs. ■