

SRIDHAR PAI TONSE

Profile:

Sridhar T. Pai is CEO and founder of Tonse Telecom (www.tonse telecom.com), a research, analysis and consulting organization focusing on the Indian telecom sector since 2005. Over the next 10 years, Tonse Telecom became the foremost player in consulting and advisory space for the market for the telecom sector with over 150 consulting projects delivered:

- Product business plans and feasibility studies
- Multiple third-party market and tech diligence services delivered.
- Whetting of Business Plans for investment community
- Reports for industry associations such as Wi-Fi Alliance, WiMAX Forum
- Strategy and advisory services for telecom carriers, MNO, ISPs, content players, handset firms, VAS businesses and infrastructure players in the sector:
 - Market Sizing: Handset Bundling, VAS, Missed Calls, Hosted IBS, IM messaging, Aerostat Feasibility, 3G dialer, 4G Small Cells, Spectrum Consulting, Unlicensed Wi-Fi, Hosted PBX, Global IP Trunking, MNP Core Router, Neutral Host, MVNO, IoT in Manufacturing, 4G LTE Test lab and several others.

Select Consulting Projects in the non-telecom space more recently delivered by Sridhar Pai / Tonse Telecom:

- Country representative for world's first aerostat-based telecom infrastructure pilot project – 2017-18
 - Responsible for evangelizing concept, securing pilot approvals, alpha test site location, and frequency approvals.
- Country's first AI-based SaaS software for psychometric analysis and skills measurement project – 2018-19
 - Evangelized project with multiple government agencies, procured budget allocation of \$6 million, received approval for project.
 - Multiple pilots showcased, and complete project plan for execution delivered.
- SaaS based ERP with Automated Accreditation Engine for Higher Education Institutes – 2018-20
 - Successfully developed product brand positioning, pricing model – (improved pricing and margins by over 50% by redefining business model)
 - Successful market penetration from 45 clients to over 110 clients in 18 months
- Cloud based AI engine to provide Video Surveillance SaaS Business Plan 2020
 - Market study, feasibility, feature definition, demand estimation, Service feature definition, demographics map for service plan for select cities
 - Product received angle investment round for \$1Mil
- Cloud-based software-controlled Energy Efficiency tool Business Opportunity
 - International product tech partner assessment
 - Distribution partnership pan-India set-up

In 2011, Tonse Telecom became in-country consulting partner for Heavy Reading, US (formerly a UBM co listed in London Stock Exchange) and contributing analyst partner for Light Reading, US (formerly a UBM co).

Sridhar Pai has played the role of Analyst at Large, Chaired/Co-chaired full-day telecom conferences, managed individual break-out sessions on a wide range of wireless topics for years.

Together with Heavy Reading, Tonse Telecom delivered co-chaired private knowledge events for Huawei (Mumbai, 2012), Reliance Jio (Mumbai, 2013, 2014) on The Next Gen Telco.

Together with Light Reading, Tonse Telecom delivered world class co-chaired conferences in US, South East Asia, India, and other markets.

Tonse co-chaired International telecom events with Informa Events (Singapore and India), Beacon Events (Thailand, 3 years in a row).

He has moderated hundreds of panel discussions playing provocateur to a host of CxOs, CEOs, regulator heads, product CEOs, line managers, wholesale ISPs, satellite operators, pay TV operators, big TEMS, investors and sectoral fund managers over the period 2010-2015.

Sridhar has presented, key-noted or participated in panels at the following major telecom events in the past:

- *4G World US 2012, 2013*
- *4G World and Tower Summit US 2011*
- *Mobile Broadband Summit India 2013, 2014, 2015*
- *LTE Asia Singapore 2012, 2013, 2014*
- *NeXTV Summit India 2015*

Sridhar Pai was voted to the International Operator Awards Panel by Telecom Asia – Hong Kong, for years 2013, 2014.

Sridhar Pai has authored dozens of telco industry white papers, market reports and state of market documents to be presented to government and regulators. Some of them are mentioned here:

- *State of Cable Broadband Infrastructure Market India – for a Private Circulation - 2014*
- *State of Indian Telco Cloud Infrastructure Markets – India Published by Heavy Reading - 2012*
- *State of Mobile Broadband South East Asia – 2011*
- *State of Optical Transmission Markets – India – Published by Heavy Reading – 2011*
- *(For the Wi-Fi Alliance, US) State of Indian Wi-Fi and its Future – 2009*
- *(For the Wi-fi Alliance, US) State of Indian Market for Wi-Fi – 2007*
- *India Market Report – WiMAX and 3G – Competing Giants – Tonse Telecom - 2010*

Sridhar Pai's articles / bylines have appeared in Forbes, Business Week, Business World, Voice and Data and other technology business magazines.

Sridhar started his career with Motorola CIG early 90's.

In 1997, Sridhar co-founded soft-switch product company, Xybridge Technologies, which went on

to become one of the foremost players in the wireless infrastructure global market before being acquired by Zhone Technologies end of 2001. Xybridge Technologies grew from a four people team to 320 people strong organization with offices in Dallas, TX, and Bengaluru, India.

Further, Sridhar moved back to India to head VoIP Business Unit for Network Solutions (acquired by IBM India) after which he was director of marketing with IntelliNet Technologies (US) a telecom signaling software infrastructure business. He helped company recover from the dotcom bust (2003 with \$25k revenues and 6 people) and build-back to a healthy business (\$1.5 Mil with 80 people team in 2 years) before exiting in 2005 to start Tonse Telecom.

In June 2014, the Research team of Tonse Telecom became a part of Dataxis, a French Pay TV and Video research firm. In his new role as vice president- APAC for Dataxis, Sridhar set up the global research and publishing operations in India for Dataxis. He also successfully organized and launched Dataxis' NexTV Summit India – flagship TV Event's Indian edition in April 2015.

In Oct 2015, Sridhar exited Dataxis and co-founded Ispark Innovations – a company focused on developing Learning Solutions for young school children. Ispark Innovations' Talking Books solution has been piloted and deployed for large scale trials in Telangana, Andhra Pradesh, and Karnataka.

Before his entrepreneurial journey, Sridhar worked with Strategic Planning and Projects Team at Ministry of Telecom in Muscat, Oman (1995-97)

He started his career with Motorola India in the Codex Networking Group as Network Engineer (1989-91)

Sridhar Pai graduated with a Bachelor of Engineering (Electronics and Communication) from University of Mysore. He also holds MBA from University of Central Oklahoma, USA.

Sridhar is also an author of 2 books, a meditation enthusiast, and a student of 'futurism'. He continues to provide consulting services in areas of Business Growth Strategies for startups /SME in emerging sectors. He blogs at <https://tonse-pai.medium.com/> and is on LinkedIn: <https://www.linkedin.com/in/sridharpaitonse2019/>, @tonse_pai or stpai2001@gmail.com.