



December 21, 2022

BSE Limited

Sir Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 001
Scrip Code: 532628

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C-1, Block G
Bandra Kurla Complex,
Mumbai – 400 051
Scrip code: 3IINFOLTD

Dear Sir/ Madam,

Sub: Investor Presentation

In continuation to our letter dated December 17, 2022 intimating about the award of RailTel WiFi Monetisation Project, please find enclosed herewith Investor presentation regarding RailTel WiFi Monetisation Project.

You are requested to take the same on record.

Thanking you.

Yours faithfully,
For **3i Infotech Limited**

Varika Rastogi
Company Secretary

Encl: As Above



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**Monetization of Station Wi-Fi
at Railway Stations across India**

Overview of the project

- Monetization of Station Wi-Fi on captive portal at Railway Stations as per RFP document

No. of stations	~Total Annual user logins	~Average Unique user (per day)	~Average Unique user (per month)
6,102	38.62 Cr	9,05,821	2.2 Cr

- Currently 6102+ Railway Stations are available for monetization
 - Monetization thru 3 revenue streams
 - Captive WiFi Portal
 - Railways Super App
 - 2 Way AP – Content Delivery
- Digital advertisement i.e., Banner, videos etc. and any other innovative advertisement model will be the scope for monetization
- We will pay the quoted MG (₹ 14 Cr) or 40 % of Revenue share which ever is higher



Key statistics

Total Railway Stations where FREE WIFI is implemented

- 6102+ Railway stations across India | 18292 Wi-Fi hot spots

Current offer to users:

- 30 Minutes free @1MBbps speed
- 10 mins grace period.

After 30 minutes buy option

- PayTM, BillDesk are payment aggregators with API. PMWANI is the mobile App (less than 2000 users).

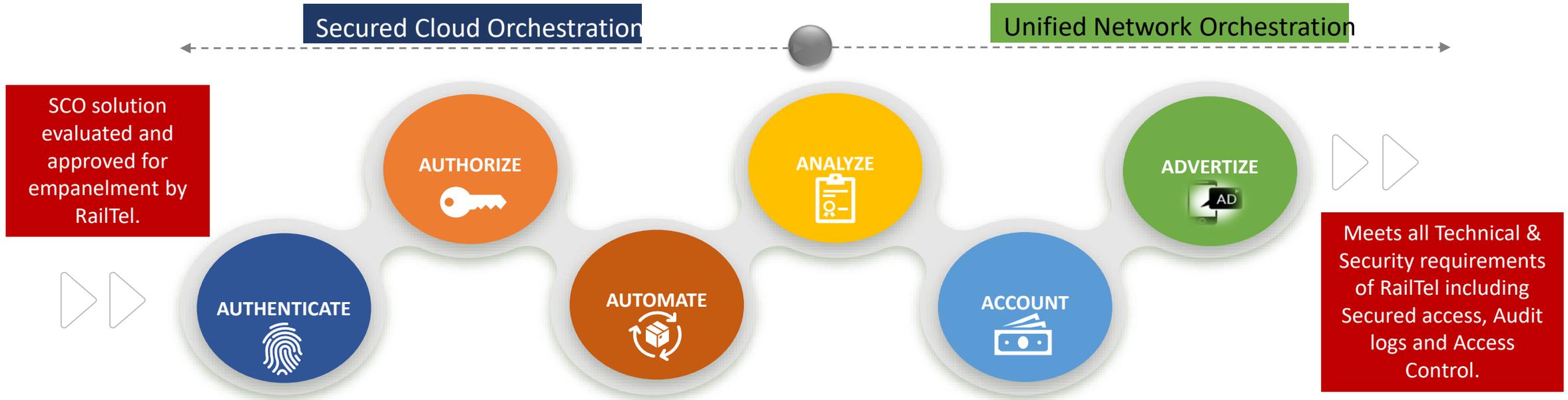
Usage Past year – during Post-Covid

- Total Annual Logins - 38.60 Cr
- Unique Logins / Day - 11.00 L
- Unique Logins / Month - 3.13 Cr. (Aug. 22)
- 20000+ new users every day

What's in it for 3i Infotech

- Monetization one of the biggest captive Free Public WiFi network in the world.
- Create media platform what has measurable and physical footprint across every corner of the country. Reaching out to next 200 million digital consumers, every brand is looking for.
- Create the official Railways Super App, an aggregated platform for services to make the travel by trains easy. Supported with Entertainment, Infotainment, Ecom and Education.
- App has potential to be one of largest app in terms of usage / time spent in the country.
- Single business which puts strong foothold in the MediaTech and Entertainment.
- Creating consumer data mining of over 138 million users / 45 million unique users. This data would enable to company to expand into MediaTech and also expand into Digital Marketing Services.

Unique 6A Digital Framework



UNIFIED FRAMEWORK. HYBRID NETWORKS. HYBRID CLOUD. ECOSYSTEM USERS





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Business Plan

Revenue Streams

3 revenue streams are being proposed under the WIFI Monetization with Rail Tel. Each of the services are powered by internet or WIFI at the station. Product offering. / Target Audience and Go-To-Market strategy would be different for each product offering. Large percentage of the user based would have connected via the 'Captive Portal'.

1. Captive WIFI

*Active eco-system, to be upgraded and un-lock the **advertising revenue**. This is basic and simple offering which needs upgrades on the existing technical infrastructure.*

2. Railways' Super App

*Be connected with the user beyond the station. Provide beyond FREE Internet Service. This is a green field project, product, content, services, alliances, tech-infra – everything thing stretch. Revenue will be largely led by **advertising** and supported by **content / services-based revenue**.*

3. 2WayRelay – Content Delivery

*Considering this as separate product within the app, as it would be available at selected stations and serviceable to users who are in the waiting room / retiring room of the station and all platforms may be considered. Revenue stream would be between '**Paid Content and Advertising**'.*

Revenue Streams / Detailed



CAPTIVE WIFI

Basic Free WIFI Service (30 mins – 120 mins) provided at railway stations.

Revenue Streams:

*Advertising – Display & Limited Video
(CPM Model)*

Fixed Advertising Space

National / Regional / Local Targeting

User Data:

*Limited – Handset, Geographical,
Usage & Frequency.*



RAILWAYS' SUPER APP

*Premium Free WIFI – Upto 240 mins, Value Added
Railway Services, Entertainment, Infotainment, ECom,
Education, Gaming, E-Coupons.*

Revenue Streams:

*Advertising – Display & Video, Audio
Dynamic Inventory (CPM, CPC, CPT)*

National / Regional / Local / Hyperlocal –Targeting

APP in APP Integration Fees

Transaction Based Revenue Sharing

User Data:

*Detailed, Handset, Geographical, Usage Behaviour
Based & Frequency.*



RICH CONTENT SERVICE

*Unique Content Service at Selected Stations /
Waiting Rooms / Retiring Rooms
Rich Content – Video, Audio, Gaming*

Revenue Streams:

Premium Content – Paid Service

Advertising – CPM / Views

Station Specific Targeting + User Profile

User Data:

*Detailed, Handset, Geographical, Usage
Behaviour Based & Frequency.*

Data points

- *Average over 526 million passenger travel by train every month. Over 210 million are non-suburban passengers (Oct 2022).*
- *Average 1 million daily /30 million users access the free internet via the Wi-Fi portal. Currently user – profiling data not shared.*
- *6100+ Railway Stations / 17,792 Access Points.*
 - *64% of Access Points are at 506 stations*
 - *27% of Access Points are in remote rural India across 4816 stations.*
- *Awareness of the Free Internet via Captive Portal is extremely low.*
- *Over 2 million daily users has been the peak on the network*
- *Currently network manages over 60,000 users at any given time. Should be able manage up to 120,000 users.*

Data points..Contd

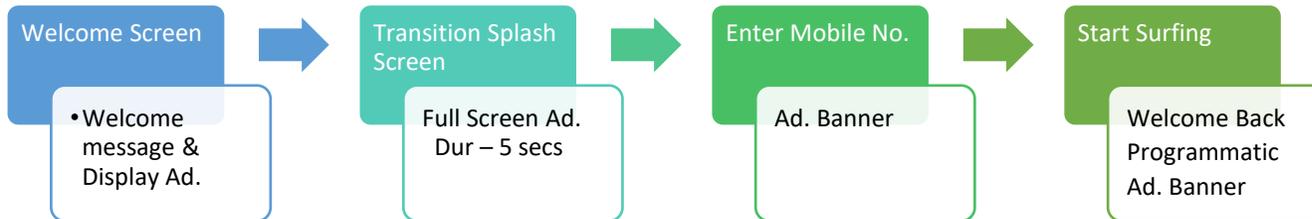
- *User based data is captured but not processed or compiled by Rail Tel.*
- *Information access or sharing between different Indian Railways companies / departments will be difficult and slow. We will need create our own measuring and tracking system.*
- *User growth rate projection based on passenger traffic . As that is only published data, Railway employees and non-passenger traffic would add-ons.*
- *Assumed the passenger growth rate with 10% y-o-y, will grow 31 million by 2028*
- *Personal Data Protection Law – will change the dynamics of digital advertising. More with `Programmatic Advertising`.*
- *Impact of 5G /PM Wani - rollout on data consumption.*

Captive Portal (Upgrade) – Ad Inventory

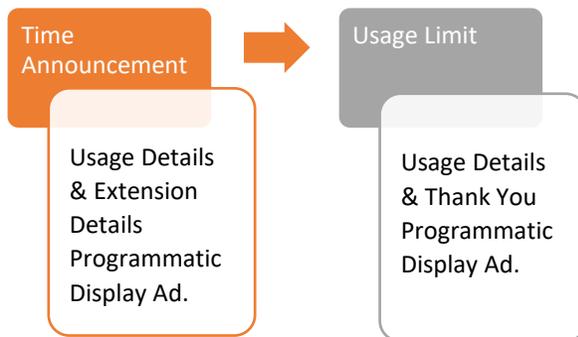
First Time Login – Every Month - 5 Ad Units



Second Monthly Login - 4 Ad Units



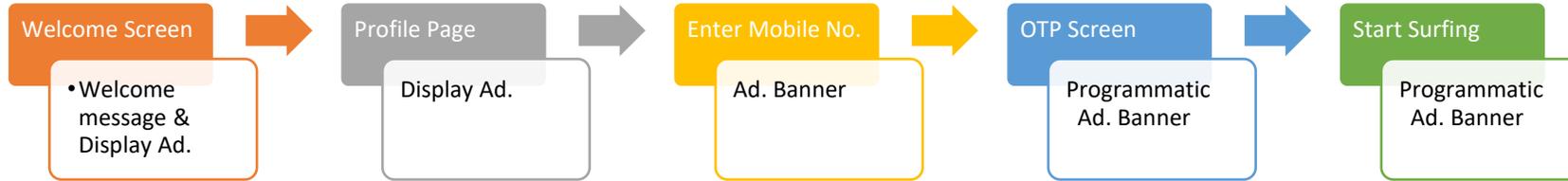
30 min Timer Announcement - Min 2 Ad units – Max 4 Ad Units



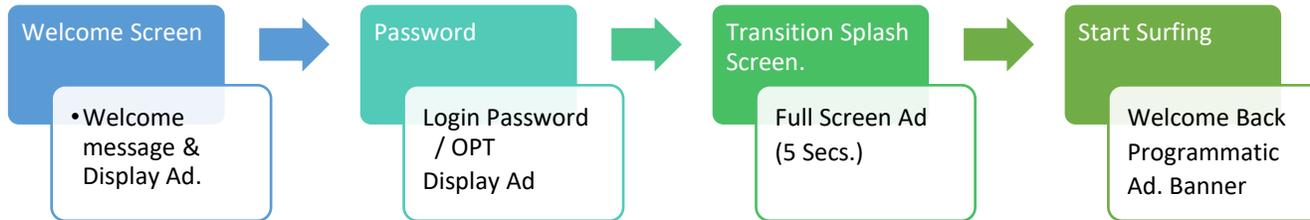
Provide local language / voice-based - Log In

Mobile Super App – Ad Inventory

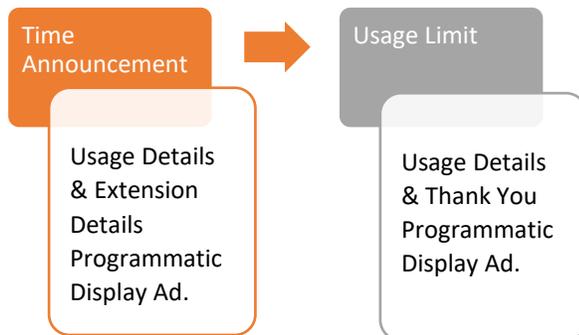
First Time Login – Every Month - *5 Ad Units*



Second Monthly Login - *4 Ad Units*



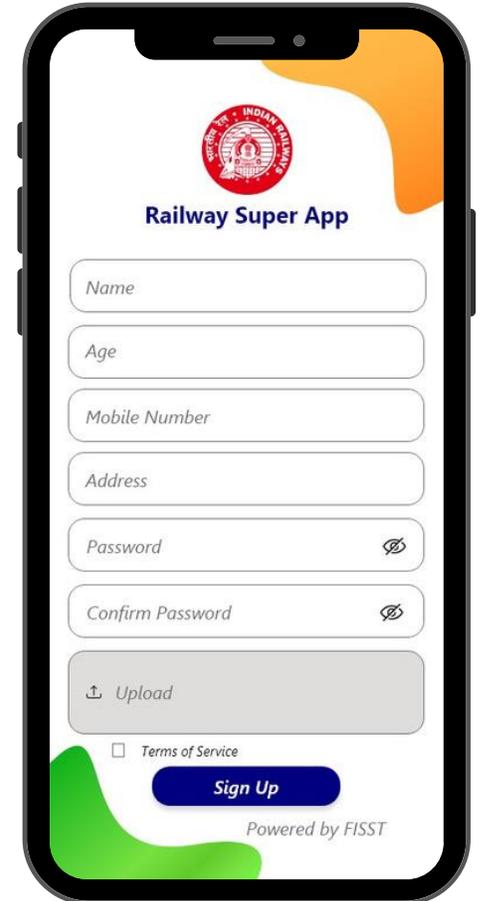
30 min Timer Announcement - *Min 2 Ad units – Max 4 Ad Units*



+ INVENTORY ACROSS OTHER SECTIONS OF THE APP

Additional Revenue

- *Super App will operate like a market-place.*
- *All additional services will be a revenue streams*
 - *Travel*
 - *Entertainment / Infotainment*
 - *Education*
 - *E-Commerce*
- *Pricing will depend on download and profile of users.*
- *Government and Railways services will be value-addon*





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Thank You



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