

LARGE INTERNATIONAL MOBILE NETWORK OPERATOR BASED IN CHINA

The CSP is the international arm and wholly-owned subsidiary of a large China based mobile CSP, with 1Bn+ subscribers. The CSP supports the international part of the business, covering an array of product and services for Mobile, Voice, Messaging and Data services. The CSP has expanded its footprint in 36 countries and regions.



BUSINESS CHALLENGE

- How to sustain multi-country growth
- Pricing pressure from global partners
- Maintain customer relationships - ad-hoc & new compliance requirements, adding stress to partners



WHY TATA COMMUNICATIONS?

- Relationship & bottom-up engagement
- Flexible commercial & bundled models
- Reputable branding (Tier-1)
- Good credit rating



BUSINESS IMPACT

- CSP has become a key logo for reciprocity traffic flow
- Enabling the CSP to grow in its domestic market and its international business
- China & India key corridor