



## Virtual Network Operators Association in India Launched, VNOs Get a Voice

DELHI, August 31, 2016

The first ever association for Virtual Network Operators (VNO) has now been incorporated in India following Department of Telecoms' clearance to open up the VNO business in India, following the policy released on 31st May, 2016. The telecom subscriber in India is poised to see greater choices, powerful brands and deeper access following the launch of VNOs.

World over, the VNO engagement model is a popular theme for over 15 years. There are over 1,500 VNOs operational across the globe today. Indian mobile communication market is estimated to be at US\$ 37 billion as per the recent reports by IDC. As per the global trend, VNO market could reach US\$ 4 billion very quickly. At this critical juncture, Virtual Network Operators Association of India (or VNOAI, for short) a member driven association has been incorporated, wherein VNOs and VNO industry participants join together to build a healthy ecosystem for facilitating the growth of a thriving VNO industry in India.

VNOAI's primary objective is to initiate and promote activities towards development of Virtual Network Operators in India. The nascent VNO sector in India faces many regulatory, legal, technology and wholesale challenges. Every voice will be heard and the challenges faced will be jointly overcome by working in close participation with regulatory authorities, network operators and all stakeholders.

To provide voice and direction to this promising VNO industry in a new market such as India, Mr. Mohan Kumar Sundaram and Ms. Subhashree Radhakrishnan have taken the first step of incorporating an industry association. They are active in the global VNO industry for 15 years and are the founders of Plintron, the world's leading VNx player having launched 60+ VNO businesses across 22 countries.

"Collectively, we seek to present a credible voice to regulators, NSOs and all market participants to ensure the nurturing and development of VNO industry in India. VNOAI members across the country who could be Licensed VNOs, Potential VNOs and Technology Enablers are cordially invited to join. By working together, we can bring immediate success and fuel the future proliferation of the VNO industry in India and thereby taking the telecom sector to its next level of growth," said **Mohan Kumar Sundaram, Co-Founder and Chairman, VNOAI.**

For any further clarification or membership, please contact [info@vnoai.com](mailto:info@vnoai.com) and [membership@vnoai.com](mailto:membership@vnoai.com)  
Please visit us at <http://www.vnoai.com/>

Media Contact:  
Srinivas.V  
[info@vnoai.com](mailto:info@vnoai.com)  
+91-9790934440

### Virtual Network Operators Association of India

RCube, Suite Nos O-06 & 07, Lower Ground Floor, Shivaji Stadium Metro Station, Airport Express Line,

New Delhi - 110001. India | [www.vnoai.com](http://www.vnoai.com)

CIN: U64200DL2016NPL304974