

## ACT Fibernet Launches Incredibly Fast 100 Mbps Plan In Bengaluru

**Thursday, May 14, 2015:** ACT (Atria Convergence Technologies Pvt. Ltd.), the pioneer of Fiber-To-The-Home technology and the country's fastest growing & largest non-telco Internet Service Provider has launched its incredibly fast 100 Mbps plan in Bengaluru. This follows close behind the company's launch of its internet business in a new strategic market, Vizag just a few days back.

In line with its philosophy of customer centricity and always keeping customer delight at the fore, the brand has upgraded all its existing customers to higher bandwidth plans at absolutely no additional cost. Customers who were earlier on the ACT Fibernet 20 Mbps plan were upgraded to 30 Mbps, those on 40 Mbps to 50 Mbps those on 60 Mbps to the new incredibly fast 100 Mbps plan.

ACT has progressed into the top league of ISPs in India within a short span of less than four years. A business that started with thirty thousand subscriber base has now reached over seven lakh broadband subscribers, owing to the contemporary Fiber optic technology and the company's philosophy of liberating customers through high-speed, high-download broadband usage. ACT Fibernet is currently present across 5 major cities in south India - Hyderabad, Bangalore, Chennai, Vijayawada and Vizag. The company has crossed 700 crore revenue and is set to cross the 1000 crore mark by the end of FY 2015-16.

Mr. Bala Malladi, Group CEO of the ACT Group said, "Bangalore is one of the highest internet penetrated cities in the country and we are glad to be a part of this transformation by scaling up the fiber-optic way to deliver the service. The company has evolved over the years, likewise our brand must evolve and reflect the impact of our technological advancement and the value it brings to more than half a million subscribers. We have experienced a great response from our patrons and with our fiber optic technology and ACT Fibernet brand, we are in a position to deliver 100 Mbps speed to every retail customer in Bangalore. We have invested over Rs. 1,000 crores so far and will continue to invest in expanding the ultra high speed broadband network in other parts of the country", he added.

ACT Fibernet's 100 Mbps plan lets users download full-length movies & HD videos in a matter of minutes, stream HD content seamlessly and experience high quality video chats. Not only that, fiber optic technology allows users to upload content at exactly the same speed as they download. Another unique feature of ACT Fibernet is that uploads are not counted as part of FUP/ data consumption. Which means that a consumer can use the entire available FUP on any given plan purely for downloads and parallelly continue to upload as much data as he/ she desires.

With the launch of its 100 Mbps retail plan, the company has stayed true to its philosophy of progressive thinking and staying at the forefront. The new portfolio has an interesting array of high speed plans as high as 125 Mbps for the SOHO segmen