

# Beam Fiber renamed ACT Fibernet in Hyd

Launches fast 100 Mbps plan; looks to  
expand subscriber base

## BUSINESS BUREAU

**Hyderabad:** Beam Fiber, the city-based broadband service provider, has been renamed as ACT Fibernet. It also launched 100 Mbps plan in the city.

Atria Convergence Technologies Pvt Ltd (ACT), the country's fourth largest internet service provider in the wired broadband category, acquired Beam Fiber in 2009 and since then was investing heavily on the expansion.

"The transformation of the brand Beam Fiber to ACT Fibernet is a significant stepping stone to building an integrated national brand for the company," said Bala Maladi, Group CEO, ACT group, said in a statement.

Today, Hyderabad is one of the highest internet penetrated cities in the country and we are glad to be a part of this transformation by



only scaling up the fiber-optic way to deliver the service, he added.

The announcement comes close on the heels of the new brand launch executed by ACT across all its markets spread across four states.

To mark occasion, the company also launched new 100 Mbps plan with 200GB in the retail segment across the city.

"The new plans of 5, 20 and 100 Mbps have been launched starting from Rs 650. The existing customers who are in 4 & 15 Mbps plans will be automatically upgraded to 5 and 20 Mbps from April 1," the release added.