

ISP

Hi Reach Broadband

INCORPORATING LATEST TECHNOLOGIES TO OFFER FIRST-RATE BROADBAND SERVICES



The Indian broadband services industry is a growing market segment that has been attracting a lot of attention for the past decade or so. With that said, the mushrooming of businesses that are not up to the mark has put a dent in the reputation of the industry. Striving to bring in a positive change in the Indian broadband services market is Hi Reach Broadband. Hi Reach Broadband, is powered by Mithril Telecommunications Private Limited a Class ‘B’ Internet Service Provider based in Hyderabad, Telangana. The company offers ultra-high-speed broadband internet with consistent and reliable services to SMEs and Corporate Customers at affordable rates across the states of Telangana and Andhra Pradesh. The company’s focus has always been to cover rural districts and enable the subscriber to become part of the Digital India movement and this has helped them to build a positive reputation in the market as well as create a niche for themselves in the industry.

STRIVING TO BE A UNIQUE ENTITY

Hi Reach Broadband offers broadband internet services over Fiber-based (FTTB) last-mile services that enable them to deliver the content a lot faster than other ISP’s in India. “We are providing the best technical and support services to our subscribers beyond regular working hours when compared to other ISP’s and it is one of our Key USP to date. Our Helpdesk is manned 24x7x365 days and we are proud of our customer-centric attitude of our employees. Jatothu Hussain, personally hopes that the school, college children and other younger generation will benefit from high-speed broadband internet services in terms of learning. With broadband internet services, students in rural areas can have access to the same contents as in the US, and Europe. Broadband can shorten the learning gap between emerging and developed countries. Before, the students in emerging countries have less

resources/contents provided when compare to the students in developed nations. As we are currently offering our broadband services in Telangana and Andhra Pradesh, we will be the 2nd ISP in terms of network reach and subscribers leaving aside Telco’s and other Class A ISPs within the two states on wired broadband space”, avers, Jatothu Hussain, Promoter, Mithril Telecommunications.

“HI-REACH BROADBAND HAS LAUNCHED THEIR OWN IP TV SERVICES AND IS CURRENTLY UNDER IN-HOUSE TESTING

The company provides broadband internet services using next-generation fibre-based last-mile solutions with Metro-Ethernet technologies offering ultralow latencies and provides the best voice and video content delivery. Hi-Reach Broadband has launched their own IP TV Services and is currently under in-house testing. The company is also making partnerships with leading OTT and Content Providers as they understand the ever-growing customer expectations. Apart from that the company always adheres to the standards set forth by TRAI and Dept. of Telecommunications (DOT) and ensures that they follow standard systems and procedures from prospect generation to customer support and feedback.



JATOTHU HUSSAIN, FOUNDER & MANAGING DIRECTOR

He has started his career in Cable TV and Broadband Industry at an incredibly young age with a deep passion towards learning business operations and technology.


In the year 2014, he has setup Hi Reach Broadband, that offers ultra-high speed broadband Internet services using cutting edge FTTx based last mile technology.

He has more than 15 years of experience and having worked for Leading Multi Service Operators (MSOs) and Internet Service Providers (ISPs), he has gained deep understanding on Broadband Internet Business at grass-root level on market and technology trends.

At Hi Reach, Hussain Nayak oversees Sales, Marketing and Business development to drive business growth. He has lead Hi Reach Broadband from the front to be the preferred choice of Broadband Internet Services in the state of Telangana and Andhra Pradesh.

THRIVING AS A CLIENT-CENTRIC ORGANIZATION

“We have a separate training department to provide training to new joiners for every department. Apart from this we also conduct training on a monthly basis to existing staff on emerging trends and technologies. In fact, training is a continuous process in our organization and we send our staff to attend external training institutes, industry-related exhibitions and seminars. This along with our robust system enables us to have multiple touchpoints with customers be it from In-house Sales, Customer Helpdesk, and Customer Retention teams. We are proud to say that we are what we are today because of the strength of our customer support team. We are in process of implementing AI driven customer experience tools that can further give us insight as to where we are lacking and try to improve ourselves to become one of the most admired Internet brands in the States of Telangana and Andhra Pradesh”, says, Jatothu Hussain when asked about the employee development programs offered at the company and how they maintain a strong relationship with their customers.

During the current covid19 scenario where most companies across various industry verticals struggled to get a foothold in the market, Hi Reach Broadband took it all in their strides. Also, they were one of the 1st ISPs in Telangana to approach both State Govt. Authorities through local TRAI, DOT agencies and Police Commissionerate to recognize and include Internet Server Providers as emergency category / essential services. The company also ensured that their staff was given sufficient permit cards to travel in the State to provide uninterrupted broadband services during the entire lockdown. More importantly, they were also able to provide timely service to their existing broadband subscribers that includes various names such as Icon wave Technologies & Raheja’s & various Govt. offices in Telangana State and at the same time acquire new broadband subscribers. Looking forward, Hi Reach Broadband has high hopes for the future and the company is building partnerships with OTT, Content Providers, Online Education and Online Gaming to add value to their existing broadband services. Hi Reach Broadband is also currently providing triple-play services for some users and would like to take it to the next level in the coming months. 

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Anamika Sahu
Managing Editor