



Modern Communication and Broadcast Systems Pvt. Ltd

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Established : 1985

Products: Satellite Communication Products, Systems and Solutions including:

- DTH antenna and Set top box products for FTA and PAYTV
- SATCOM systems for distance education.
- Broadband Cable TV including head-ends, networks products and Set top boxes.
- Fibre optics technology products and solutions.
- CCTV and Security systems including Video audio products
- Broadband wireless products for tele-education, teleconferencing and telemedicine.

History: Popularly known as 'MCBS' the company is headquartered in Ahmedabad, Gujarat. It was started by professionals and technocrats having more than 20 years of experience from India's pioneering space technology institutions. MCBS is in the service of Communication and Broadcast industry for the past 25 years. They have emerged as a leading Indian manufacturer, innovative technology solution provider and system integrator for broadband cable, satellite and wireless systems. Has achieved a distinction of being knowledge-based company with immense experience in communication and broadcast field; has crossed numerous milestones and made history by developing and introducing several technologies for the first time in India. These milestones have been achieved through its rigorous R&D efforts, systems engineering and well knit systems integrator approach. Key areas of activities of the company include manufacturing

communication and broadcast equipment, turnkey projects and systems integration, marketing of hi-tech communication projects and technical support services.

Achievements: Several firsts (First mover advantages) have been associated with MCBS. They have developed and introduced several technologies and products for the first time in India. Thus it is proud to be the first technology developer and mover.

MCBS has manufactured and supplied 60 Lakhs DTH antenna to Tata Sky, Reliance (Big TV), Videocon (D2H) and Doordarshan. 20000 Cable TV Head-ends (Analogue and digital), 5 Lakhs STB for DTH and Cable TV industry.

MCBS has provided on turnkey basis CCTV systems for numerous national projects defense organizations, including ISRO centres, DRDO, ITR Chandipur, IFFCO units all over India, HAL and Torrent Electricity.

More than 40000 Satcom Systems for school education under SSA Programme is also to its credit.

MCBS has several awards and certifications.

Market: Compulsory digitization has spiralled demand for DTH and Cable TV systems in India, ICT has also enhanced better education in schools. Demand for DTH antenna, Cable TV Head ends and network equipment set top box has increased manifold. These demands can be met through indigenous production. Thus demand and supply gap will exit for 5 year and beyond MCBS is well set to capture this opportunity. Because of appreciation in foreign currency rates and it has become more necessary to produce these products indigenously. MCBS has already set up plants for DTH antennae and setting up STB manufacturing facility.

Brand value: Creating value for money for its customers through price, quality and support. Creating brand value equity through technology, innovation and marketing.

Recent Developments: MCBS has developed several new innovative products such as:

- Education and Multimedia Communication System for interactive education using SATCOM and GSM technology.
- A variety of Set top box (STB) technology for various ICT applications. This also includes GSM based interactive STB for education and teleconferencing.
- A wide variety of systems for remote monitoring and status of working of schools and other enterprises.
- Systems for telemedicine for use in rural and remote areas.

Promotion: MCBS has a team of marketing experts to promote sales of its products. It has dealer, distributor, channel partners and residents representatives in various parts of India. MCBS utilizes various tools of publicity and marketing communication channels for promoting its products. MCBS is making arrangements with finance companies for providing lease and finance to its customers on easy terms.

Expansion plans: MCBS is setting up STB manufacturing facility with capacity of 2.5 million STB per annum. This can be enhanced further upto 4 million STB. MCBS will expand its present capacity of DTH antenna manufacturing to 2 million units per annum. Will diversity into GSM value added products to make its benefits available to rural and remote areas in field of education, medical and e-governance. Will expanding its business line of CCTV and security systems beyond present scope.

Facilities for staff: MCBS has a conference and party plot for meetings and recreation of its staff. It holds general meetings and lectures for benefit of its employees.

Mantras to become successful entrepreneur: Development of indigenous technology through R&D and innovation is the key for success. Consistent reliability and honesty pays in long term for the success of an enterprise. Good financial management with discipline makes a successful entrepreneur.

Corporate Social Responsibility: MCBS has provided training to more than 10,000 engineers and technicians coming from various engineering/ diploma institutions from all over India. MCBS is providing financial assistance for education and health children and family members of its employees. It is also sponsoring several events to create awareness about the principals of non violence movements.

Salient Features: MCBS is working with low cost financial resources from overseas markets.

MCBS has executed over 500 Turnkey Projects for key customers all across india in satellite, cable and wireless broadband.

SATELLITE BROADBAND

- APNA DTH
- EDUSAT
- DTH & ROT ANTENNAE
- SATCOM STB
- SATCOM SOLUTIONS
- SAT TRIPLE PLAY
- HEADEND IN THE SKY
- DIGITAL SIGNAGE

CABLE BROADBAND

- IPTV/ CATV HEADENDS
- FIBRE OPTIC/ HFC SOLUTIONS
- STB AND CAS
- VIDEO-AUDIO PRODUCTS
- GPON/ EPON
- SDH NETWORKS
- CABLE TRIPLE PLAY
- HITS CABLE HEADEND

• 45 Channels HD Headend & Network For CWG-2010

WIRELESS BROADBAND

- GSM/ 3G Products
- Tele-conferencing
- Tele-education
- Tele-Surveillance
- GPS/ GPRS
- GSM Interactive STB for Cable TV & Satellite

