REBA COMMUNICATION LIVE
Regd office: 206/42, Shri Vara Shiddhi Vinayagar
Temple Street, Tiruchy-15
Admin office: 5, abiramapuram, perambalur-12

Company Profile

REBA communication live, under REBA group of companies, incorporated under Companies Act (1956) is promoted by entrepreneurs successful in their respective businesses since last three decades.

Mr REBA Senthil Kumar has been in TV channel promotion, ecommerce, R&D, concept development in the field relating to internet & media business for the past 28 years, with vast network, contacts, paper work and field study in the TV media business.

Vision driving this Company is "to elevate the TV medium to a level of problem-solving for 100% population (from the current level of mere entertainment) by abolishing unemployment and underemployment".

INFO-SUPER POWER –AUTOMATED INDIA

Dedicated To India

THE INFO-SUPER-POWER OF TOMMORROW

PHONE INTERFACING /INTERACTIVE DEVICE IS A PATENTED (UNDER PATENT)
(ACCEPTED UNDER PATENT ACT 1970)

PRODUCT IN THE NAME OF

SPARK – 3000

DEVELOPED BY**: REBA FOUNDATION**
(The Heart Beat of Future)

OFFICIAL PROMOTORS:
REBA COMMUNICATION LIVE
FROM
REBA GROUP
(The Definition of Future)

(Duplicators Beware)

REBA
RESEARCH BANK

PREAMBLE

With the developing information traffic through NET and computer awareness program

from the primary to the professional courses all over the world, the facility of using the

computer in all houses is financially impossible though the necessity is inevitable.

PURPOSE

A. **To link each and every house for Intranet / Internet browsing with negligible effort in marketing and voluntary involvement by franchisee / end users.**

B. **To enter each and every house with out their contribution / investment / second thought, as any other cable TV channel.**

POTENTIAL

Limitations in Indian / developing / under developed countries

A. **A minimum investment of Rs. 10,000/- plus on system / modem / software / accessories by end users.**

B. **Updation of often changing computer hardware.**

C. **In 1000 persons in an area 500 people have cable connection and market survey indicates only a 10% of the cable TV connected people are interested to invest and go for internet, which has been evident in the failure of low cost internet surfers / cable modem / TV set-up box when launched. Our project caters the 80% of the cable TV connected people having phone, which is readily available, and the other 500 people with out cable connection who will straight away come into our services when they go for a TV and cable connection.**
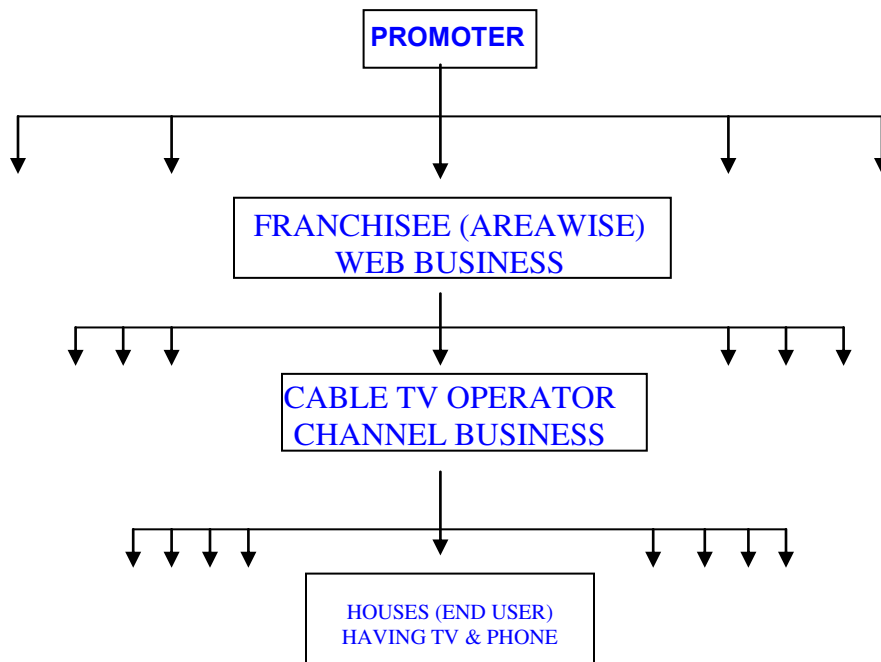
SPARK - 3000

TO TAP THIS MENTALITY: *RESEARCH BANK (REBA)*, A TRUST TO PROMOTE CREATIVITY AND RESEARCH IN EVERY INDIVIDUAL, HAS COME OUT WITH THE BELOW SCHEME AND A PRODUCT DESIGNED AND PATENTED FOR EXECUTION OF THE SCHEME. THIS PRODUCT IS NAMED AS SPARK – 3000. IT IS A 20 LINE SERVER, WHICH CAN ALSO BE UPGRADED TO ANY NUMBER OF LINE SERVICE. IT IS CONNECTED TO ISP ON ONE END AND ANYONE WITH A TV AND PHONE IN THE CIRCUIT CAN GET CONNECTED TO THIS SERVER AND BROWSE.

PROPOSAL

To inter link each and every house / office / shops / directories / market / share / hotels / reservations / banks / educational & commercial establishments through closed circuit in each area.

A. **The area closed circuit, our sub-franchisee, who can be existing cable TV operator or internet booth holder / computer professional / company / individual, is linked to district web server through a computer and modem.**

B. **The district server has intra-net facilities in its hard disk and linked to Internet and other district servers by our franchisee.**

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                         ┌─────────────┐
                         │  PROMOTER   │
                         └─────────────┘
      ↓         ↓               ↓               ↓         ↓
              ┌────────────────────────────┐
              │  FRANCHISEE (AREAWISE)      │
              │  WEB BUSINESS               │
              └────────────────────────────┘
      ↓  ↓  ↓            ↓              ↓  ↓  ↓
              ┌────────────────────────┐
              │  CABLE TV OPERATOR      │
              │  CHANNEL BUSINESS       │
              └────────────────────────┘
      ↓  ↓  ↓  ↓         ↓           ↓  ↓  ↓  ↓
              ┌────────────────────────┐
              │  HOUSES (END USER)      │
              │  HAVING TV & PHONE      │
              └────────────────────────┘
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High lights of project- leading to powerful channel

- Regional language,localized on global access
- Creative manhours- 24 hrs * 40000tl
- Global access of 40000tl channel in one pipeline
- Availablity of channel in same bandwith universally
- Local content, ad, commercial establishment ,creative public outlet
- Individual channels access/uplinks/availability
- Online updated data from 40000tl
- Centralized data availability
- Access of data / channel content in all modes/technologies
- Any where any data/channel access
- Compatibility/ upgrading /updation provisions
- kiosks for public and private usages
- wi-fi and wi max network
- broadband linkage
- application/ automation services
- Authentication server
- online services hyper links
- ecommerce
- Bank/cards links
- prepaid/easy recharge outlets
- public /corporates voluntary involvement & need fulfilment
- power of media and information in one project
- inputs for marketing,survey ,dot com ,tele services,mobile …etc
- exclusive outlet for computer /internet products ,their training & awareness by usage
- assurance of a decade or two generation market branding thro' kids..
  FROM story telling,story books,comics,cartoons,,kids channel TO THE next generation interactive systems
- making services available user friendly, unbiased, being spiritual & not religious, unbiased & non political , avoid TARGETING PERSONAL BOOST OR ATTACK, & non political ,avoiding monopoly ,firewall ,access barring, limitations and restrictions to anyone

*COMPUTER CHANNEL THE ULTIMATE OUTLET TO COMPUTER, INTERNET, E-COMMERCE, TELECOM, ISP, DOTCOM ,HARDWARE, SOFTWARE AND CONTENT BASED COMPANIES TO PROMOTE THEIR PRODUCTS THRO' TRAIL VERSIONS, DEMOS ,DISPLAYS & **TRAINING TO RURAL,UNEDUCATED,COMPUTER & NET ILLETRATES BY INTERACTIVE USAGE**

*THE OUTLET TO THE NEXT GENERATION MARKET –THE TODAYS KIDS ,BY CAPTIVATING AND DEEP ROOTING BRAND THROUGH THE INTERATIVE EDUCATION AND GAMES.

REBA SCOPE & CONTRIBUTIONS

COVERAGE   -TARGET 20S*20D*100CTOS   –40000 LOCATIONS
INVESTMENT   -Rs.5 TO 50 LACS/ LOCATION   -Rs.2,000 TO 20,000 (IN CRORES)
MAN POWER   -50 TO 100 PERSONS   -20 TO 40 LACS (DIRECTLY & INDIRECTLY)
CONTRACTORS-500 TO 1000 PERSONS   -200 TO 400 LACS (DIRECTLY & INDIRECTLY)

- BRINGING CORPORATES INTO MAIN STREAM SERVICES.
- BANK GUARANTEES AND FUNDING REQUIRED
- ADVANCES AND PAYMENTS AT ALL LEVELS
- INTEGRATING AND INTER CONNECTING LOCATIONS
- ALL REGISTRATIONS & APPROVALS REQUIRED
- SOFTWARE / CONTENT PRODUCTION AND LISCENCING
- HARDWARE INSTALLATION AND MAINTENANCE
- TRAINING, MANAGEMENT & MARKETING AT ALL LEVELS
- DAY TODAY AFFAIRS & RISKS TO BE MONITORED
- TECHNOLOGY R&D,UPGRATING
- PROJECT UPDATIONS ,STRUCTURING & STRATEGISING BASED ON NEEDS

PROCESS CHART:

1. SERVICE ACTIVATION AND INITIALISATION PERIOD-30 MONTHS
2. TRIAL LAUNCH - FIRST SIX MONTHS AWARENESS, TRAINING, FINGERING
3. PILOT LAUNCH - AFTER 6 MONTHS ,FULL FLEDGED CHANNEL PROGRAMS AND CHANNEL REVENUES BE TO STARTED
4. COMMERCIAL LAUNCH - FULL FLEDGED ONLINE / NET SERVICES TO BE COMPLETED BY 30 MONTHS

SPARK-3000 (UNDER PATENT)

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*REBACHANNEL UNIQUENESS LIES IN THE PHONE INTERACTIVITY WITH THE COMPUTER TO ITS FULLEST MODE THRO' SPARK-30000 (UNDER PATENT), UNLIKE OTHER INTERACTIVE SOFTWARE WHICH WORKS ON CUSTOMISED PACKAGES BASED ON WEB PAGE RELATED HYPER LINKS,

*SPARK –3000 (UNDER PATENT) HAS COMPLETE HARDWARE AND SOFTWARE SOLUTIONS COMPATABLE TO ANY ADVANCEMENT IN FUTURE

*SPARK_3000 ENABLES A COMPLETE PC OPERATION ON CONTENT IN HARD DISK, CDS FOR ANY EDUCATION, ENTERTAINING,GAMING SOFTWARES AND WEB SITES.

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Compatibility

Internet Distribution

SPARK – 3000 is a user friendly and universal product which can be updated to LAN /WAN / Cable Modem/TV Set-Up Box/WEB TV/ internet Surfboards/Computer & Modem/Video Phone and any other developed or to be developed products in the market for any kind of back end connectivity from ISP's and front end distribution to each and every house. The rate revision and business offers by ISP to its direct subscribers using any technology is applicable for the operators of SPARK 3000

Cable Televisions

SPARK 3000 can also support Interactive Multimedia/Software like BROAD CAST,DTH INTERACTIVITY, CHIOS and other services for paid and free cable interactive channels

Other Services

SPARK 3000 can support all interactive services like interactive audio / video and any kind of interactive devices / Interfaces available in the market.

Business Services

SPARK 3000 can be simultaneously used for computerization of office and running browsing center in the same premises and other DTP/Printing/CAD/Web hosting and other business services.

Updating

SPARK 3000 can be customized and updated for any kind of general and interactive services required by the buyer or for his subscribers.

REBA TV channel:

REBA TV channel is ready for launch at each center where satellite TV channels are being beamed through cable (called as MSO in the cable TV industry) all over the country.

This opportunity, to start with, is offered to MSO cable operators as a **franchise** option.

REBA TV channel will distinguish from other channels by its LOCAL yet GLOBAL nature. Content of the channel will predominantly be

• e-commerce	• Live coverage
• Personalized Solution Provider	• Net Radio
• Online services	• Education
• Online Information	• Entertainment
• News	• Games

REBA is dedicating a hardware component for a period of 30 months at each franchisee's premises, to enable all the above listed services (and much more to come). Licensed software and in-house-developed application-software are shared with franchisee for successful ongoing operation of the channel. Advance payments made with Internet Service Providers and Telecom companies, by REBA, are entailing business interface for the franchisee. Channel's standard content is provided for a nominal monthly rent for 24 months.

Being launched initially as a single channel, this can grow into multiple channels depending on local demand; modular nature of this equipment renders such up gradation seamless. Similarly multiple user system is kept in mind while designing the current single user system. Wherever technology up gradation achieved in the industry, REBA will adapt it for each franchisee as an ongoing improvement

Why this is a powerful concept?

The benefit of this project to the ultimate user is to enable him to access the fields of e-business, banking on net, shopping and trading through net and other net based services without incurring heavy investment on hardware & accessories and without subscribing to any ISP as is prevalent today. This particular project which slides between the reach of the media and the booming of the information highway on the net will enable both the market and the user a more interactive and user friendly interaction with minimal investment, thus providing a highly cost effective medium of information transfer between the industry and its targeted consumer based. At present the Industry reaches the consumer through the two main modes of conventional media and the Internet, to a great extent. However this project will lessen to a great extent the dependence of the industry on the above modes and will enable the industry to have a direct and more cost-effective interface with ultimate consumer. The project enables any thing and every thing, using an ordinary TV as a computer, will create a revolution in the Media world and Internet. It will reach all the homes having a TV set (with cable TV connection) and will enable the participants of this project to rule and monopolize the It industry and the Net.

The above report is based on the statistics
That in a area the total number of people   -1000
50% have cable connectivity   - 500
In which only 10% are ready to invest and go for Internet.   - 50 Nos.

Thus the ISP person is satisfied with 50,000 people connectivity to Internet out of the 5Lac's cable connectivity in a city.

This project caters other 450 people and also consider the people, who do not have cable TV connection. But when they buy a TV, as a first priority and next phone, they automatically come into this Network

Also there will always the set of middle class people who will use this facility. The upper middle class having a computer or cable modem in a house and will also uses the facilities for emergency browsing and reservation's and E-purchases when any of their family member is working or the computer or cable modem.

Route Map to Success:

The future lies in Artificial Intelligence
The success of artificial intelligence lies in robotics
<u>The success of robotics lies in automation</u>
The success of automation lies in communication
The success of communication lies in networking
The success of networking lies in net facilities.
The success of net facilities lies in content
The success of content lies in localized data
The success of localized data lies in reach.
The success of reach lies in authentication
The success of authentication lies in updating
We update to succeed the future

Let Us Make India A Fully Automated Country

Annexure

REBA GROUP OF COMPANIES
Activity

> ***Main services***: AUTOMATED SECURED COMMUNITY
> > E/T/M/O/D-commerce
> > Data services
> > Authentication server
> > Online services
> > Data mining
> > Education/awareness by usage

> ***Products***:
> > Power/security/Process controls/FMCG

> ***Personalized services***:
> > Relationship management /Counseling/Consultancy/talent exposures/R&D

> ***Medium***:
> > NETWORK/MEDIA/TELECOM/ISP/ROBOTICS/ASSOCIATES
> > GOVT AGENCIES/FINANCIAL INSTITUTIONS

Revenues-*if the cable operator involves in any of the activity*
1. Reba products *sales*   ------**10%**
2. Reba *services*   ------**2%**

REBA COMMUNICATION LIVE

Connectivity–*network shall be exclusive right of cable TV operator*
> The motive is to make every house and shop computerized and inter connected through internet, intranet, extranet, wireless network or any other technology available. If cable operator wishes, the company will go for head end and services else cable operator himself shall provide the connectivity.

Data Hub - *Content and data will be exclusive rights of REBA*
1. Data hub will be geographic mapping, data mapping/localized mapping. (DATA-individual/residential/commercial/non-commercial)
2. Audio /video content of that locality collected by REBA

Online business– *revenue sharing with agencies involved*
1. Data gateway access , online transactions
2. Online services, local services,
3. E/T/M/O/D-commerce ,payment gateway

REBA *revenue sharing proposals for promotion of the above*

Gadgets/kiosks	-up to 5%
Authorized networks	-up to 10%
Service provider	-up to 20%
Franchisee network	-up to 15%
Media	-up to 20%
REBA TV	**-up to 40%**

PROPOSED PRIME ACTIVITY-*(PUBLIC AWARENESS TO PUBLIC UTILITY)*
(CUSTOMER/SITE/FIELD/EXTERNAL/INTERNAL/ONLINE - ENTRY&MONITORING)
1) Customer Awareness
   a) Fingering & usage (games/free wares/websites)
   b) Computer Awareness
   c) Net awareness
2) Technical Awareness /Tie ups
   a) Channel
   b) Web
   c) T/M/E/O/D-Commerce
3) Market awareness
   > (Verification/Cross Verification in all stages)
   > Collection of Preliminary data/raw data/basic data/advanced data
   > SORTING/LABELLING/ADDRESSING/DATA ENTRY/PROOF READING/CORRECTION/CODING
   > Posting /publishing/ Mirror/Back up (in all stages)
   > Grading/Certification (Abuse /Adult*Authenticity* Rating)
   > Rating (Updating*Usage Frequency*Service / Delivery)
   > Site Updating
4) Commercial awareness
   > Internet connectivity
   > Data demand/need creation

ABBREVATIONS USED:RCL-Reba communication live**/CO-**control room**/MSO**-multi service operator**/VP**-vice president**/**

CTO-cable TV operator**/LO**-link operator**/ BP**-state business partner**/SF**-sub franchisee**/NJ**-net journalist**/NR**-net reporter**/**

SE-senior executive**/FE**-field executives**/V**-volunteer**/RE**-residential executives

REBA COMMUNICATION LIVE-**MAJOR ACTIVITIES**

CHANNEL
***BROADCAST
(A/V CONTENT THRO ANY ANALOG,DIGITAL MODE SAT,DTH,NET,BROAD BAND,NET,MOBILES-WAP,GPRS,MPTV,MMS,ITV,MTV, TELECOM, TERRESTIAL ,ETC)
*CHANNEL ELECTRONICS
**ENTERTAINMENT CONTENT
**EDUCATION CONTENT
**NEWS CONTENT
*OTHER RELATED ACTIVITIES

NET
*HARDWARE
*SOFTWARE
***DATABANK
**ONLINE SERVICES
**SECURITY
**E/T/M/O/D-COMMERCE
*OTHER RELATED ACTIVITIES

COMMUNICATION
*TELECOM(EQPTS,SERVICES)
*INTERNET(EQPTS,SERVICES)
*OTHER RELATED ACTIVITIES

INTERACTIVITY
***HARDWARE
***SOFTWARE
***PRODUCTS
*OTHER RELATED ACTIVITIES

R&D
*PROGRAM IDEAS
**TECHNOLOGY IDEAS
***UPGRADING/UPDATING
*OTHER RELATED ACTIVITIES

MARKETING
*AD-NET,CHANNEL
*SLOTS
*CONTENT
*WEB
*HARDWARE
*SOFTWARE
*OTHER RELATED ACTIVITIES

AFTER SALES
*SPARES
*SERVICE
*UPGRADING
*MAINTENANCE
*SOURCING
*DEVELOPMENT
*PURCHASE
*CONTENT/SOFTWARE(DEVELOPMENT,PURCHASE,LISCENCING,RENTAL,CONTRACTS,TIEUPS ETC)
*MANAGEMENT-(RESOURCE,LABOUR,FINANCE,TIME,PROGRAM,CRISIS,STOCK,CUSTOMER CARE,CALL,CONJUSTION,FIELD,DATA MINING & PUBLISHING,LEGAL,COORDINATION,AD, EFFICIENCY, ACCOUNTING, BACKUP,FIREWALL,SECURITY REPORTING IN ALL ACTIVITIES)

High lights of project- leading to powerful channel

- Regional language,localized on global access
- Creative manhours- 24 hrs * 40000tl
- Global access of 40000tl channel in one pipeline
- Availablity of channel in same bandwith universally
- Local content, ad, commercial establishment ,creative public outlet
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The content and data focuses on the following

Security
Customized ID based
Customized Scrambled
Customized Jumbled
Member access on request

Localized Variety*(zero sensation & positive approach)*
Forum,seminar,conference,meetings,interviews
Finance,law,management,labour,security
Consultancy,counseling
Depression relieving,emergency attending
Struggling upliftment,success stories,unsung heros
Avoid religious/self/political biased projections or abuses
Avoid illegal,social/individual harmony& privacy disruptions
Avoid abuses/violence on ladies,kids,deprived & needy
Bulletins,notice board
Inventions & talent exposure
Kids,ladis,teens
Business,shares,sports
On demand services-audio/video/info
On line services,booking,reservation,e-shopping,auctions,
second sales,automobiles,house hold/office equipments& products
automation products,gadgets,dotcoms,hardware,software
fashion,art,literature,news,magazines,food,travel,lifestyle
live festivals,functions,activities,horoscope,spiritual
banking,insurance,payments,bills,reminders
entertainment,education,environmental preservations
guide,health,peace ,harmony & inner happiness
scientific,logical,analytical approach & solutions

<div align="center">**SPARK-3000 (UNDER PATENT)**</div>

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*REBACHANNEL UNIQUENESS LIES IN THE PHONE INTERACTIVITY WITH THE COMPUTER TO ITS FULLEST MODE THRO' SPARK-30000 (UNDER PATENT), **USING A TV & PHONE**,WHICH WILL ALSO BE INTERACTIVE WITH /MOBILE/ INTERCOM/ SMS/ VOICE INTERACTIVE/AD DISPLAYS/KIOSKS..ETC

 UNLIKE OTHER INTERACTIVE SOFTWARE WHICH WORKS ON CUSTOMISED PACKAGES BASED ON WEB PAGE RELATED HYPER LINKS,

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*TECHNOLOGY,PORTAL,BANDWIDTH,ISP,DOTCOM,SOFTWARES,CONTENT,TRAINING,R&D,.ETC
*MARKETING,MANAGEMENT,LEGAL,HR,APPROVALS,LISCENCE ,TIE UPS..ETC
*NETWORKING BUSINESS,CONNECTING FAMILIES,MAKING INDIVIDUALS GLOBAL

- BRINGING CORPORATES INTO MAIN STREAM SERVICES.
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• E/T/M/O/D-commerce	• Live coverage
• Personalized Solution Provider	• Net Radio
• Online services	• Education
• Online Information	• Entertainment
• News	• Games

REBA is dedicating a hardware component for a period of 36 months at each franchisee's premises, to enable all the above listed services (and much more to come). Licensed software and in-house-developed application-software are shared with franchisee for successful ongoing operation of the channel. Advance payments made with Internet Service Providers and Telecom companies, by REBA, are entailing business interface for the franchisee. Channel's standard content is provided for a nominal monthly rent for 24 months.

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PROPOSED PROGRAM CHART

Time		Program
From	To	
05.00	05.10	Morning common prayer
05.10	05.25	Desa Bakthi
05.25	05.35	Bong
05.35	06.00	General knowledge
06.00	06.20	HINDU
06.20	06.30	Christian Songs
06.30	06.45	Horoscope
06.45	07.00	Quotes
07.00	07.30	Education
07.30	08.00	Education
08.00	08.30	Net (Intra)
08.30	09.00	Net (Intra)
09.00	09.30	Academic /English/voc.
09.30	10.00	Entrance/Proff
10.00	10.30	Messaging song
10.30	11.00	Messaging Clips
11.00	11.30	Live show
11.30	12.00	Live show

12.00	12.30	Ladies Show
12.30	12.40	Bong
12.40	01.00	New Clips
01.00	04.00	Hindi Movie
04.00	04.30	STORY/kids/cartoon/
04.30	04.40	Bong
04.40	05.00	General knowledge
05.00	05.30	Games
05.30	06.00	Games
06.00	06.20	HINDU
06.20	06.30	Christian Songs
06.30	06.40	Bong
06.40	07.00	New Clips
07.00	07.30	Education
07.30	08.00	Education
08.00	08.25	Net phony
08.25	08.35	Bong
08.35	09.00	Net phony
09.00	09.30	Live show
09.30	10.00	Live Show
10.00	10.30	Messaging song
10.30	11.00	Messaging Clips
11.00	11.30	Chat Corner
11.30	11.45	Desa Bakthi
11.45	12.00	N.C.Prayer
12.00	05.00	Audio songs

CABLE OPERATOR BENEFITS

*THE CABLE OPERATER HAS THE OUTLET TO NEXT GENERATION SERVICES BY THE AWARENESS &

NEED CREATED,BY DAY TODAY APPLICATIONS & SERVICES .

*CABLE OPERATORS INTEGRITY ENSURED AND REVENUES MULTIPLIED

*CABLE OPERATORS REMAIN TO BE THE CONNECTIVITY PROVIDERS AND REBA IS THE CONTENT & SERVICE PROVIDERS

*A NOMINAL SHARE ON LOCAL ADS THRO' CUSTOMISED PACKAGES ENSURED.

*VALUE ADDED SERVICES TO HIS CUSTOMERS

*RETAINING HIS CUSTOMERS ON A WIRELESS,MAINTENANCE FREE,MULTI REVENUE SERVICES

*THE CABLE OPERATOR CAN SIGN WITH REBA AND AFTER LAUNCHING THE CHANNEL CAN LEASE IT TO THIRD PARTY FOR ITS 40% REVENUE.

*Ad revenue to be further shared with Link Operator, if involved by MSO in the business process

MODEL PROJECTIONS

REVENUE MODEL	SHARING
PROMOTOR	40%
AGENCIES INVOLVED	20%
CTO LEVEL	40%

Annexure for Establishment Costs (ANY OFFICE)

Rent	2,000
Salary(Manager,executives,attenders)	15,000
Marketing	10,000
Office maintenance	3,500
Misc expenses	1,000
Total	**31,500/ MONTH**

REVENUES PROJECTED (IN LACS)

100AD/MON*1000RS	1.00
1000 WEB/MON*100RS	1.00
2000/(30MIN SLOT/MON)*10SLOTS	0.20
1000PROFILES*10RS	0.10
TOTAL	2.30/CTO/MONTH

ONLY BASIC REVENUES ARE TAKEN

CTO	
40% REVENUE	-0.82
EXPENSES	-0.315
PROFIT	**-0.505/MONTH**

*A CUSTOMISED PROGRAM CHART AND PRE FIXED AD PLAN IS TO BE MAINTAINED

WHICH HAS A SCOPE FOR MORE REVENUES.

PROJECTED FELD REVENUE SOURCES

1. Advertisements (intra/extra/internet/channel)
   - developing, hosting, maintenance, application, registration
   with/without audio
   hyperlinks/slides/icons/logo/frames/audio(system external)/scroll (system/external)/pop-out/video/animation/background/screen/box/ classified/prefixed spaces

   Rs 100/- x 2 /min/month + bidding +location +hits +netcharges

2. Web((intra/extra/internet)-developing, hosting, maintenance, application, registration
   sales, survey, links, statistics, bulk mailing, telemarketing,

Rs.10/-	Rs.200/-	Rs. 5000
Rs.25/-	Rs.250/-	Rs.10000
Rs.50/-	Rs.500	Rs.15000
Rs.100/-	Rs.1000	Rs.20000
Rs.150/-	Rs.2000/-	Rs.25000

3. conferencing/interviews(casual/official)

   Rs.50/- per hr. to Rs.25000/-

4. site authorization

   Rs.250/- to Rs.25000/-

5. security-
   - online monitoring, child lock,

   Rs.50/- to Rs.250 per month

6. authentication
   casual labour, strangers,LIC, Loans, credit cards, banks, institutions, corporates, security agencies, financial , personal, medical, education, reports, shopping, services, mail Ids , web pages, sites, E-com, E-business E-shopping , govt/private agencies ,police and other e-services.

   Rs.50/- to Rs.500/-

7. subscription
   -sites, services, Ids, shell account

   Rs.50/- to Rs.5000/-

8. Transaction charges
   - net banking, net phony, E/T/D/O/M-com, Smart cards, uploading, down loading, web space, V-mail/chat, V-shopping, V-reservation, V-business(real estate/auction/lottery/sales/service/brokerage)

   2% to 10 % on bills.

9. Education
   - Results, online institutions(day-to-day events, teacher/parent interaction, home works, class works, sports, extra curricular activities,meetings, schools magazines, bulletins, achievements) training,

   Rs.25/-per annum per student& Rs.100/- per month per school.
   -ads,sponsor, donation/gifts,scholarships,practical fees,tution fees, exam fees, certificates.

   Rs.6000/- to Rs.25000/- per ½ hr per month +bidding charges+net charges

10. jobs, matrimonials, yellow pages, links, bulletin, horoscopes, penfriends-

    Rs.10/- to Rs.500/- per service.

11. browsing
    - application, registration, installtion,
    - cabling , networking, activation

    Rs,2000/- to Rs.25000/- one time
    - allocation, intimation, late fee, penalty, reconnection
    - administration,service,maintenance,

    Rs500/- to Rs5000/- per month.

12. slot booking,
    - DOT coms, marketing agencies(survey, statistic, promotional), computer& Internet(education, application and usage)interactive programs, entertainments, games, CDs, softwares(trial version, promotional , freewares)

    Rs.6000/- to Rs.25000/- per ½ hr per month +bidding charges+net charges

13. hardware, software,accessories, (sales ,services, upgradation)

    TV setup box, system,decoders, joysticks etc.

    2 % TO 5% ON BILLS

14. consultancy/counseling.

    Rs.10 to Rs.5000/-

15. communication services(SMS, WAP, GPS, voice mailing etc.)

    Rs.500/- to Rs.5000/- for indidual per month

16. computerized services(printing, scanning, copying, saving, calls, mails, grams, fax, delivery)

    Rs.10/- to Rs.500/- per service.

17. automation, (sales ,services, upgradation

    2 % TO 5% ON BILLS

18. robotics, (sales ,services, upgradation)

    2 % TO 5% ON BILLS

19. live shows

    Rs.50000 to Rs.500000/- per show

20. recorded programs

    Rs.10000/- to Rs.100000/- per show

21. value added services(payments, bills, suggestions, complaints, wishes, remainders, notice etc.)

    Rs.10/- to Rs.500/- per service

FUTURE CORPORATE REVENUES

*DEVELOPMENT UPDATON,CORRECTION,LINKS,INSERTS OF
ADS,WEB PAGES,CONTENT,ETC

*CHANNEL ADS
SCROLL
SPOT (VIDEO/ANIMATION)
BOX
LOGO
SCREEN SAVERS
TITLE/MENU/POP UP
SPONSOR
PRIORITY/ACTIVITY BASED

*CHANNEL SLOTS

*NET
WEB PAGES/SPACE/SERVICES
NET BASED ADS

*E/T/D/O/M-COM

*PROMOTIONAL ACTIVITIES,(TELE,MAIL,SMS TRAILVERSIONS,DEMOS,TRAINING,AWARENESS)

*DATA SALES

*ONLINE SERVICES(RENTAL,REAL ESTATE,RESERVATIONS, PURCHASE,ORDER,
CONSULTANCY,SALES,SERVICE,JOBS,BOOKINGS,MARRIAGE,DIRECTORY…ETC)

*ON DEMAND/DOWNLOADS

*SECURITY
AUTHENTICATION
MONITORING
SEARCH (PARAMETERS TO ACCURACY)
RATINGS(ONLINE STATUS)

*SURVEY & OPINION POLLS

*EQUIPMENT-HARDWARE & SOFTWARE
SALES/RENTAL/HIRE PURCHASE/LEASE
MANTENANCE-SPARES & SERVICE
UPGRADING

*BANKS,GALLERIES,LOCKERS & TRANSACTIONS OF
SMS,MMS(PHOTO,AUDIO,VIDEO),VOICE MAIL,EMAIL,DOCUMENTS(FILES,PROFILES,DATAS)

*REPLAYS AND RELAYS OF
AUDIO,VIDEO,WEB CAM,CHAT BOX CONTENTS

*COUNTERS FOR
NEWS,GOSSIP,PREDICTIONS,RUMOURS

*SALES/RENTAL/ACCESS/DOWNLOADS OF AUDIO,VIDEO,INFORMATION, IN REGIONAL LANGUAGE AND
LOCALISED CONTENTS OF NEWS,DATA,ENTRTAINMENT ,EDUCATION
AVAILABLE ON DEMAND AND ONLINE UPDATED FOR ANY ANALOG ,DIGITAL BROADCAST FROM 40000
LOCATIONS

*SUBSCRIPTIONS TO COMPUTER AND COMPUTER BASED INSTITUTIONS,
FINANCIAL INSTITUTIONS,MARKETING,SECURITY,SURVEY,CORPORATES, MEDIA, BUSINESS
ESTABLISHMENTS,TRAVELLERS,DOT COMS,ISP,TELCOM,CABLE INDUSTRY,DTH, GPR,WAP,MMS,SMS,VOICE
INTERACTIVE,ECOM,BROADBAND,ONLINE SERVICES, ONLINE DEMAND,GENERAL PUBLIC

*TARGET FOR DATA HOLDING AND DATA HOSTING COMPANY
TIE UPS,CORPORATE ADS,SUBSCRIPTIONS, SPONSORS FROM
TOP 10 COMPANIES IN 10 DIFFERENT FIELDS AT GLOBAL,ASIAN,INDIAN,STATE,DISTRICT,CTO LEVELS

REBA TV- *revenue sharing projection with cable operators*

REBA COMMUNICATION LIVE launches media outlets in all forms and the prime activity being localized TV channel/data hub at every cable TV operator.

Activity of REBA TV (up to 40% on channel revenues-ads/slots)
1. Localized audio/video/data content mining/verification
2. Awareness by usage.
3. Online & Personalized services on demand.
4. Promotion of technology, gadgets, computer, internet, dotcoms,E/T/M/O/D-com, softwares..etc

Revenue sharing -(upto 40% applies to MSO)
*Sub sharing with link operators/cable franchisee/distributor subject to control room partners)
   1. Connectivity   -up to 40%10%   (If REBA puts head end)
   2. Data hub   -up to 40%   (on content/data/ad hosting tariff)
   3. Online business   -up to 40%   (on service charges claimed by REBA)

Cable operator requirements – (existing system/setup can be used &can be upgraded later)
1. Two computers
2. Internet connection
3. Phone connection.
4. Desk space
5. Computer /cable TV knowledgeable Staff
6. TV channel allotment
7. Thirty thousand(reimbursable from first revenues)

*Computer specification –(basic PC config. with below acc. For broadcasting)
1. TV tuner card
2. Ethernet card
3. Sound card
4. Mike
5. Web cam
6. TV output card
7. RAM(2 GB)
8. 2Hard disk(160GB)
9. TV /radio
10. Reverse Ethernet cable

2ⁿᵈ computer

2nd computer
1. Sound card.
2. 2 LAN card.
3. 2hard disk
   *cables/connectors/accessories
   *scanner/printer /hub optional

Activity of cable operators
1. Broadcasting, Maintaining & monitoring the channel for a minimum period of 3 years.
2. Monitor accounts of channel and web revenues .
3. Co-operating and coordinating with RCL and its agencies.
4. Providing time to time revised data of the locality.
5. Ensure the continuity of the contract, when any changes with the head end/MSO/link operators/ sale of network/inclusion of partners/mergers and divisions take place.
6. Providing the data services in the digital headed/setup box/ intranet or any other technologies upgraded by the cable operator.
7. Promoting the concept, product, services in his network in any form.
8. Ensuring the safety/authenticity/legality of data/content/softwares/assets/revenues/staff/agencies of REBA
9. Govt. license of MSO/cable operator/running local channel and internet
10. Authorizing single person to coordinate and sign with REBA

ADMINISTRATIVE ROLES/DESIGNATIONS

EDITOR-IN-CHIEF (LOCAL CHANNEL)
   Content collection/censoring/verification/cross verification/posting/monitoring/rating
   Content development/purchase/lease
WEB MASTER (LOCAL WEB)
   Data collection/censoring/verification/cross verification/posting/monitoring/rating
   Web development
   Web administration / Local language portal management
   Data entry/updating
VICE PRESIDENT (LOCAL OPERATIONS)
   SLOTS/ADS collection/censoring/verification/cross verification/posting/monitoring/rating

THE CABLE OPERATORS WILL DO THE BASIC FIELD WORK AND REBA SUB-FRANCHISEES SHALL DO THE ADVANCED FIELD WORK ,WHOSE PROPOSED REVENUES ARE ENCLOSED BELOW.

Manual/semi automatic/automatic technical activation

Phone interactive	-3months
Channel running	-6months
Content /ad distribution	-9months
Payment gateway	-12months

3 years Program for Full Fledged TV channel

Awareness	– 6 Months	-training	-television
Data Work	- 6 Months	-collection	-intranet
Manual monitoring	- 6 Months	-system creation	-telecom
System Monitoring	– 6 months	-system integration	-internet
Software Monitoring	- 24 months	-system automation	-universal technologies

M/T/E/O/D-COM (*mobile/telephone/online/digital-commerce*)

1st year	-trial launch	-awareness/service activation & initialization
2nd year	–pilot launch	-system integration/upgrading
3rd year	-commercial launch	-automation/full fledged commercial activity

EXPECTED FIELD RESPONSE

1st month	-local ads	- customer awareness
2nd month	-corporate ads	- technical awareness
3rd month	-tech slots	-market awareness
6th month	-web activity	-commercial awareness

REVENUE BASED SYSTEM SHEDULES

1. ADS –(*from 1st month onwards*)
        Logo/hyperlinks/icons/scroll/space/pop out/box/slots/audio/video- on channel/web site/ access gateways

2. Web –(*from 3/6/10 month onwards a/b/c respectively*)
        a) Space/flat charges (defined/customized)
        b) Listing/classified/single pages/multiple pages/interactive (single/dual)displays/customized sites/
        c) database oriented/online transactions/online payments/centralized transactions.

3. Content/Data access gateways –(*from12 month onwards*)
         SMS/phone/WAP/GPRS/voice interactive/dotcoms/service providers/DTH/ISP/ digital headend/TV channel/set up
        box/kiosks/other technologies

4. **SERVICES –(from 12 month onwards)**
        Online, Localised & Personalised services

Business conversion expectation

5% acceptance	-2nd month
10% acceptance	-3rd month
25% acceptance	-4th month
50% acceptance	-6th month
75% acceptance	-10th month
99% acceptance	-12th month

FIELD WORK INVOLVES
Team creation,Terms finalization
Survey,appointment fixing& follow ups at each level
briefing-co.,concept,product,project
Explanation-details & work involved
Interest creation & demo
Marketing-benefits,goodwill,revenue
Negotiations & conversion
Sales closing,customization,verification
Cross Verification,application,payment collection
Agreement,instruction,design&development
Installation/posting,registration,activation
After sales service,upgrading&updating
Continuing R&D,further renewal&payments
Monitoring,Grading,rating,certification

FREE ADS/CONNECTIVITY (*provisions*)

Program/Education	-10 mins once ads	-1conn./mon
Local/obligations	-1 ad/day	-1 conn./mon
Govt agencies	-1 ad/day	-1 conn./mon
REBA/CTO ads	-equal propositions	- equal propositions

PROPOSED WORK SHEDULES & REVENUES FOR FIELD SUB-FRANCHISEES

ON LAUNCH

1. Local link operator, area, markets, hotels, associations, landmark,
   ad agencies,Computer centers, volunteers, team, geography, etc   -within a week
2. Fix local sub-franchisees   -10-15% above tariff   - within 10 days

SERVICES REVENUES/AGENCIES/SHEDULES

Data collection	-commission	-15th day start
Data entry/web development	-service charges	-20th day start
Data verification	-service charges	-25th day start
Data cross-verification	-external agency	-6th month
Data posting	-service charges	-30th day start
Data updating	-service charges	-from 2st month
Data rating	-external agency	-from 4th month
Data authentication	-external agency	-6th month
Job	- external agency	-10th month
Matrimony	- external agency	-10th month
Real estate	- external agency	-10th month
Rentals	- external agency	-10th month
Yellow pages	- external agency	-10th month
Booking	- external agency	-12th month
Online transactions	- external agency	-12th month
Online services	- external agency	-12th month
Data center services	- external agency	-3th month
ID services	- external agency	-6th month
Mail server	- external agency	-10th month
T/M/E/O/D-com transactions	- external agency	-12th month
Local /Personalized Services	-service charges	-12th month
Data access gateway	- external agency	-12th month
Payment gateway	- external agency	-12th month
Banking	- external agency	-12th month
Internet	- external agency	-12th month
Intranet	- external agency	-18th month
Extranet	- external agency	-24th month
Print/feed back	-external agency	-24th month

- *Commission*
  Cable TV operator *upto 40%* on tariff & sub franchisee *upto 15%* above tariff
- *Services charges*
  - 5% to 10%   -if company/agencies provide services
  - flat charges   -if service provided directly by sub-franchisee
- *External agencies*   -2% to 4% above tariff.

- **Individual services & customized schemes will have prefixed commission or
  service charges, individually and are subject to change time to time**

M/T/E-COMMERCE TARGET - *3yrs program*

Every individual	–Rs 10 approx	-6th month
Every residence	-Rs 25 approx	-3rd month
Every shop	-Rs 100 approx(1 shop for every 100 houses approx)	-2st month
Job	-1 entry every house/month	-10th month
Matrimony	-1 entry every house/10 yrs	-10th month
Real estate	-1 entry every house/10 yrs	-10th month
Rentals	-1 entry every house/yr	-10th month
Yellow pages	-1 entry every establishment/yr	-10th month
Booking	-1 entry every house/mon	-12th month
Online transactions	-1 entry every house/mon	-12th month
Online services	-1 entry every house/mon	-12th month
Data center services	-1 entry every 100 house/yr	-3th month
ID services	-3entry every house/yr	-6th month
Mail server	-3 entry every house/yr	-10th month
T/M/E/O/D-com	-2% service charge/transaction	-12th month
Local Services	-1 service charge every house/mon	-12th month
Data verification	-1 verification every individual/yr	-6th month
Data access gateway	-service charge for every access	-12th month
Payment gateway	-2% service charge/transaction	-12th month
Banking	-2% service charge/transaction	-12th month
Internet	-every house/shops	-12th month
Intranet	-every house/shops	-18th month
Extranet	-every house/shops	-24th month
Print/feed back	-every house/month	-24th month

Payments

Cable TV operator outlets
Franchisee /e-services outlets
Online Payments
Recharge coupons
Debit/smart/credit cards
Company outlets
Internet banking

Portal Administration /Access

a)   Direct Party
b)   Members
c)   Company staff
d)   Franchisee
e)   Cable TV Operator
f)   Private agencies
g)   Telecom/dotcom
h)   Government agencies
i)   Security agencies
j)   Financial Institution
k)   Survey/rating companies

PROGRAM MANAGEMENT

AUTO SOFTWARES/HARDWARES
TIMER CONTROLS
NETBASED/BROADCAST
PHONE BASED
MANUAL/CUSTOMER CONTROLLED
VOICE INTERACTIVE
ELECTRONIC CONTROLLED

MRP
Includes

1.**ProposedTariff**
2.Operator charges
3.Service provider charges
4.Marketing network commns.
5.Taxes/ Surcharges
6.Gifts/Schemes/Discounts

PROPOSED TARRIF
Includes

1.Admin. charges   (20%)   State distributor
2.Hosting charges   (40%)   REBA
3.Broadcast charges   (40%)   CTO

PROPOSED TARRIF
Varies based on

1. Customer/Area/Scheme/Service/Validity
2. Coverage/Viewership
3. Media-TV channel/internet/intranet/extranet/print
4. Multilingual/gateway access –global package
5. Customised options
6. Backup facilities/transactions/bandwidth/space/speed
7. Front end/back end/head end/software/hardware/solutions
8. Spam/filter/scrambling/anti-hacking/monitoring/child lock/firewall
9. Feed back/Reports/management/automated/reminders/
10.Manhours/Infrastructure/development cost/features
11.Updates/upgrades

Why this is a powerful concept?

The benefit of this project to the ultimate user is to enable him to access the fields of e-business, banking on net, shopping and trading through net and other net based services without incurring heavy investment on hardware & accessories and without subscribing to any ISP as is prevalent today. This particular project which slides between the reach of the media and the booming of the information highway on the net will enable both the market and the user a more interactive and user friendly interaction with minimal investment, thus providing a highly cost effective medium of information transfer between the industry and its targeted consumer based. At present the Industry reaches the consumer through the two main modes of conventional media and the Internet, to a great extent. However this project will lessen to a great extent the dependence of the industry on the above modes and will enable the industry to have a direct and more cost-effective interface with ultimate consumer. The project enables any thing and every thing, using an ordinary TV as a computer, will create a revolution in the Media world and Internet. It will reach all the homes having a TV set (with cable TV connection) and will enable the participants of this project to rule and monopolize the It industry and the Net.

The above report is based on the statistics

That in a area the total number of people	-1000
50% have cable connectivity	- 500
In which only 10% are ready to invest and go for Internet.	- 50 Nos.

Thus the ISP person is satisfied with 50,000 people connectivity to Internet out of the 5Lac's cable connectivity in a city.

This project caters other 450 people and also consider the people, who do not have cable TV connection. But when they buy a TV, as a first priority and next phone, they automatically come into this Network

Also there will always the set of middle class people who will use this facility. The upper middle class having a computer or cable modem in a house and will also uses the facilities for emergency browsing and reservation's and E-purchases when any of their family member is working or the computer or cable modem.

Route Map to Success

The future lies in Artificial Intelligence
The success of artificial intelligence lies in robotics
The success of robotics lies in automation
The success of automation lies in communication
The success of communication lies in networking
The success of networking lies in net facilities.
The success of net facilities lies in content
The success of content lies in localized data
The success of localized data lies in reach.
The success of reach lies in authentication
The success of authentication lies in updating
We update to succeed the future

Success of services--*media/net/dotcom/ecom/access gateways/payment gateways*

Localized data
Updating every event/transaction
Authentication & security
Simplified awareness by usage
Centralized coordination of services
Proportionate explosion of services

Let Us Make India A Fully Automated Country

JAI HIND