

A Balanga resident sets out to repair the stowaway lanterns in his house apprehending summertime power blues. — EPA

Net set to enter middle class households

Statesman News Service

BHUBANESWAR, April 30. — Ortel.net, a division of Ortel Communications Limited, will now provide Internet connection to people cutting across all income levels through cable modem at a price as low as Rs 3,000. This has been possible due to a substantial reduction in the price of DOCSIS 2.0 (Data Over Cable System Interface Standard) cable modem from Rs 20,000 to Rs 3,000. DOCSIS 2.0, an international non-proprietary standard product, had been launched by Ortel in August, 2003 for the first time in South Asia.

Mr BP Rath, vice president of Ortel Communications Ltd, said, "We are now in a position to make Internet available to the mid-income households at an affordable price." The reduction in price of cable modems has successfully removed the "stumbling block" between the middle class consumer and the high speed Internet serv-

ice provided by Ortel, said Mr Rath.

In order to further reinforce the affordability factor, the cable modems are subsidized and at times simply given free of cost under select schemes, he said adding that Ortel would offer cable TV, Internet and CCTV at the same installation cost for multiple dwelling units (apartments). Stating that Ortel has introduced fantastic schemes for the middle class customers to have easy access to high speed Internet, the vice president said now one can browse the net throughout the month for unlimited hours for a meagre Rs 1,000 with no hidden costs like telephone bills, taxes, service charges, maintenance costs etc. A bouquet of TV channels will be available free of cost with this package. Besides, there are entry level schemes at monthly price of Rs 500 per month for those who don't want access for unlimited hours, he added.

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