

## FOR IMMEDIATE RELEASE

### Shilpa Choudhury

Hughes Communications India Ltd

Mobile: +919811812492

Email: schoudhury@hughes.in

## Hughes Communications India to set up 5000 Brown Label ATMs in India

**New Delhi, 26 September 2011**, Hughes Communications India, Ltd. (HCIL), the leading provider of broadband satellite and managed network services in India and a majority owned subsidiary of Hughes Network Systems, LLC (Hughes), today announced that it has received approximately **5000 orders from January 2011 till now** for setting up VSAT terminals of 'Brown Label' ATMs service providers across the country. These orders from various ATM vendors are already in the execution process.

Hughes is a **preferred service provider** to the leading 'brown label' ATM vendors in India today. Almost all ATM vendors in the country FIS, TSI, TCBIL, Diebold, AGS, Prizm, FSS and Euronet currently use Hughes VSAT terminals to set up ATMs. These ATM vendors have used between 100 & 1000 VSAT terminals each at the ATMs they have set up for their customers which include banks such as Bank of India, HDFC Bank, ICICI Bank, Canara Bank, Axis Bank, Allahabad bank and Ratnakar Bank.

The current installed base of ATMs in India is **75,000** as of June 2011. Out of these 75,000 ATMs, 18,500 plus ATMs have been installed using Hughes VSAT technology.

The banking sector has metamorphosed into a technology driven domain and one of its outcomes is the growth and evangelism of 'Brown label' ATM. In a 'brown label' ATM, the hardware as well as lease is under the ownership of the service provider, while connectivity and cash handling and management is the responsibility of the sponsor bank. The ATM is named under the brand of the sponsor bank. Brown label ATMs are all about a shared network that results in tremendously cutting costs within banks.

Speaking on the occasion, **Mr Shivaji Chatterjee**, VP-Enterprise Business, Hughes Communication said, "Banking in India has come a long way, thanks to a combination of factors like increasing consumer awareness and technological advancement. Setting up Brown label ATMs is an added step in the same direction as it stresses on the need for increased ATM connectivity as well stating that a networked partnership is the key to growth. We are extremely pleased to be setting up 5000 VSAT terminals for these ATMs. Brown Label ATMs is the model that the banking industry is now moving towards and Hughes is the preferred industry partner."

The 'brown label' concept allows banks to establish large number of ATMs in a matter of weeks. With this model getting fully incorporated in India, the ATM count in the country is expected to rise from 75,000 to 1.5 lakh by 2015. The model introduces two primary benefits. One, the banks will not have to lock their funds in a fast depreciating asset since the capital investment would be undertaken by the ATM vendor. Second, since the vendor gets a fee for every transaction from the bank whose ATM card is being used, there is an incentive to ensure efficiency in terms of usage. India is a boom country for ATMs is corroborated by a report from the 'Global ATM Directory' 2000 edition which states that the Indian market for ATMs is expected to grow at an estimated growth rate of 486 percent (in comparison China's growth has been pegged at just over 200 percent).

**About Hughes Communications India Ltd (HCIL)**

Hughes Communications India Ltd., majority owned by Hughes Network Systems, LLC (Hughes), is India's premier networking company and India's largest satellite services operator, offering broadband services under the Hughes brand. Customers include large enterprises and small and medium businesses across various verticals, and consumers. Solutions include networking, system integration, managed network services, security transaction services, intranet, Internet, broadband kiosks and interactive distance education. For additional information, please visit [www.hughes.in](http://www.hughes.in).

**About Hughes Network Systems, LLC (Hughes)**

Hughes Network Systems, LLC (Hughes) is the world's leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services, and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 2.5 million systems to customers in over 100 countries, representing over 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com).

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**India Contact** : Shilpa Choudhury; Hughes Communications India Ltd; Mobile: +919811812492;  
Email: [schoudhury@hughes.in](mailto:schoudhury@hughes.in)