

Sterlite Technologies wins TEMA National Telecom Award 2008

Sterlite Technologies Limited [BSE: 532374, NSE:STRTECH], a leading global provider of Power Transmission Conductors, Optical Fibers and Telecommunication Cables today announced that it has received the '**TEMA National Telecom Award 2008' for Excellence in Exports** (Category: *Telecom Exports > Rs 100 Crores*).

The evaluation criteria for the award included each competing company's Revenue from Telecom Exports in FY08, Y-o-Y Growth in Export Revenues and Export Revenues as a share of Total Revenues.

In FY08, Sterlite's total revenues from **export sales increased exponentially by 75%** compared with the last fiscal and **accounted for 31% of the Company's total sales revenues in FY08**. At the start of **Q1 FY09**, the Company reported a strong order book of about Rs. 1,020 Crores for its telecom and power products, of which the **export order book is about Rs. 320 Crores**. The Company's international sales efforts are complemented by its sales / representative offices in China, Russia, South Africa, Thailand, United Arab Emirates & United Kingdom.

The Telecom Equipment Manufacturers' Association of India (TEMA) organized the 2nd Edition of the '*National Telecom Awards*' on the occasion of World Telecom and Information Society Day. The awards were presented in the category of Exports, Manufacturing, Innovation, R&D etc. The award was presented to Sterlite by Mr Thiru A Raja, Hon'ble Union Minister of Communications & IT on May 16, 2008 in New Delhi.

Mr KS Rao - COO (Telecom) says, 'We have consciously realigned our sales efforts to focus on judicious mix of products, mix of sustained growth markets and future potential markets. We are grateful to TEMA for recognizing our efforts and we believe that our processes are firmly established to ensure the sustainability of our global customer mix.'

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