

Comments on Consultation Paper on Proliferation of Broadband through Public Wi-Fi Networks (Consultation Paper No. 14/2016)

Inwifinity is a startup from IIT and IIM alumni, working on bringing next billion users online by offering affordable data plans at Rs. 20-30 per GB to everybody using WiFi as the primary medium of connection. We act as an aggregator (hub-based model) for all wifi network operators. We will be a platform to all operators (hub operator) providing free wifi, paid wifi, and from small scale public hotspot owners to established operators like telcos to enable ubiquitous seamless connectivity to users using WiFi.

We feel that to make public wifi self sustainable, monetisation should happen and business case to be developed where revenue is generated through multiple sources. Like mentioned by TRAI in consultation paper, after the free WiFi quota is over, and a user wants to buy a wifi data pack, he/she needs to buy it using scratch card or from operator's login page. At present, users are hesitant to buy paid wifi data from public wifi networks due to security issues. Our smart wifi manager will be bridging this gap between consumers and wifi network operators by introducing smart wifi data packs. Customer can access data irrespective of operator once he buys data packs from Inwifinity. Inwifinity uses proprietary algorithms to connect to best WiFi network available in the vicinity and account the data used through its source and thereby we serve as a common payment platform for payments to access public WiFi.

For proliferation of public WiFi networks, we feel hub operators like Inwifinity is needed. Operation of hub operators is as mentioned below.

1. User registers with hub operator
2. User buys data pack from hub operator (Optional)
3. User enters a free WiFi region
4. App connects user automatically to free WiFi
5. After free quota is over, seamlessly converts to paid wifi
6. User is charged from his/her hub operator account (smart wifi data pack)

Inwifinity is easy to use (with a single tap or without even a tap if he/she wishes) even by laymen to access data through wifi without having to go through any complex process.

With TRAI guidelines for proliferation of public WiFi networks, public WiFi in India is expected to grow to millions of hotspots as compared to less than 50000 now. Inwifinity is committed to play its part in enabling this.

We request TRAI to look into Inwifinity based model also as a candidate solution for proliferation of public WiFi networks in India to provide quality and affordable data to public.

Thank you.

Thanks and Regards,
Venkatarao Gonuguntla
Founder, CEO
Inwifinity