



Press Release

For Immediate Release

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KRONE Communications Limited Changes Its Name to ADC India Communications Ltd.

BANGALORE – 24 February 2010 – KRONE Communications Limited (BOM: 523411) today announced that it has changed its name to ADC India Communications Ltd. ADC India Communications Ltd. will be the legal and business name for the company's broad portfolio of products and solutions in India and neighboring markets.

ADC acquired the KRONE Group in 2004 in a strategic move to strengthen its leadership as a global provider of network infrastructure solutions. Since then, ADC has served its customers as ADC KRONE in the Asia Pacific and Europe/Middle East/Africa regions.

"For the first time in India, customers building converged IP networks can access the ADC and KRONE portfolio of infrastructure solutions under a singular global brand – ADC. With this change, we wish to convey that we are the same company and will offer the same value proposition for both ADC and KRONE brands," said Bala Chandran, MD, for ADC India Communications Ltd. *"Nothing has changed except the name. We recognize the trust that KRONE enjoys among stakeholders and would like to reiterate the fact that we are the only source for genuine KRONE products. KRONE products will remain a strong component of our overall product portfolio along with innovative copper, fibre, FTTX and wireless solutions."*


As one of the fastest growing markets in the world, India has witnessed a gradual evolution and adoption of high-end technologies in the communications industry. *"As the country moves toward building next-generation networks to meet the growing demand for data services, carriers and enterprises require experienced partners who can help them build a robust infrastructure,"* said Chandran. *"The renaming of the company to ADC India Communications Ltd. is a move to strengthen its position as a leading provider of network infrastructure products and services for the Indian Telecom and Enterprise markets."*

ADC plays a crucial role in enabling its customers to deliver dynamic video, voice, data and wireless services that are increasingly essential to carriers and enterprises. The company's product portfolio assures a smooth integration of new technologies and equipment, as well as the long-term reliability and flexibility that are critically important in any network.

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Key Facts:

- New Name: ADC India Communications Ltd.
- Go-to-Market Brand: ADC India Communications Ltd. The company will use the new brand name in all its communications.
- The company's new website url is www.adc.com/in . Visit the website to learn more about ADC's product portfolio that helps customers build next-generation networks.
- The company's email format has changed; therefore, emails received from company representatives will be firstname.lastname@adc.com.
- Points of contact within the company and contact information, however, will continue to remain the same.
- The company's stationery, marketing communications and product packaging will carry the ADC logo along with the genuine KRONE products badge.
-  This badge is a stamp of authenticity for products that only ADC India manufactures and supplies in India and neighboring countries.

ADC's Product and Solution Portfolios

Structured Cabling

ADC's structured cabling systems provide uninterrupted data throughput across the network. These products exceed industry standards and support advanced applications such as 10GigE, copper and fibre, VOIP, and WiFi. This end-to-end, integrated portfolio features high-performance copper and fibre cable, connectivity and cable management solutions for applications from the data centre to the desktop. The ADC structured cabling portfolio includes the complete range of genuine KRONE products and leading fibre solutions.

Legacy KRONE Copper Connectivity Solutions

This portfolio represents legacy KRONE products designed to solve challenges in areas of the public network- from the central office and local loop to the customer premises. The well-known KRONE module and its related accessories like the KRONE Tool, Digital Distribution Framess, and Back Mount Frames have provided reliable connections for generations.

Core Copper Connectivity

As new electronics are added to support high-speed voice, data and video services, ADC's intelligent infrastructure is essential to future-proof the central office. High quality connections enable carriers to upgrade legacy networks to meet broadband delivery requirements for DSL applications and copper termination in emerging 3G mobile applications.

Fibre Connectivity for Central Office and Outside Plant Solutions

As optical fibre moves closer to customers, rapid changes are underway in both the central office and the outside plant environment. There are more optical fibre terminations to manage in the central office or headend, and additional active electronics are deployed deeper into the network. As new electronics are added to support high-speed voice, data and video services, ADC's intelligent infrastructure is essential to future-proof these next-generation networks.

FTTX Solutions

ADC solutions for FTTX deployments are tailored to support all network segments, including the central office, outside plant, and customer premises. Among the company's global customers are regional carriers, independent operators, municipalities, multiple system operators (MSOs), utilities, and developers that have tapped ADC's expertise and innovation to build their FTTX networks.

Wireless Coverage and Capacity

ADC offers solutions for 2G, 3G, and 4G wireless coverage and capacity applications for cell sites, microcellular and in-building networks. As the leading provider of active distributed antenna systems (DAS), ADC helps service providers worldwide make profitable transitions to next-generation service.

Broadcast

ADC provides industry-leading audio, video, and data patching solutions. For years, television broadcasters have relied on copper coaxial cable to route video and audio control signals and RF throughout their facilities. With greater demand for HD comes an increased need for more bandwidth, and broadcasters are consequently shifting away from copper and embracing fiber optic cable feeds. ADC is prepared to lead this migration as a global fiber leader.

About ADC

ADC provides the connections for wireline, wireless, cable, broadcast, and enterprise networks around the world. ADC's innovative network infrastructure equipment and professional services enable high-speed Internet, data, video, and voice services to residential, business and mobile subscribers. ADC has sales into more than 130 countries. Learn more about ADC at www.adc.com/in

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