



## Client Profile

**Organization :**  
AirAsia (India) Limited

**Location :**  
Bangalore, Karnataka

**Industry Segment :**  
Airline

## CASE STUDY

### About AirAsia (India) Limited

**AirAsia India** is an Indian low cost carrier headquartered in Bangalore, India. The airline is a joint venture with AirAsia Berhad holding 49% stake in the airline, Tata Sons holding 51%, R Venkataramanan holding 1.50%, and S Ramodarai holding 0.50%, respectively, the latter two holding other key positions in Tata Group. Air Asia India commenced operations on 12 June 2014 with Bangalore as its primary hub.

AirAsia is the first foreign airline to set up a subsidiary in India and the company marked Tata's return to the aviation industry after 60 years, having ceded Air India in 1946. As of May 2017, AirAsia India was the 4th largest low-cost carrier in India, after IndiGo, GoAir, and SpiceJet with a market share of 3.3%.

### Customer Requirement

- They required IP Conference unit for their conference room.
- They required 7 way conference bridge.
- They required built-in Wi-Fi and Bluetooth.

### Solution Offered

We went out to their headquarter in Bangalore International Airport and demonstrate them the features and functions of our IP Conference unit (GAC2500).

Indeed, they were quite fascinating about the quality and features of product, next very day they order of deployment.

Currently that IP Conference unit (GAC2500) is configured with their free IPPBX.

### Challenges Faced

Might they had asked Polycom team to demonstrate their product also.

### About Cohesive Technologies

Cohesive Technologies is a Global Telecom Solution Provider on VoIP and IP Platform As well a leading Integrator and Solution Provider with the Best Innovative IP Solutions which adds value to Customers through a combination of different high end technologies for a true Converged Solution.

Working with Technology Partners like CyberData, Grandstream, Epygi, Digium, Milesight, TelephonyKart & Yeastar helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.

### Key Points

- They are using configured our GAC2500 which have been configured free IPPBX.

### Competition Faced

“ Polycom

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### Product Used



**Grandstream GAC2500**  
Audio Conferencing  
System