



FROM VISION TO REALITY: THE JOURNEY OF PACE DIGITEK

Driving Growth and Sustainability in Telecom and Energy Industries.

In the bustling heart of the telecom and energy industries, PACE Digitek stands as a beacon of innovation and excellence. This pioneering company offers end-to-end solutions, building and operating networks that transform digital landscapes. Over the years, PACE has forged strong relationships with customers, playing a pivotal role in the digitalization revolution and creating boundless opportunities.

Since its inception in 2007, under the leadership of Mr. Venugopal Rao Maddisetty, the visionary Chairman and Managing Director of PACE Digitek, the company has consistently resonated with innovation and dedication, driving forward the realms of power management for the telecom sector, optic fibre laying, and energy management solutions.

From Small Beginnings

PACE Digitek's journey began modestly, driven by Mr. Rao's entrepreneurial spirit and a keen sense for opportunity. "During my initial days, I saw an opportunity" he recalled. "I took a step forward, founded PACE, and handled most tasks single-handedly. With time, we hired experienced professionals and expanded further."

The company's growth is a testament to its ability to adapt and innovate. PACE Digitek operates across three key business segments: Telecommunications, Energy, and Information and Communication Technology (ICT). "Our journey begins with design," Mr. Rao explained, "where we conceptualize innovative solutions tailored to the specific needs of our clients."

Contributing to the Indian Economy

PACE Digitek's impact on the Indian economy is profound. The company has successfully integrated its products, services and projects, making it a one-stop solution for all telecom needs. The company's services vertical handles product lifecycle management, operations, and maintenance. "This integration solidifies our market position and contributes to India's economic growth by creating jobs and fostering innovation," Mr. Rao noted proudly.

A significant milestone in PACE's journey was the acquisition of Lineage Power from General Electric in 2014. This move enabled the company to establish a comprehensive platform for optimizing energy efficiency within the global telecom technology sector. "The acquisition reinforced our leadership position and underscored our commitment to consolidating energy management solutions for telecom towers in India and abroad," Mr. Rao explained.

Today, PACE oversees numerous projects encompassing telecom tower infrastructure and fibre infrastructure, operating globally in over three regions, including South-East Asia, Africa and Central America.

Building a Self-Reliant Future

PACE Digitek is setting up two Lithium battery manufacturing plants to enhance its agility and self-sufficiency in project execution. This includes a large-scale Lithium-ion battery pack manufacturing unit, targeted to produce 5 GWh of batteries annually. "Our goal is to reduce dependency on imports and craft quality Lithium batteries locally," Mr. Rao revealed. "This transformative endeavour will revolutionize our brand capabilities besides making us more self-reliant."

PACE's commitment to sustainable practices is evident in its large-scale projects for BSNL 4G saturation, which include implementing solar power solutions to energize telecom towers across India. "Solar power solutions are integral to our energy management strategy," Mr. Rao emphasized. "By reducing fossil fuel consumption and replacing traditional diesel generators with sustainable solar energy, we promote a greener, more sustainable future."



Mr. Venugopal Rao Maddisetty, Chairman and Managing Director, Pace Digitek Pvt Ltd

The company is also making significant strides in Battery Energy Storage Systems (BESS). "BESS is crucial to achieve round the clock green energy," Mr. Rao explained. This initiative not only supports the transition to a sustainable, electrified future but also aligns with India's ambitious renewable energy targets.

Embracing the "Make in India" Initiative

PACE Digitek's vision for the future is clear: to drive innovation and sustainability while contributing to India's growth and self-reliance. "We're investing heavily in research and development to create cutting-edge telecom products for emerging technologies like 5G, IoT, and smart devices," Mr. Rao revealed.

With a dedicated team of over 2,500 professionals, PACE Digitek has serviced over 3,00,000 products, managed over 40,000 Telecom tower O&M sites, and provided energy services to more than 20,000 Telecom sites and 75,000 route kilometres of fibre optic cable networks. "Our commitment to innovation and excellence drives us to shape an impeccable tomorrow," Mr. Rao concluded.

It is clear that under Mr. Rao's leadership, PACE Digitek is not just keeping pace with industry trends but setting the standard for innovation and sustainability in the telecom and energy sectors. Through its strategic initiatives and dedication to the "Make in India" mission, PACE Digitek is playing a crucial role in building a self-reliant India.