

COVERAGE UPDATE: BIF Hosts 1st Convergent Conference on Subsea Cables and Digital Cloud Infrastructure, Advancing India's Digital Backbone

What Happened?

The Broadband India Forum (BIF) hosted its 1st Convergent Conference on Subsea Cables and Digital Cloud Infrastructure on February 24, 2026, in New Delhi - a landmark event focused on strengthening India's digital backbone through resilient subsea connectivity and cloud infrastructure investment.

The conference was led by **T.V. Ramachandran, President, BIF**, and brought together senior policymakers, industry leaders, and global experts to deliberate on India's strategic roadmap for subsea cable resilience, digital cloud growth, and policy enablement.

The event featured distinguished keynote addresses by senior government officials, including **A.K. Lahoti, Chairman, TRAI**, and **Rudra Narayan Palai, Member (Technology), Department of Telecommunications** and many others, underscoring the government's commitment to building resilient digital infrastructure and a conducive policy environment for subsea cable investments.

What Are the Results?

Our efforts delivered a total of 35 stories across India's leading traditional, digital, wire and specialist media platforms. A *PTI* flash following the conference ensured immediate national dissemination with subsequent pickups across prominent business and financial publications including *The Economic Times*, *Mint*, *NDTV Profit*, *Fortune India*, *The Week* and multiple downstream digital platforms.

In addition to Tier 1 business pickups, the story received strong amplification across telecom and infrastructure-focused publications such as *ET Telecom*, *Voice & Data*, *Communications Today* and *Tele.net* and others.

Some key highlights:

- [PTI](#) wire coverage ensured national syndication across multiple downstream publications and digital platforms, significantly expanding reach within hours of the event.
- [ET Telecom](#) provided dual visibility across flagship business and specialist telecom verticals, strengthening credibility among corporate and regulatory stakeholders.

Sno	Date	Publication	Link
1	24-02-2026	PTI	https://www.ptinews.com/story/business/resilient-subsea-networks-critical-to-india-s-ai-digital-ambitions-trai-chairman-lahoti/3408609
2	24-02-2026	The Economic Times	https://economictimes.indiatimes.com/industry/telecom/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti/articleshow/128748132.cms
3	24-02-2026	ET Telecom	https://telecom.economictimes.indiatimes.com/news/policy/india-seeks-to-create-conducive-environment-for-submarine-cable-investments-says-trais-ak-lahoti/128743861?utm_source=top_story&utm_medium=homepage
4	24-02-2026	Fortune India	https://www.fortuneindia.com/business-news/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti/130675
5	24-02-2026	NDTV Profit	https://www.ndtvprofit.com/india/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti-11130381/amp/1
6	24-02-2026	Live Mint	https://www.livemint.com/technology/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti-11771926009090.html
7	24-02-2026	UNI Photo	https://www.uniindia.com/photoes/673234.html
8	24-02-2026	The Week	https://www.theweek.in/wire-updates/business/2026/02/24/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti.html
9	24-02-2026	Communications Today	https://www.communicationstoday.co.in/bif-conclave-on-subsea-cables-cloud-infrastructure-to-boost-indias-digital-backbone/
10	24-02-2026	Voice & Data	https://www.voicendata.com/news/bif-meet-focuses-on-subsea-cables-and-digital-cloud-11150381
11	24-02-2026	Devdiscourse	https://www.devdiscourse.com/article/technology/3815670-resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-trai-chairman-lahoti
12	24-02-2026	Money Rediff	https://money.rediff.com/news/market/india-s-subsea-cables-for-ai-trai-chairman/42571120260224
13	24-02-2026	Newsarena	https://newsarenaindia.com/nation/subsea-networks-vital-for-india-s-ai-digital-growth-trai-chief/70742

14	24-02-2026	Awaaz The Voice	https://www.hindi.awazthevoice.in/india-news/strengthening-of-submarine-cable-system-crucial-for-ai-digital-landscape-tra-ai-chairman-83592.html
15	24-02-2026	CXO today	https://cxotoday.com/media-coverage/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone/
16	24-02-2026	Article WN	https://article.wn.com/view-steel/2026/02/24/Resilient-subsea-networks-critical-to-Indias-AI-digital-ambitions/
17	24-02-2026	SME Street	https://smestreet.in/technology/bif-conference-focuses-on-subsea-connectivity-and-cloud-growth-11150468
18	24-02-2026	Tele Net	https://tele.net.in/bif-hosts-first-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure/
19	24-02-2026	News Drum	https://www.newsdrum.in/business/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-tra-ai-chairman-lahoti-11150674
20	24-02-2026	MSN	https://www.msn.com/en-in/news/India/resilient-subsea-networks-critical-to-indias-ai-digital-ambitions-tra-ai-chairman-lahoti/ar-AA1WYjC2
21	24-02-2026	India Hunt	https://indiahunt.in/subsea-networks-necessary-for-indias-ai-virtual-expansion-tra-ai-leader/#google_vignette
22	24-02-2026	SME Channels	https://smechannels.com/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure/
23	24-02-2026	Metro India	https://www.metroindia.net/news/articlenews/resilient-subsea-networks-key-to-indias-ai-push-35848
24	24-02-2026	Bizz Buzz	https://www.bizzbuzz.news/industry/telecom/resilient-subsea-networks-critical-to-ai-digital-growth-tra-ai-chief-1386236
25	25-02-2026	Communications Today	https://www.communicationstoday.co.in/trai-chief-calls-for-resilient-submarine-cable-networks/
26	24-02-2026	National Biz News	https://nationalbiznews.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone

27	24-02-2026	Biz Development News	https://bizdevelopmentnews.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone
28	24-02-2026	Business Scanner	https://businessscanner.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone
29	24-02-2026	Business News Matrix	https://businessnewsmatrix.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone
30	24-02-2026	Enterprise Digital News	https://enterprisedigitalnews.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone
31	24-02-2026	Entrepreneur News Room	https://entrepreneursnewsroom.com/business/bif-hosts-1st-convergent-conference-on-subsea-cables-and-digital-cloud-infrastructure-advancing-indias-digital-backbone
32	24-02-2026	Urall News	https://urallnews.com/india-seeks-to-create-conducive-environment-for-submarine-cable-investments-says-trais-ak-lahoti-ettelecom/
33	24-02-2026	Broadcast and Cablesat	https://www.broadcastandcablesat.co.in/bif-conclave-on-subsea-cables-cloud-infrastructure-to-boost-indias-digital-backbone/
34	05-03-2026	Business Standard (BSmart)	Broadband India Forum-president's take on sub-sea cables