FROST & SULLIVAN

2024

COMPANY OF THE YEAR

IN THE INDIAN DATA CENTER COLOCATION INDUSTRY

STTelemedia
Global Data Centres

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2024 | BEST PRACTICES AWARD

![Frost & Sullivan]

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. STT GDC India excels in many of the criteria in the India colocation services space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the Data Center Colocation Industry

Powers India's Digital Infrastructure with Innovation and Efficiency

India's data center colocation market is experiencing rapid growth, with Frost & Sullivan forecasting a 24.7% compound annual growth rate from 2024 to 2029.[1] The rising demand for hyperscale data centers, public cloud services, and content providers amid the government's data localization mandate presents enormous growth opportunities for data center service providers.

The growing need for sustainability and green energy among customers and regulators prompts data center colocation providers to rethink their data center design, operations, and governance strategies. With the surge in artificial intelligence (AI) applications, such as machine learning, deep learning, and large-scale data processing, providers face the challenge of delivering AI-ready data centers. The market is highly competitive, with several players investing heavily in crafting best practices, technology differentiators, and long-term sustainability.

Frost & Sullivan's analysis of India's colocation industry indicates that STT GDC India's leading competitors offer reliable and scalable infrastructure but are perceived as more traditional, with less emphasis on AI-specific readiness. In contrast, STT GDC India is ready for AI and high-performance computing (HPC)

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[1] Telecom Enterprise Services Demand Side Analysis – Managed Services, FY 2024 by Frost & Sullivan

workloads through purpose-built, high-density, modular data centers with advanced cooling, robust power and redundancy, global AI certifications, and a focus on sustainability and national expansion.

These capabilities position Mumbai-based STT GDC as a leading enabler of India's and Asia-Pacific's AI-driven digital future. It offers rack densities ranging from 4 kW to 120 kW, along with advanced cooling solutions such as direct-to-chip liquid cooling and immersion cooling. The company focuses on sustainability and strives to continuously enhance power utilization efficiency (PUE), thus reducing costs and environmental impact. It is aiming to become carbon neutral by 2030.

Its newest campus in Kolkata exemplifies the company's ability to provide reliable, world-class infrastructure. This campus has a TIA-942 Rated-3 Design certification and an initial capacity of 6 MW, with STT GDC planning to offer a 25 MW capacity in the future. STT GDC India focuses more on adaptability, next-generation digital infrastructure, and customer-centric innovation than its competitors. Built for efficiency and resilience, the data center features a smart power system that ensures a steady and dependable energy supply. Advanced equipment further enhances reliability, setting new benchmarks in power management and operational excellence.

"As AI-driven digital growth accelerates, STT GDC India remains committed to balancing people, the planet, and profits. The colocation provider is trying to reduce its carbon footprint and conserve resources by enhancing energy efficiency. Committed to achieving carbon neutrality by 2030, the company prioritizes environmental, social, and governance (ESG) principles, safety, ethics, integrity, and inclusion in its responsible growth strategy. All its new builds have a design PUE of less than 1.5, making new data centers more energy efficient. It has partnered with prominent renewable energy providers to develop solar and wind energy with a total capacity exceeding 250 MW. STT GDC India thus performs its responsibilities in combating climate change."

– Ashima Rajput,
Senior Consultant, ICT Advisory

Leads the Charge in AI-driven, Sustainable Digital Infrastructure Growth

As AI-driven digital growth accelerates, STT GDC India remains committed to balancing people, the planet, and profits. Recognizing the deep connection between business success and sustainability, it continues to pioneer resilient digital infrastructure, thereby shaping a better future. The colocation provider is trying to reduce its carbon footprint and conserve resources by enhancing energy efficiency. It also adopts sustainable energy sources and advanced technologies to minimize its carbon footprint and improve water use and waste disposal management.

To manage its environmental footprint, STT GDC India designs and uses materials and mechanical, electrical, and plumbing systems that are environmentally responsible and resource-efficient throughout a building's life cycle, from design to demolition. Committed to achieving carbon neutrality by 2030, the company prioritizes environmental, social, and governance (ESG) principles, safety, ethics, integrity, and inclusion in its responsible growth strategy. All its new builds have a design PUE of less than 1.5, making new data centers more energy efficient.

Despite growth in operational data centers and an increase in energy consumption, the company achieved a 36.7% reduction in carbon intensity in FY 2024 compared to FY 2021.[2] It has partnered with prominent renewable energy providers to develop solar and wind energy with a total capacity exceeding 250 MW. STT GDC India thus performs its responsibilities in combating climate change.

STT GDC India's new colocation builds significantly differ from previous generations, reflecting a strategic shift toward supporting AI workloads, higher density, sustainability, and modular scalability. The company offers rack density options from 4 kW up to 120 kW per rack, supporting both traditional and AI/HPC workloads. Modular containment systems that separate cold supply and hot exhaust air support densification, improving energy efficiency and allowing customers to deploy more compute per square meter. Additionally, to combat high land costs in metro areas, such as Mumbai, Bengaluru, and Chennai, STT GDC builds multistory data centers to maximize available land and support large-scale deployments. Verticalization is paired with densification, so each floor is engineered for high power and cooling capacity, ensuring consistent performance across levels.

Expands Operations Through Opportunities in Tier 2 Cities

As part of its expansion strategy, STT GDC India has set up data centers in Tier 2 cities. These are emerging as key hubs for Global Capability Centers, providing them with access to secure, scalable, and high-performance infrastructure. The company has the advantage of being an early entrant, thereby establishing a stronger brand presence, which allows it to tap into additional revenue streams and upselling opportunities. STT GDC sees significant demand in Tier 2 cities in India and is evaluating the addition of capacities to its existing data centers.

In November 2024, STT GDC India commenced construction of its first edge data center in Jaipur. This AI-ready facility, spanning 15,300 sqm, will deliver 6 MW of IT capacity, optimized for high-density and low-latency workloads essential for digital services, streaming, the Internet of Things (IoT), and business applications in Tier 2 markets. The Jaipur project marks STT GDC's official entry into the edge data center sector, signaling plans for further expansion in Tier 2 cities.

STT GDC India plans to expand its IT capacity to 550 MW over the next five to six years, nearly doubling its current capacity, backed by a $3.2 billion investment. The plan includes growth in major metropolitan areas, as well as strategic investments in smaller edge data centers across Tier 2 and Tier 3 cities, to meet the rising demand from 4G/5G, IoT, and video applications. Leading competitors are recognizing the increasing demand for digital infrastructure beyond traditional metropolitan areas and are adjusting their market expansion strategies to catch up with STT GDC India.

Demonstrates Depth of Experience

STT GDC India has led India's colocation market for over two decades, excelling in data center design, construction, and operations. It manages 318 MW of IT load across 28 facilities in 10 cities, serving a

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[2] https://assets.sttelemediagdc.com/sttgdc/global_en/public/2025-04/sttgdc_india_ai_led_esg_report_fy_2024.pdf

diverse customer base that includes Fortune 500 companies, with a 23.1% market share by revenue for FY 2025.[3]

STT GDC India weaves innovation into the fabric of its operations. This includes launching AI-ready data center campuses to support high-density computing and innovative AI ecosystems. Sustainability is also a core pillar of the company's strategy. Committing to becoming carbon neutral by 2030, the firm emphasizes responsible growth by focusing on ESG principles. This means integrating energy-efficient designs, state-of-the-art cooling systems, low PUE, and water conservation techniques into its operations.

Strong long-term contracting deals and demand for high-intensity data centers have fueled expansion and growth, reinforcing its position as a leading player in India's digital infrastructure space. STT stands out in the Indian data center landscape with several strategic strengths that provide a clear competitive edge:

- 100% uptime track record
- AI-ready infrastructure
- Commitment to decarbonization
- ESG transparency
- Focus on green data center

"From AI-ready infrastructure to cutting-edge direct-to-liquid cooling, STT leads innovation. STT GDC India earns brand loyalty through its commitment to operational excellence, ensuring customers receive industry-leading uptime, security, and efficiency. Beyond technical innovation, STT GDC India fosters loyalty through shared values with its customers, partners, and employees. The company actively promotes responsible growth and environmental stewardship by prioritizing sustainability, ethical practices, and inclusiveness. Focusing on long-term relationships and trust rather than transactional interactions strengthens its reputation as a forward-thinking, customer-centric organization."

– Ashima Rajput
Senior Consultant, ICT Advisory

Invests in Rapid Expansion and Future Growth

STT GDC reported strong global financial results for the year, with year-end revenue of $12.92 billion as of December 31, 2024. Frost & Sullivan estimates STT GDC India's colocation revenue to be INR2,366.8 crores ($275.2 million) in FY 2025.[4]

Backing from STT (Temasek Holdings) and Tata Communications ensures financial flexibility and strategic importance within the group. It is one of India's largest data center operators, with a diversified presence and long-term contracts with blue-chip clients.

STT GDC delivered robust global results in 2024, with strong revenue and profitability. Meanwhile, STT GDC India continues to grow rapidly, maintaining high margins, pursuing aggressive expansion, and

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[3] Telecom Enterprise Tracker Research – Managed Services, FY 2025 by Frost & Sullivan
[4] Telecom Enterprise Tracker Research – Managed Services, FY 2025 by Frost & Sullivan

benefiting from strong backing from its parent company. The business in India is investing heavily in building more capacity to capture surging digital and AI-driven demand, even as return metrics remain modest due to the industry's capital-intensive nature.

Remains Trusted and Future-ready While Redefining Reliability

STT GDC India has the largest number of operational data centers in India, and 100% uptime has proven the company's performance and reliability. From AI-ready infrastructure to cutting-edge direct-to-liquid cooling, STT leads innovation. Customers stay loyal as they know that STT GDC India builds not for the present day but for future workloads.

The company operates green data centers with a PUE of 1.5 or better, utilizing renewable energy wherever possible and committing to transparent decarbonization goals. STT GDC India earns brand loyalty through its commitment to operational excellence, ensuring customers receive industry-leading uptime, security, and efficiency. Through foresight, the company has positioned itself at the forefront of technological advancements by embracing AI-ready infrastructure, high-density computing, and sustainable solutions that align with emerging business demands.

Beyond technical innovation, STT GDC India fosters loyalty through shared values with its customers, partners, and employees. The company actively promotes responsible growth and environmental stewardship by prioritizing sustainability, ethical practices, and inclusiveness. Focusing on long-term relationships and trust rather than transactional interactions strengthens its reputation as a forward-thinking, customer-centric organization.

Conclusion

STT GDC India is at the forefront of a rapidly changing colocation landscape driven by AI, sustainability, and digital transformation. Through its investments in high-density, modular data centers and commitment to carbon neutrality by 2030, the company is not only meeting the demands of today's hyperscale and AI-driven workloads but also setting new benchmarks for environmental responsibility and operational excellence. Its early expansion into Tier 2 cities, strong financial backing, and unwavering focus on ESG principles reflect a forward-looking approach that balances growth with purpose. As the digital economy accelerates, STT GDC India's vision, innovation, and reliability continue to position it as a trusted leader powering India's sustainable digital future.

With its strong overall performance, STT GDC India earns Frost & Sullivan's 2024 Indian Company of the Year Recognition in the data center colocation industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**