

Bliss-Tel sees happy times with 3G growth

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SET-listed Bliss-Tel, a provider of ICT solutions, expects record revenue of 1 billion baht this year on the massive expansion of the third-generation (3G) wireless network and digital infrastructure development.

The company is also studying the possibility of diversifying into the power and energy markets, managing director Kasabol Bowonsrikan said.

"We expect our revenue to surge by 113% to 1 billion baht this year, as mobile operators are aggressively expanding their 3G networks," he said. The coming auctions of 4G spectrum are also expected to fuel the expansion of the next-generation cellular network.

Bliss-Tel provides system integration

service, mainly on the installation of telecommunications towers and indoor wireless networks infrastructure, the demand for which is surpassing supply.

It also supplies IT equipment systems to support back-end systems for mobile virtual network operators such as billing systems.

Mr Kasabol said the telecom business was expected to account for half of Bliss-Tel's total revenue this year, up from around 33% last year.

Bliss-Tel terminated its mobile handset distribution business in 2013 and sold its non-core businesses in order to cut operating costs. The company now has cash of 1.6 billion baht.

Mr Kasabol said Bliss-Tel's focus on the telecom network service enabled its

revenue to rise by 167% to 469 million baht for a profit of 4 million last year.

The company has a project backlog worth 400 million baht from mobile operators and mobile signal detectors. Apart from telecom business, Bliss-Tel has another two business groups: software and digital.

Mr Kasabol said Bliss-Tel has completed its business restructure and is ready to move forward with expansion.

Bliss-Tel's shares have remained suspended from trading since 2013 as investors voiced concern over the company's initial audit function and financial accounting as well as its business future.

The company has hired PWC to audit internal controls over financial statements to comply with Securities and Exchange Commission rules.