



NXTDIGITAL Limited

Annual General Meeting

27th September 2022
Version 1.0



HINDUJA GROUP

Maintains momentum through innovation!



In yet another challenging year facing the Media & Entertainment industry globally and especially in India, NXTDIGITAL has maintained its momentum...fueled through transformation & innovation!

Key drivers for business growth include..

- Growing our **broadband subscriber base** and business
- Rolling out of the **new and innovative NXTHUB** concept across India
- Launching the **very first combination product offering – OneDigital**
- Setting up the ground to offer “**Broadband-Over-Satellite**” services and
- Facilitating **transformation of our business and our franchisees** from “Local Cable Operators” to “**Digital Solutions Providers**”

Effectively driving our mantra..

Think Digital... Think **NXTDIGITAL!**





- ONEOTT INTERENTAINMENT LIMITED becomes India's 4th largest private Internet Service Provider (ISP). Expands presence to over **150 cities and towns** pan-India
- Focus is on continuing to grow the broadband subscriber base as one of the key pillars – expanding services to all markets covered by our HITS digital television platform

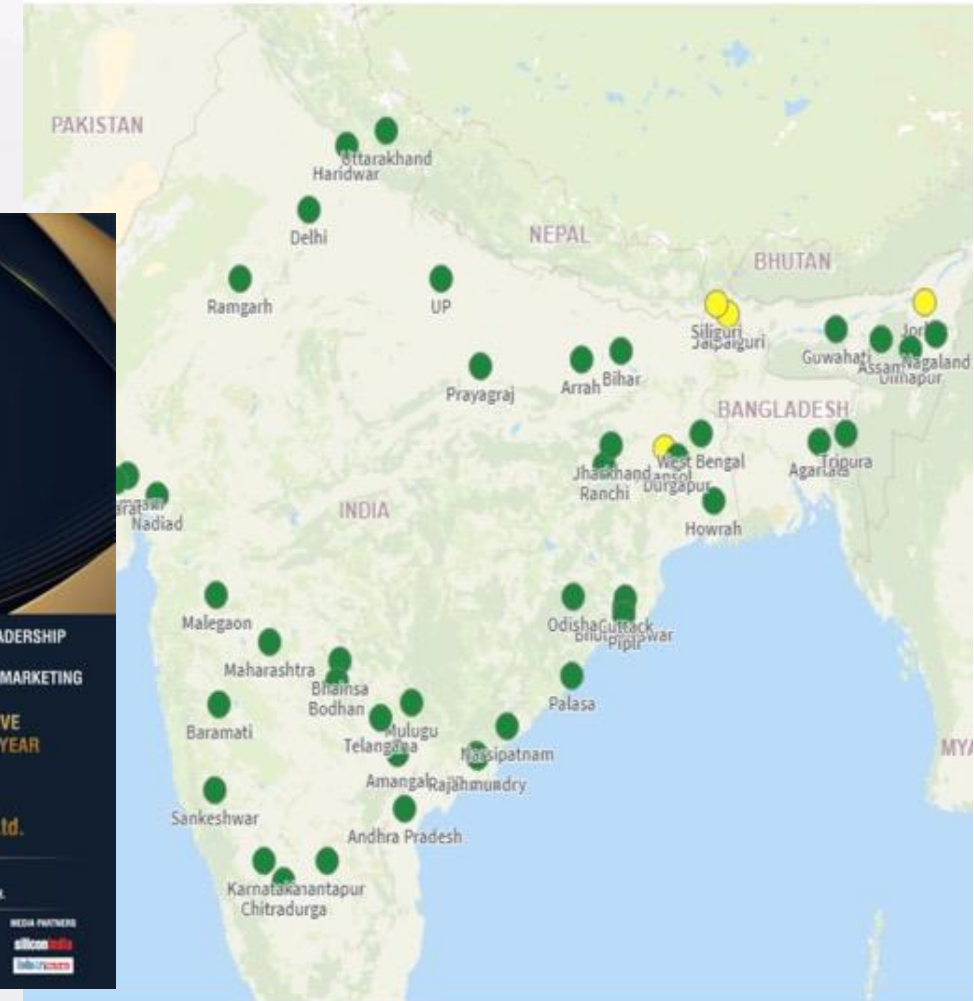
NXTHUBs | Expanding our footprint nationally...



The pioneering concept of setting up owned and operated NXTHUBs continues to be a success, expanding to 82 locations and adding over a 100,000 subscribers

Each NXTHUB has the capability of delivering up to **650 digital television services + broadband with speeds up to 1,000Mbps** in most markets + **300,000 hours of OTT** content from international and regional platforms

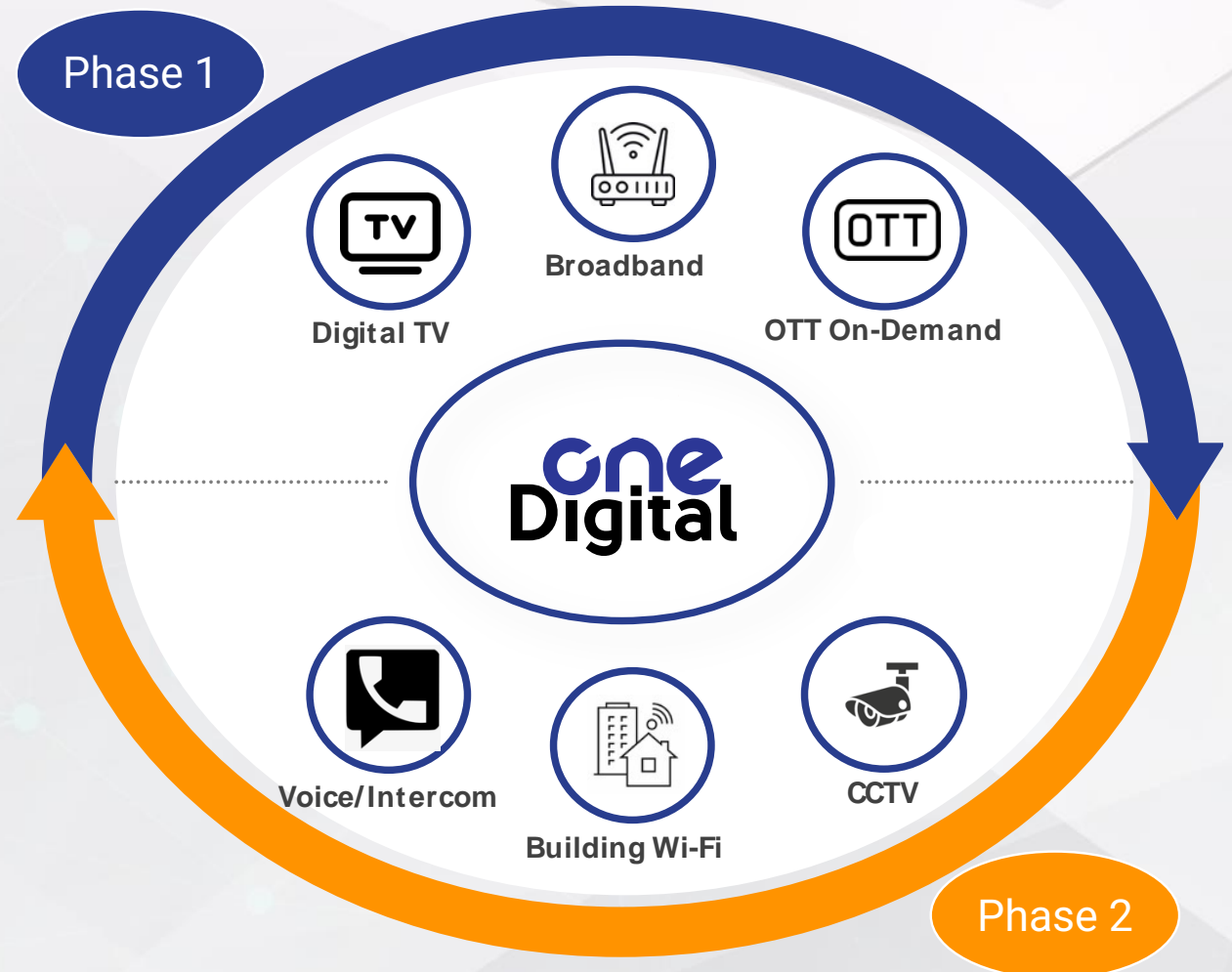
- The NXTHUB concept has bagged the award for the “**Best Innovative Project of the Year**” at the prestigious National Feather Awards in March 2022.
- These NXTHUBs fitted with the latest Advanced Digital Distribution System (ADDS) are “**future-ready**” to offer new and emerging solutions.
- NXTDIGITAL is continuing to expand its footprint across India through developing more NXTHUBs and we will close the year with our **target of 100**.



OneDigital is an “integrated product” giving consumers access to digital TV (DTV), broadband, OTT, CCTV, Building Wi-Fi & Voice/Intercom – via a single service provider.

In markets where broadband connectivity via terrestrial networks is a challenge, NXTDIGITAL will offer “**broadband-over-satellite**” as part of the product offering

- Phase 1 (DTV, Broadband & OTT) has been rolled out whilst Proof of Concept testing is underway for Phase 2 (CCTV, Voice/Intercom & Building Wi-Fi)
- OneDigital has benefits for the entire ecosystem starting with the customer – **single window to multiple solutions.**
- Will increase customer engagement and enhance loyalty.
- Increased market penetration for NXTDIGITAL, utilizing existing and upgraded resources to bring in incremental profitability.



NXTDIGITAL and its broadband subsidiary OIL, have signed a binding MOU with Thaicom – for providing broadband-over-satellite services in India

Broadband-over-satellite (BOS) is the future technology and global answer to connecting markets and customers where terrain is a challenge to terrestrial connectivity and customers seeking reliable “always-on” broadband connectivity for mission critical applications.

India has been defined as a high-growth potential market for BOS where wireline broadband penetration is limited – covering around 27mn of the 288mn+ households.



- Thaicom Public Company Limited, Thailand is the **worlds first High Throughput satellite operator** with local presence and licenses to provide broadband services across the Asia-Pacific region
- It is **one of the top 10 operators in the world** with 8 satellites launched.
- It remains a pioneer in satellite-based broadband – **already offering services in several countries**

Highlights of the MOU

- **Phase I** : Commercially **deploy BOS Services along with related products** and solutions ancillary to BOS - which could include Public Wi-Fi Services across India
- **Phase II** : Exploring earth observation in India using **AI/ML technology and potentially usage of drones** for commercial applications such as agriculture, survey, surveillance, etc.
- **Phase III** : Setting up a technology Centre of Excellence in India.

NXTDIGITAL has initiated a nation-wide training programme to transform the “cable” landscape to a “digital solutions & services” landscape, across its ecosystem



Singular objective to transform our Local Cable Operators into Digital Services Providers – ready with end-to-end solutions for the next decade of growth.

To bring about a paradigm shift resulting in Digital Transformation which enables “Cable” operators to transform into “Digital Champions” in their communities

Help the franchisees see a vision beyond Digital TV and explore the plethora of digital services available from Broadband, OTT, CCTV, Voice/Intercom & Wi-Fi to emerging Edutech, Fintech, Gaming & other solutions.

Highlights of the programme

- Driven by an inhouse Learning & Development professional & team
- National training & IT services company NIIT engaged for a national roll-out
- Target to cover 8,000-10,000 franchisees across India in a span of 1 year
- 14 days of training per month per location across 5 locations



Thank You!

NXTDIGITAL Limited



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