



NXTDIGITAL Limited

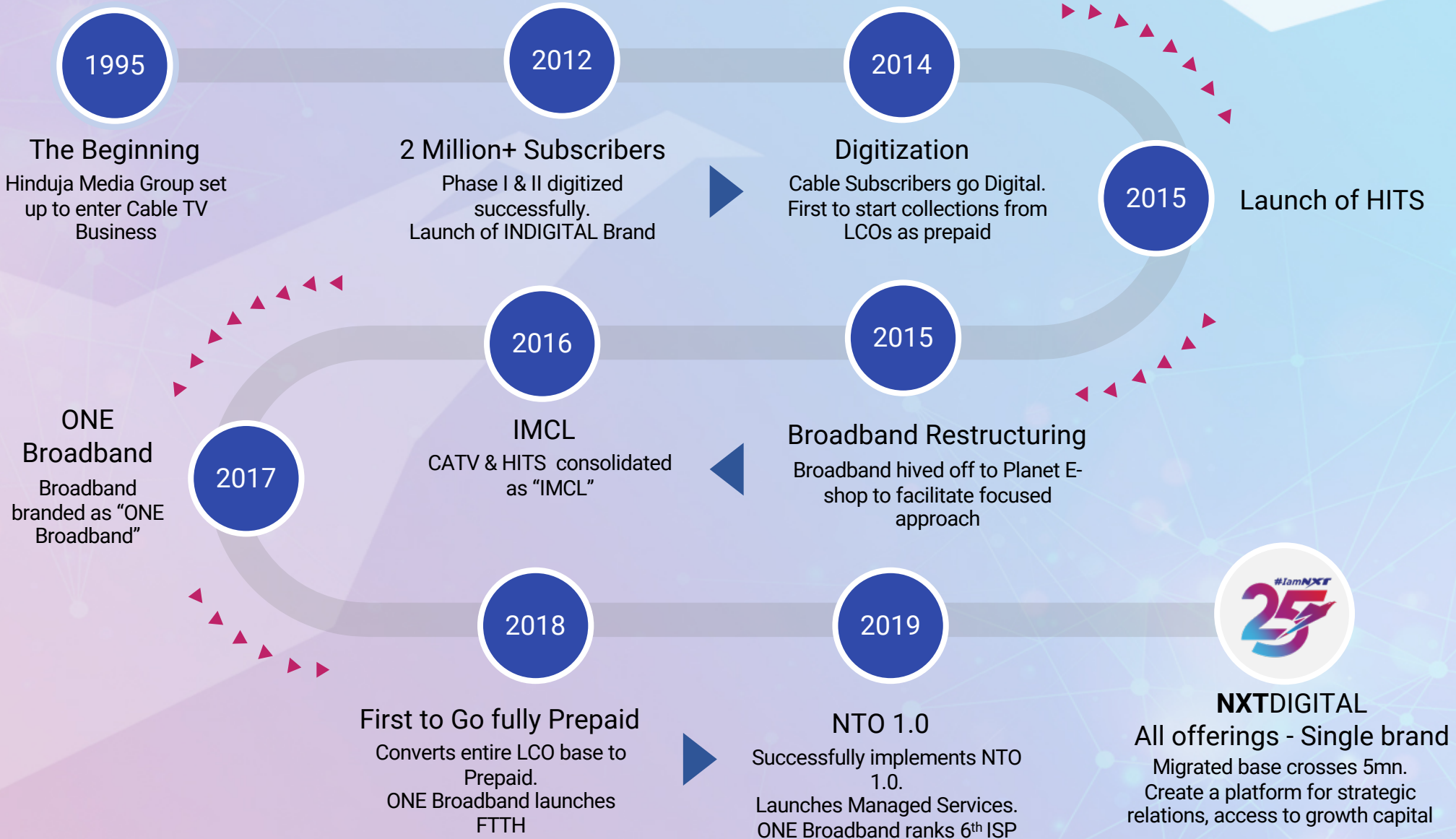
Business Update

16th December 2020
Version 1.0



HINDUJA GROUP

25 Year legacy of delivering digital content



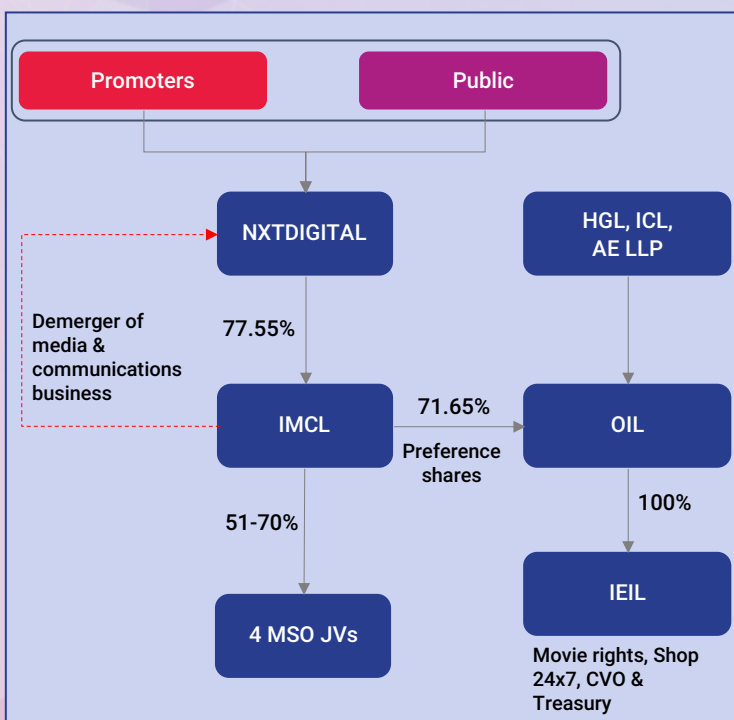
Company Announcement



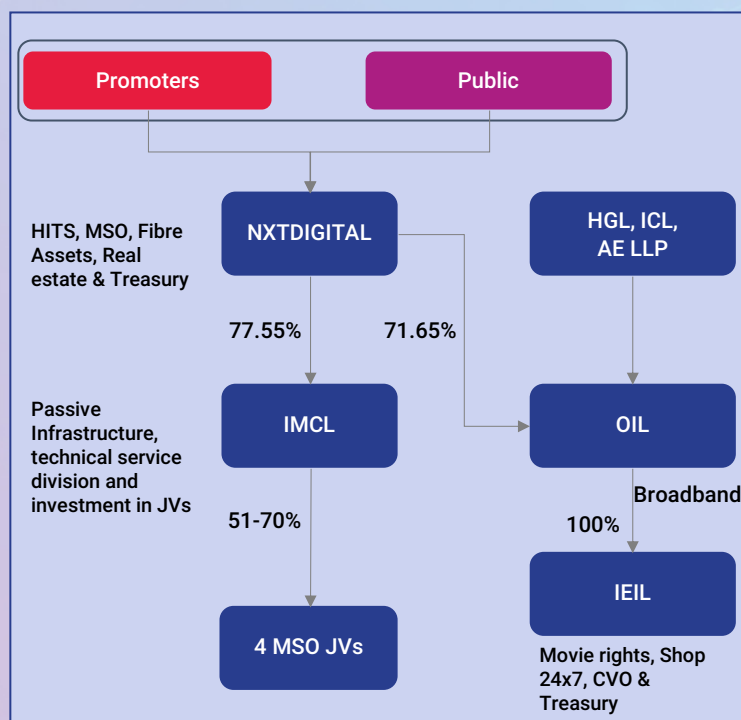
The Hon'ble National Company Law Tribunal (NCLT) vide its order dated August 21, 2020 approved the Scheme of Arrangement between IndusInd Media & Communications Limited (IMCL) and NXTDIGITAL Limited (NDL) by which the "Media & Communications" undertaking/ businesses of IMCL comprising, inter alia, the Cable TV (CATV) and Head End in the Sky (HITS) de-merged into NDL with effect from the "Appointed Date" of 1st October 2019.

The Effective Date of the Scheme of Arrangement is August 21, 2020. Consequently, the CATV and HITS businesses are being carried out by NDL on and from the Effective Date.

Earlier corporate structure



New corporate structure



AE LLP – Asia Enterprises LLP.; HGL – Hinduja Group Ltd.; ICL – IndusInd Communications Ltd.; IEIL – In Entertainment (India) Ltd.; IMCL – IndusInd Media & Communications Ltd.; OIL – ONEOTT Entertainment Ltd.



Industry Trends

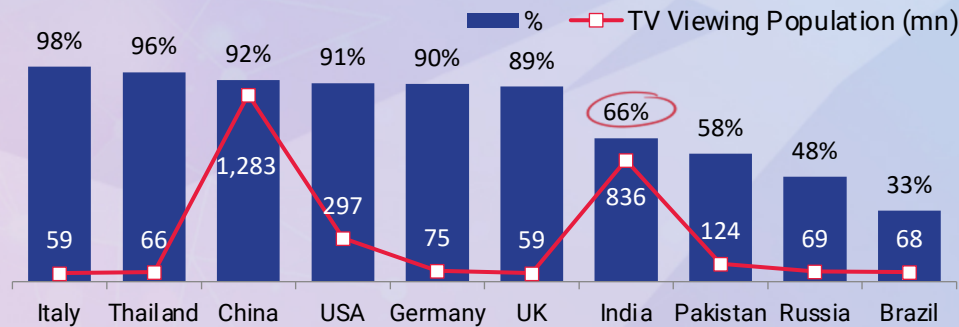


Television is here to stay and grow in a sustainable fashion...



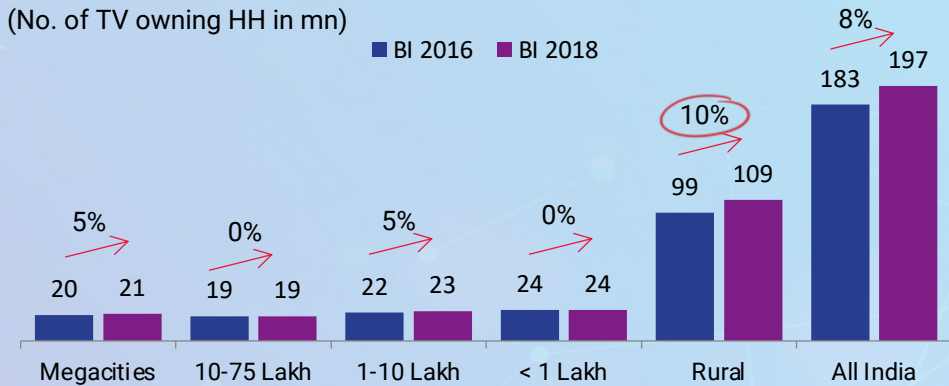
TV penetration in India yet to catch up with the developed world...

(TV Viewing Population (in mn), % of TV viewing audience in the country)



... with semi-urban, semi-rural and rural India emerging as the prime growth drivers

(No. of TV owning HH in mn)



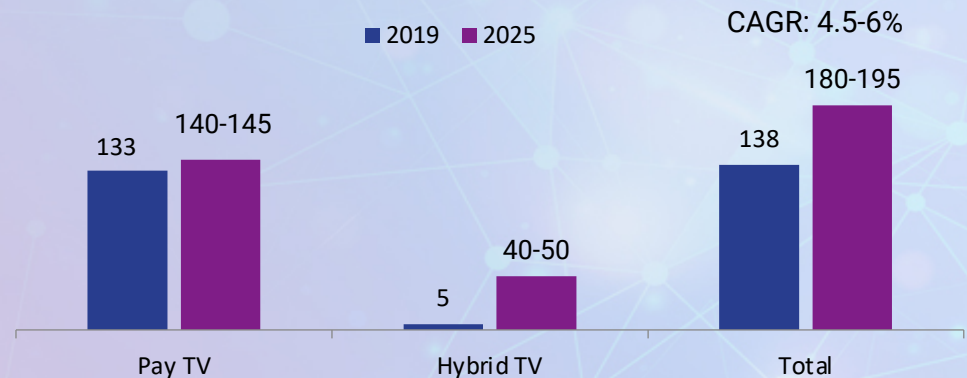
Number of players in India reflects potential of the market...

No. of Players	2018	2019
MSO	1,471	1,632
DTH	5	4
HITS	1	1

NXTDIGITAL remains the only HITS platform in the country

... leading to an overall increase in Pay TV subscriptions

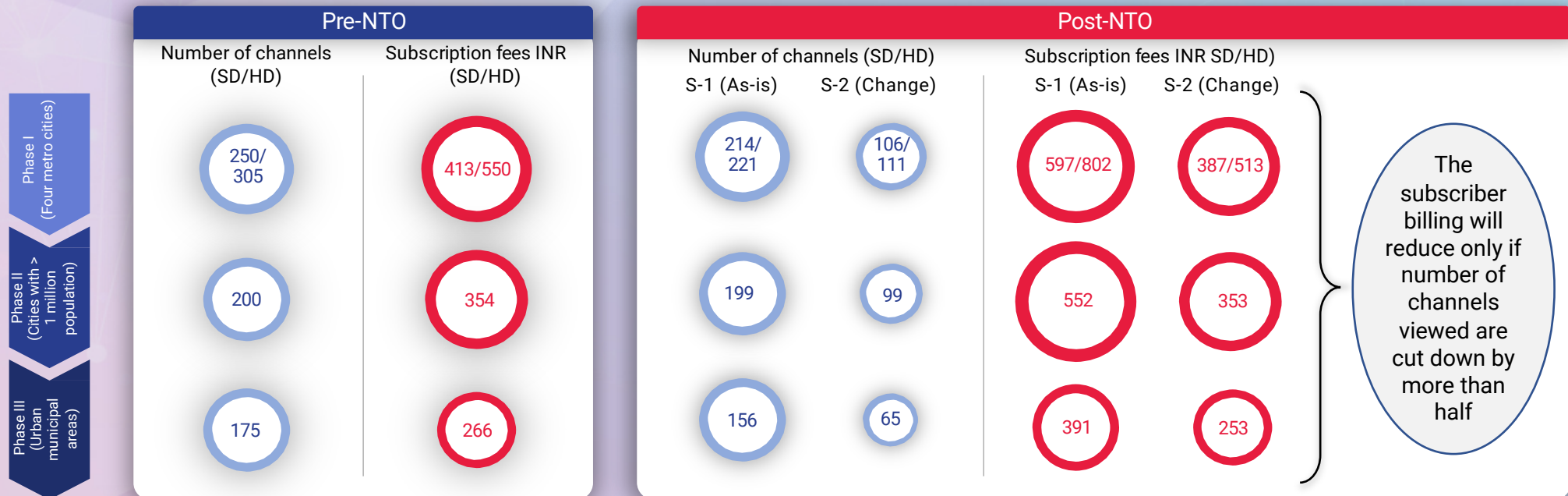
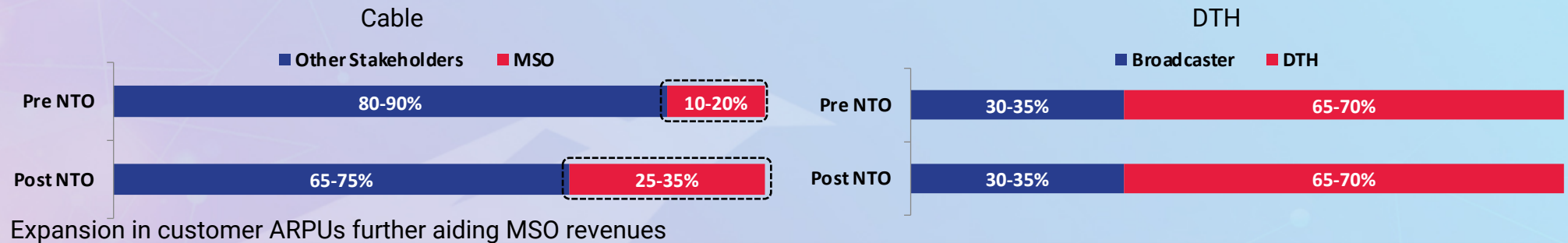
(No. of subscribers in mn, excludes free TV)



New Tariff Order (NTO): MSOs benefit as content costs become pass-through



MSO's witnessed a sharp increase in share of customer ARPU due to NTO implementation



Greater share of ARPUs + Increase in ARPUs = Enhanced Profitability of MSOs

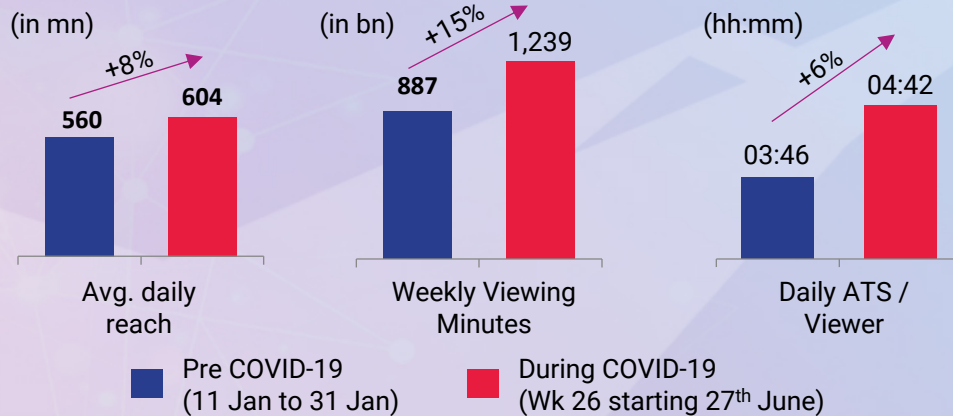
Note: S-1: As-is situation with no change in channel pack, post-NTO implementation (100 FTA channels plus pay channels); S-2: A scenario where subscribers opt only for channels that they want to view (25 government-mandated channels plus select pay channels) to reduce or maintain their payout/existing TV bill



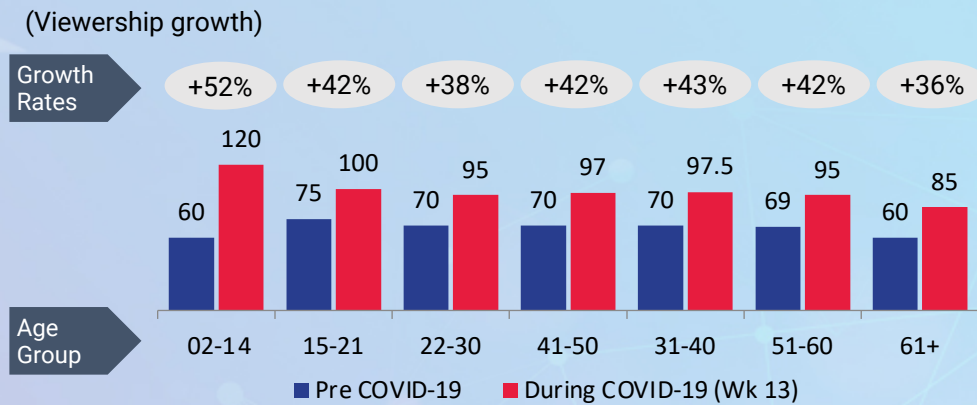
Secular rise in the TV viewership across the country accelerated by COVID



In a post Covid world, TV viewership has increased significantly...

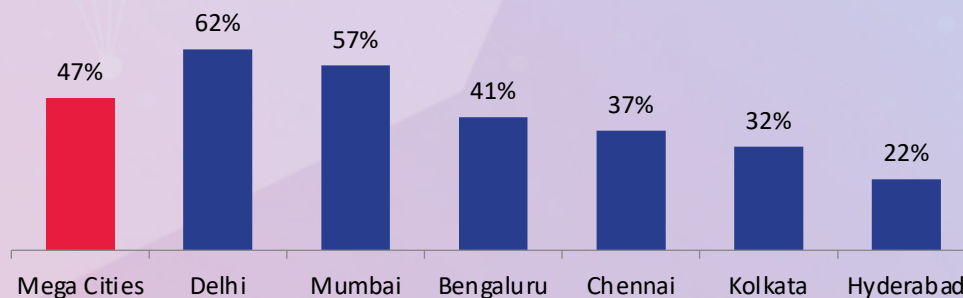


...driven primarily by growth in more sticky kids segments



High growth in premium audiences and Non-Prime Time viewership further adding to growing importance of TV in people's lives

(NCCS A peak viewership growth during Covid)



(Viewership growth vs. pre-Covid levels in Wk 26 starting 27th June)

	All India	HSM	South
All Day	15%	17%	11%
Non-Prime Time	43%	55%	28%
Prime Time	-10%	-12%	-6%

DPOs benefitting through surge in ARPUs & renewal of defunct connections → Further subscriber addition expected

NXTDIGITAL : 360° Overview



NXTDIGITAL: India's premier integrated digital distribution platform



Delivering services through multiple avenues

Digital Content Delivery

25-year legacy of delivering digital content services via HITS and Cable TV as a Multi Systems Operator (MSO)

700+ TV services across India through HITS

730+ TV services in 100+ key cities through Cable TV

Own Subscriber base of **> 5.38mn** on HITS and CATV

Managed Services

Only platform to offer Infrastructure Sharing/Managed Services to other MSOs and LCOs nationwide

>5.16 mn subscribers under executed managed services contracts – onboarding in progress

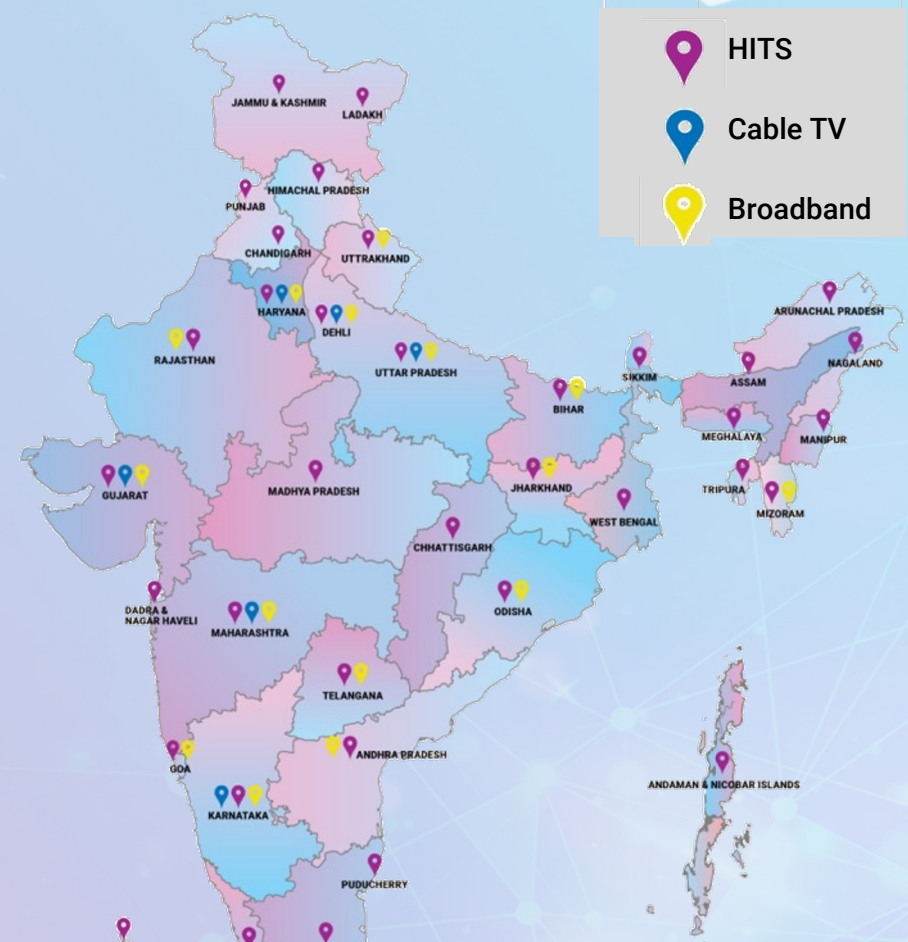
E2E technology Infrastructure provided to MSO customers leveraging HITS

Broadband Services

>5,000 kms of Underground & Overhead **optical fibre networks** delivering high speed internet and FTTH

Broadband subscriber base of **>400,000 users**

~70,000 Buildings Ready for Installation



>60% subscribers from fast growing segments of semi-urban and rural India

Presence in over 1,500 cities and towns across India with >30,000 feet-on-street





Ashok P Hinduja, Non-Executive Chairman & The Hinduja Group

- Chairman of the Board who also chairs Hinduja Group of Companies (India) and IIHL (promoter of IndusInd Bank) among other group companies
- The Hinduja Group, founded by P.D. Hinduja, has a history of over a century running successful businesses across sectors such as Automobiles, Oil & Gas, Media, BFSI, IT & ITES etc.



HINDUJA GROUP



Vynsley Fernandes Group CEO

- Veteran of the Media & Entertainment industry with 30+ years of experience
- Hands-on experience with DTH & HITS platforms, digital cable networks, and news & entertainment channels
- Formerly led assignments across organizations like Star India, 21st Century Fox & TATA SKY



Yugal Kishore Sharma CEO, OneOTT iNtertainment Ltd.

- Masters in International Marketing from IIFT
- 26+ years of experience in the technology space
- Extensively worked across the internet service provider (ISP) industry
- Formerly led assignments across organisations such as DEN Networks & Tikona



Amar Chintopanth Whole-time Director & CFO

- Chartered Accountant with an experience of 36+ years across areas of Audit, Finance & Accounts, Taxation, Treasury, Compliance, Business strategy, M&A, Capital raising etc.
- Has served in coveted corporates such as the ITC Group, Polaris, and 3i Infotech & has been with the Hinduja Group since 2014



N K Rouse COO, Video Business

- 33+ years of diverse experience; Has served at Star India, YOU Broadband, Hathway Cable & Datacom



Ruwanmali Ediriwira CTO

- 20+ years of experience in the TMT space; led some of the biggest technology projects at Vodafone UK and Accenture Europe



Ajay Sharma, General Counsel

- Over 3 decades of legal experience, with much of it in media and allied laws; Ex-Arthur Anderson, Star India

NXTDIGITAL : Technology leader in India



Headend-in-the-Sky (HITS)



The LCO can go digital within 24 hours anywhere across India by simply installing a proprietary Cable Operator Premise Equipment (COPE)



Does not require to be connected to any fibre etc. and is not affected by weather conditions



No additional technology or satellite capacity is required to add subscribers leading to low Customer Acquisition Costs



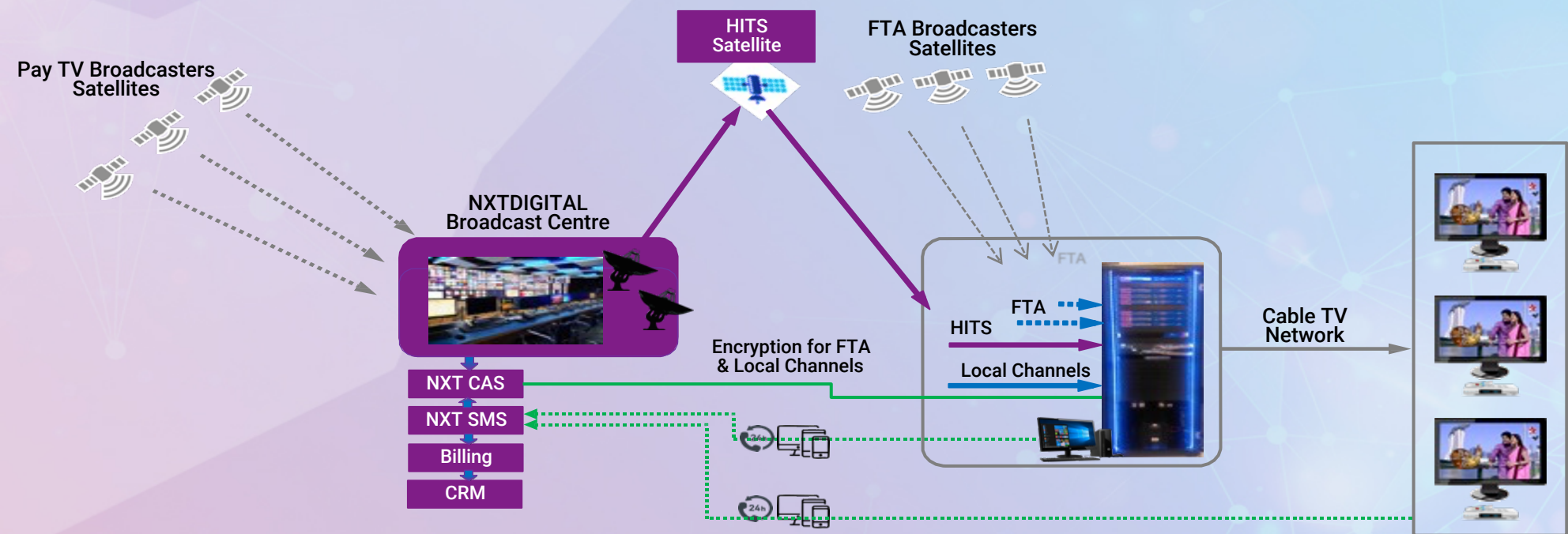
Signals are received directly from satellite, irrespective of the location of the Local Cable Operator (LCO)



Low maintenance COPE system consuming low power and occupies less space making it attractive for LCOs



Technology compliant with DAS and NTO regulations



HITS technology enables seamless Digital TV penetration in even remote areas in cost-effective manner and offers sizable network sharing opportunity

HITS emerges as a clear winner among digital content delivery modes

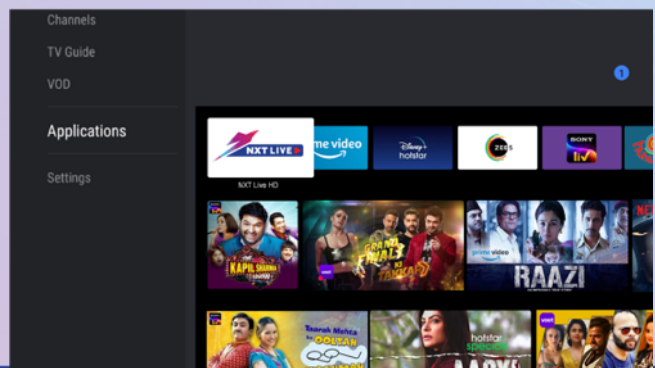


Parameter	HITS 1 Operator - NXT	Cable TV >1,600 MSOs	DTH 4 Operators
Pan-India reach	YES : Satellite footprint across India+	NO	YES
Weather resistance (rain attenuation)	YES : Service in C-band	YES	NO
Unaffected by fibre cuts, hostile terrain	YES : Delivery via satellite so zero dependence on terrestrial issues	Challenges of fibre cuts as well as hostile terrain	YES
Channel expansion + addition of Value-added Services without significant capex	YES : Unique tech. to add channels at low cost	Requires investment in main head-ends	Capacity constraints as same satellite required
Ability to provide Managed Services	YES : System designed to provide managed services with multiple tech. combinations	Highly limited to area of operation only, requires addl. costs	NO
Easy installation for MSO/LCO	YES : Specially designed single-unit COPE	Requires investment and timeframe	N/A
Low franchisee + subscriber addition cost	YES : Can expand to any geography	Limited to area of operation only	NO
Digital services provisioning	YES : System designed to function as a "connected" platform	YES	NO

NXTDIGITAL being the only HITS platform in the country enjoys significant competitive advantage



Range of CPE Offerings for Customers



Business & Performance



Sustainable and growth-oriented business model in play



Only Multi-System Operator in the country with a **"pre-paid" base of over 99.5%**

Only dual service with a **HITS platform** in Asia

Delivering **maximum number of TV channels** across cable & satellite

Delivering services pan-India to over 1,500 locations **> 50% districts**

Network of **over 9,000 franchisees** across the country

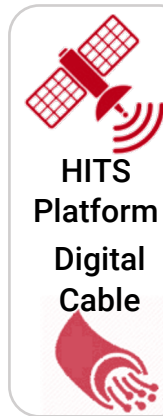
Sophisticated broadcasting centre in Noida & data centre in Mumbai

85% of LCOs collecting from customers **through digital means**

>70% of subscriber base of 5.38mn estimated to use **digital payment**

Focus on KPIs like On-Time & Same-Month Renewal, churn etc.

Digital Content Delivery



Managed Services



Leveraging same infrastructure

Broadband Services



High cross-selling potential

Only platform to offer **"Managed Services"** to other MSOs & LCOs, pan-India

Existing contracts for **~5.16mn customers** pending execution

No additional technology or capacity required for subscriber addition

Will help regional and independent **MSOs sustain and grow**

Leverage **existing CATV customers** for increasing subscriber base

~70,000 buildings ready for installation

>400,000 subscribers and a steady growing base under the flagship **One GigaFiber**

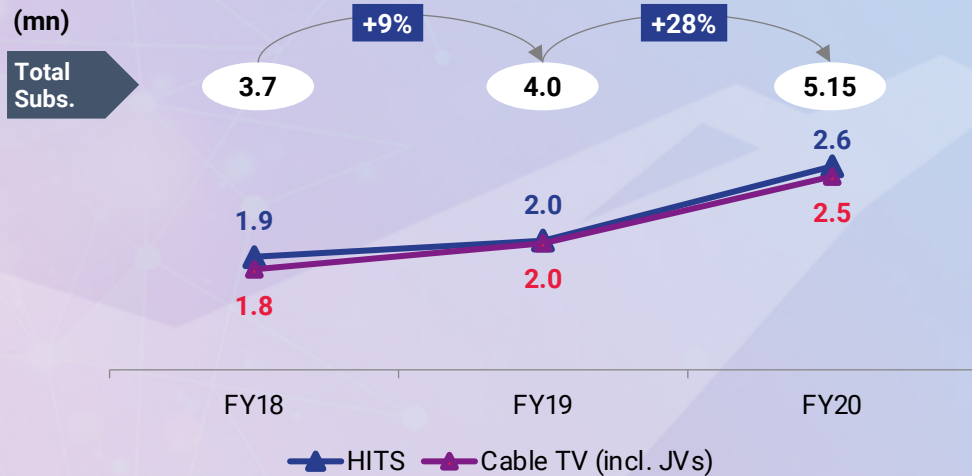
Well laid out business model with sizeable addressable market and high operational leverage



Strong operating metrics leading to robust financial turnaround in FY20 (1/2)

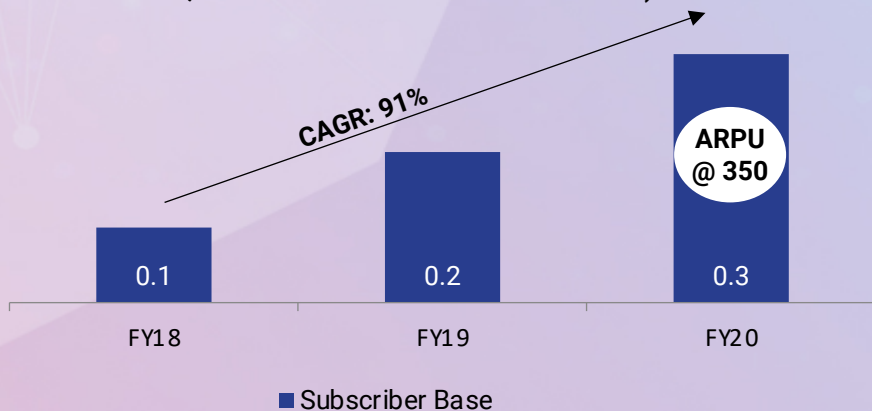


Subscriber Base – Digital Content Delivery

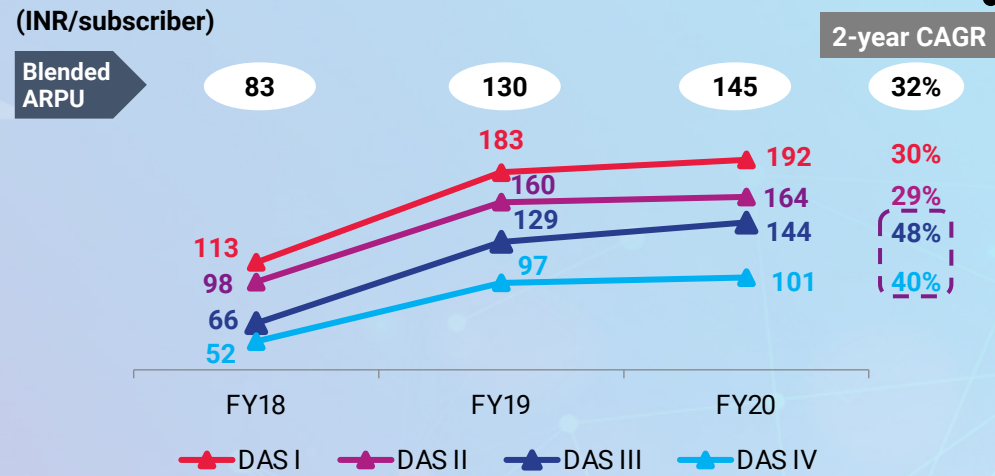


Broadband Services

(Subscriber base in mn; Blended exit ARPU in INR/Subscriber)

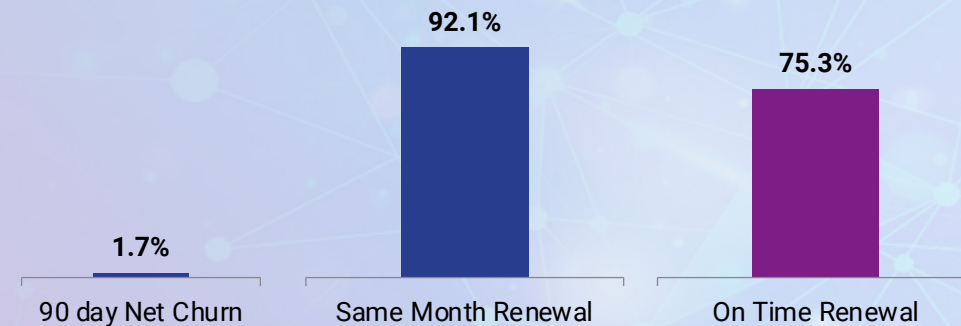


Exit ARPU – Digital Content Delivery



Key Subscriber Metrics

(Exit point data – FY20, %)



Focused on key performance indices to set the tone for a turnaround

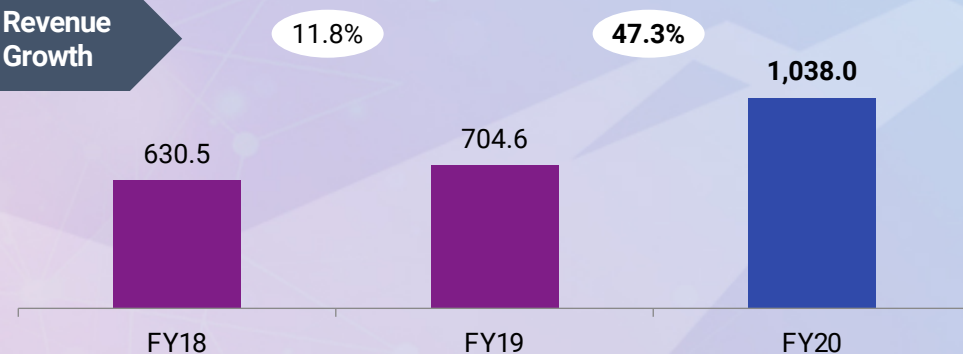


Strong operating metrics leading to robust financial turnaround in FY20 (2/2)

Operating Revenue

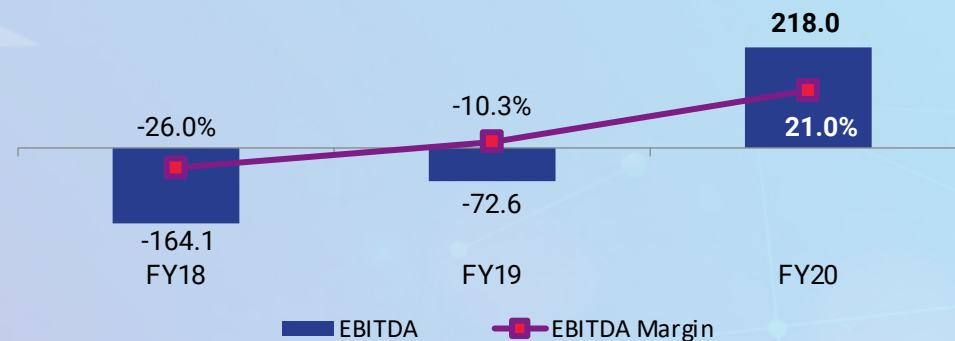
(INR Cr)

Revenue Growth



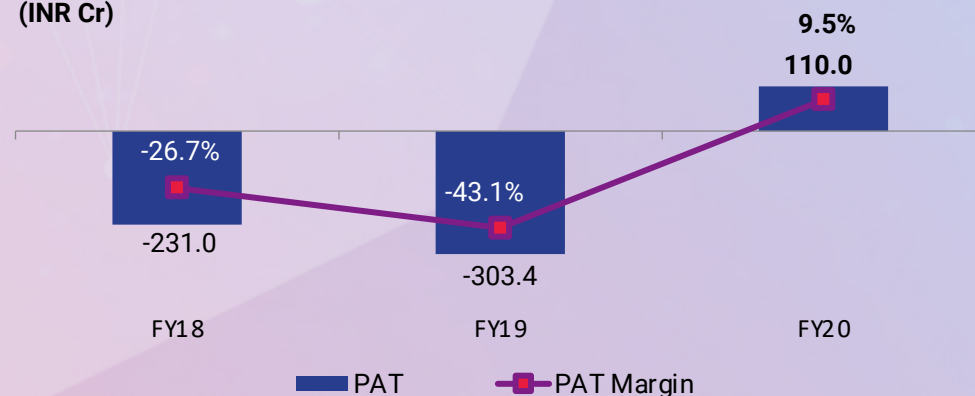
EBITDA

(INR Cr)



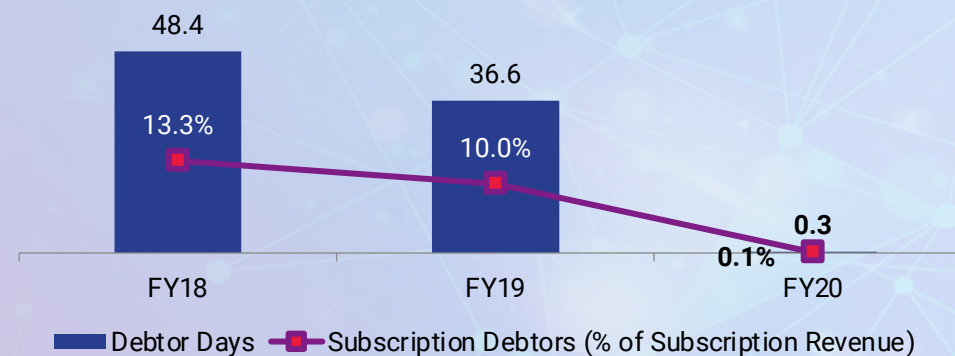
PAT

(INR Cr)



Subscriber Debtor Days

(Average Subscriber Debtor Days)



Successfully managed to turnaround the business through key sustainable initiatives and the stimulus of NTO 1.0

The Indian Media & Entertainment (M&E) industry has been impacted significantly by the Covid-19 pandemic in H1FY21

THE ECONOMIC TIMES

Media, entertainment sector revenue could take 16 pc hit in FY21: Crisil

"The ongoing economic slowdown, made worse by the COVID-19 pandemic, is set to cull Indian media and [entertainment industry](#)'s revenue by 16 per cent - or Rs 25,000 crore - to Rs 1.3 lakh crore this fiscal," it said.



The industry would take a hit of around 18 per cent in revenue from advertisement that accounts for nearly 45 per cent of total income, while the subscription earning that

contributes 55 per cent will be relatively resilient with a likely decline of 14 per cent, Crisil said in a report.

moneycontrol

Be a Pro

All work, no pay: Cable TV industry struggles to keep head above water

The sector has been working against the tide to keep locked down citizens well-informed and well-entertained during the pandemic. With payment collections down 84 percent and consumers turning more value-conscious, the industry is fighting a tough battle.

Even as cable operators keep their masts flying high, however, their coffers have been running dry. The report states collections are down 84 percent and the sale of new set-top boxes has fallen 75 percent. That's hardly surprising.

With the country under lockdown, collections have suffered as housing societies ban outside members, including Local Cable Operator (LCO) agents, from entering their premises. Even with the introduction of digital modes of payment, only 50 percent payment is being received month on

FINANCIAL EXPRESS
Read to Lead

77% of cable TV operators expect a decline in revenue in 2020-2021: INTIN Study

Post lockdown, the study reveals, 77% multiple system operators (MSOs) expect a decline in revenue in 2020-2021. Out of this, 32% of MSO expect the drop to be greater than 25%.

Operators expect a decrease in revenues due to reduction in ARPU as subscribers will try to go to cheaper packs. In order to halt this, broadcasters-cable operators should together/alone launch "targeted consumer offers" using trackable technology.

According to the report, 41% of operators reported that their subscribers deleted channels from packages while 46% operators saw no change. Out of this, demand for news

THE ECONOMIC TIMES

Tata Sky to switch off channels to cut monthly bills for 7 million subscribers

ThePrint
ThePrint Logo

Not just AXN & Dilli Aaj Tak, 40 more channels could shut down, TV industry fears

ET
BRANDEQUITY.com
From The Economic Times

Coronavirus impact: Events, entertainment industry says Covid-19 hit 60 million livelihoods

BUSINESS INSIDER
INDIA

Home > Business > News > Cable TV Operators' Revenue Hit During Lockdown

Cable TV operators' revenue hit during lockdown

Business Today
Tuesday, September 1, 2020 | Updated 18:37 IST

Coronavirus crisis: Why television industry is bleeding despite record consumption

Against the challenges, NXTDIGITAL has continued to grow its business through innovative strategies whilst ensuring safety of all staff, franchisees & subscribers

1

Accelerated “digital payment” adoption for subscribers

Focused on helping franchisees (Local Cable Operators or LCOs) go “digital” i.e. **collecting subscription through on-line methods.**

Partnered with EASEBUZZ (a digital payments mechanism) **even before lock-down to support “contactless” subscription renewals between subscribers and franchisees.** The service facilitates payments through Netbanking, Credit & Debit Cards, Google Pay, PayTM, UPI and other wallet mechanisms.

Conducted online workshops for LCOs across India - to **educate/support transitioning to digital collections.**

Current LCO “digital payment from customer” **base is ~85%** and estimates indicate **collection through digital media @ >70% of subscriber base.**

Focused on converting **Direct Point** customers to contactless renewals. **Digital payments now >95%.**

Engaged LAZYPAY to **support customers seeking short-term credit** for renewals

2

Content Innovation & Credit-risk mitigation

Innovation in packaging to mitigate demands for “post-paid” and/or “credit periods”; whilst **ensuring customer access to quality content at low costs**

Launched lo-risk credit-based “Vishesh Manoranjan Pack” and free “Infopack”

Developed “discounted” **Long Duration Recharge** offers for popular packs



Dear INDIGITAL partners,
In light of the government's decision to extend the nation wide lockdown, we are happy to announce the extension of our super hit Vishesh Manoranjan Pack!

VISHESH MANORANJAN PACK

PAY ONLY ₹ 39/- AND ENJOY UP TO 425 CHANNELS

Activate now. Payment deadline has been extended to 5th May 2020

THE PACKAGE INCLUDES:

- Up to 30 NXT VAS channels • STAR UTSAV • SONY PAL
- ZEE ANMOL • COLORS RISHTY • BBC • CBEBIES
- STAR MOVIES • HUNGAMA • FREE TO AIR (FTA) channels

As we enter the next phase of the lockdown, please **DO NOT DISCONNECT** subscribers for non-payments. Instead please provide them with our **INFOPACK**, available at **ZERO COST**, which has the Doordarshan channels.

For further details please contact your local INDIGITAL executive or visit our portal.



Dear INDIGITAL partners,
Now, subscribe to **SUPER ENTERTAINMENT DHAMAKA PACK** for 3 MONTHS and avail our **SPECIAL PRICE** offer!

SUPER ENTERTAINMENT DHAMAKA PACK

LANGUAGE	CURRENT LCO PORTAL PRICE PER MONTH	NEW DISCOUNTED LCO PORTAL PRICE FOR 3 MONTHS	EFFECTIVE NEW LCO PORTAL PRICE PER MONTH
MARATHI	₹ 221.52	₹ 598.09	₹ 199.36
HINDI	₹ 224.71	₹ 606.69	₹ 202.23
GUJARATI	₹ 225.50	₹ 608.84	₹ 202.95
KANNADA	₹ 224.71	₹ 606.71	₹ 202.24

Note: The prices mentioned in the above table includes the Foundation Pack and GST

LIMITED PERIOD OFFER! SUBSCRIBE NOW!

Please **DO NOT DISCONNECT** subscribers for non-payments. Instead, please provide them with our **INFOPACK**, available at **ZERO COST**, which has the Doordarshan channels.

For further details please contact your local INDIGITAL executive or visit our portal.

3

Implementation of a “Business Continuity Plan”

Ensured **implementation of “Business Continuity Plan” framework** across all functions and hierarchies

Implemented L3 processes to keep the **technical facilities and technical functions operational 24x7**

Re-assigned resources to LCO & customer-facing functions

Set up field & function reporting & monitoring to **ensure minimal complacency** – as well as take corrective action/measures.

Developing **contactless technical support** to **ensure safety of stakeholders**

NXTDIGITAL Initiatives for H1FY21



NXTDIGITAL rolled out a slew of initiatives for both, franchisees (LCOs) and subscribers – to add value during the challenges of the lockdown

COLLECT SUBSCRIPTION AMOUNT USING EASEBUZZ AND ENJOY ATTRACTIVE CASHBACK!!

Do not worry about the lockdown period. Continue using Easebuzz to collect payments, directly into your account through just a SMS link.

COLLECTION TIME PERIOD (through Easebuzz)	CASHBACK OFFER
APRIL 25 th TO MAY 31 st	₹ 5 per subscriber
JUNE 1 st TO JUNE 30 th	₹ 4 per subscriber
JULY 1 st TO JULY 31 st	₹ 3 per subscriber

Subscribers can make online payment through Net Banking, Credit/Debit Card, UPI/BHIM, Paytm, Google Pay etc.

FOR FURTHER DETAILS PLEASE CALL, INDIGITAL: 1860-212-0456 AND NXTDIGITAL: 1860-212-0408. EMAIL: IC_CARE@NXTDIGITAL.IN

Is your site monsoon ready?

We have enclosed a **Monsoon Readiness Guide** to update you about preventive maintenance before the monsoon.

For any query/explanation/details contact your local INDIGITAL executive

OR, WHATSAPP: +91 73045 74082

OR, EMAIL: techhelpdesk@nxtdigital.in

Stay monsoon ready. The time to take precautions is now!

Dear INDIGITAL Partners,

As the monsoon arrives, it is important that you start preparing your Point of Distribution for its safety during this season. Hence we have put together a checklist for you and your site to be monsoon ready!

PREVENTIVE MAINTENANCE GUIDELINES BEFORE MONSOON

- Make sure that the amplifiers and nodes installed are enclosed and the equipment is protected from any water seepage, either from the roof or from the floor.
- Use waterproof seal or insulation tape on all input and output cable connectors for all the amplifiers and nodes installed in an open space.
- Periodic maintenance of connectors is required to ensure no water/rain is built-up which can adversely affect signal. Use WD 40 or similar anti-rust agent spray to easily keep connectors, screws, nuts and bolts in rust free condition on the nodes. Ensure all fused connectors are replaced.

Please contact your local INDIGITAL executive for further details

NXT UDAAN FIRST EDITION

New Launches

Key Business Developments

LCO Corner

Innovations

About NXTUDAAN

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Editor: Pooja Purohit

Editorial team: Shikha de Souza, Alpana Kulkarni, Divya Murthy

BRINGING HOME THE BEST OF EDUCATIONAL CHANNELS FOR YOUR KIDS!

Your kids can learn a lot more in a fun and engaging way through our 3 new channels, at **ZERO COST, AVAILABLE NOW!**

- KISHORE MANCH:** A 24 x 7 education channel of NCERT for classes IX - XI students
- PANINI:** A channel for Indian Culture and Heritage, Science & Technology, Music & Painting, Economics & Business studies
- SHARDA:** An education channel which provides courses for Sr. Secondary level, class 11th & 12th

STAY HOME, STAY SAFE AND MAKE SURE EDUCATION FOR YOUR KIDS CONTINUES.

RAMADAN SPECIAL PACK

चैनल का नाम	चैनल नं.	चैनल का नाम	चैनल नं.
इब्राहिम टीवी	119	टीवी इरु	418
जी सलाम	417	टीवी कारीम	347
आमना सहरा	986	4 टीवी मयूज	419
चैनल तिम	422	मुस्लिम मयूज	858
मयूज 1.0 इरु	416	सुखीय टीवी	994
अल जलील	778		

कीमत : ₹16.95 (टैक्स अतिरिक्त), 23 मई 2020 तक मान्य.

Ramadan Kareem

RECHARGE NOW. PAY LATER!

Only with LazyPay at 0% interest.

PAY FOR YOUR INDIGITAL SUBSCRIPTION WITH EASE:

- Recharge on INDIGITAL with just an OTP
- Pay later at 0% interest
- Clear your dues on LazyPay once every 15 days
- Applicable only for INDIGITAL direct subscribers

ENJOY UPTO 31

AMAZING INDIGITAL VAS CHANNELS!

EXPERIENCE A WIDE VARIETY OF **WHOLESALE ENTERTAINMENT** FOR THE ENTIRE FAMILY WITH INDIGITAL VAS CHANNELS

Stay notified. Stay safe. Protect yourself and your family from COVID-19.

DOWNLOAD NOW

AAROGYA SETU APP

- Get information about the places with high number of cases in your vicinity
- Get latest updates and precautionary measures required to stay protected.
- Get alerted if you have unknowingly come in contact with an infected person.
- Get instructions on how to isolate yourself in case you develop symptoms.

AVAILABLE ON App Store & Google Play

#NXTDIGITALCARES



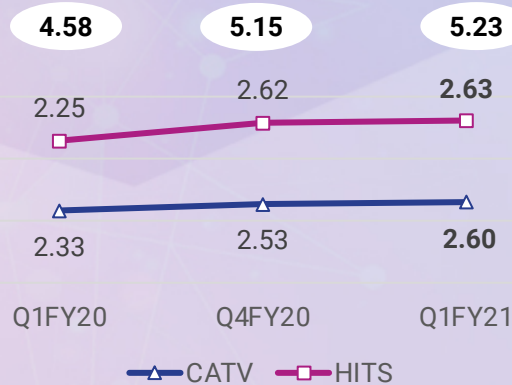
HINDUJA GROUP

Q1 strategy reflected in strong KPIs

The Q1 focus on retention through the initiatives have helped in ring-fencing key metrics like control of churn and maintaining On-Time Renewals

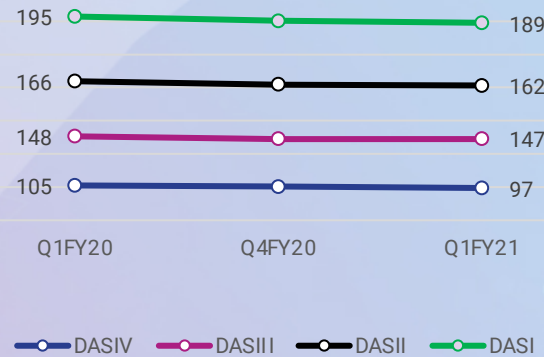
Sub. Base - Digital content delivery

(in millions)



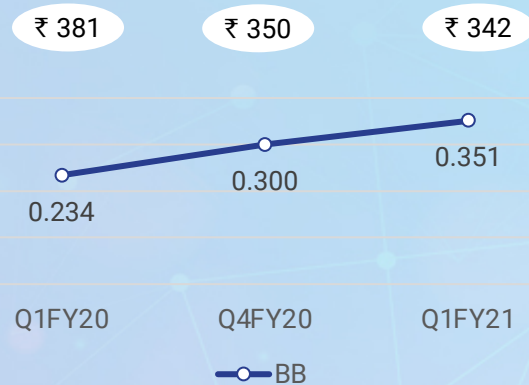
ARPU's- Digital content delivery

(Exit point in ₹)



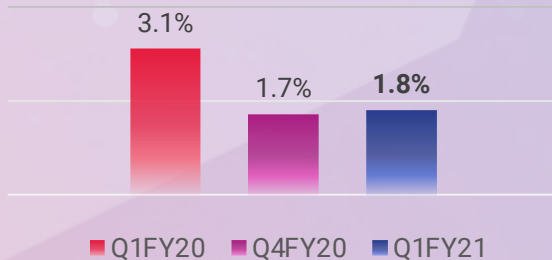
Broadband sub. Base & ARPU

(sub. base in millions & exit ARPU in ₹)



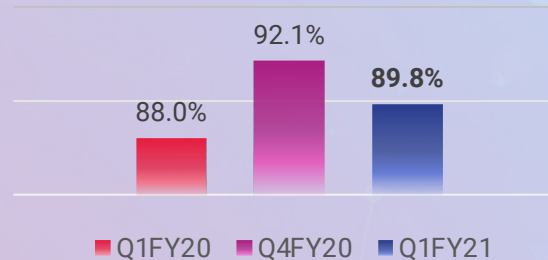
90-day Net Churn

(Exit point data)



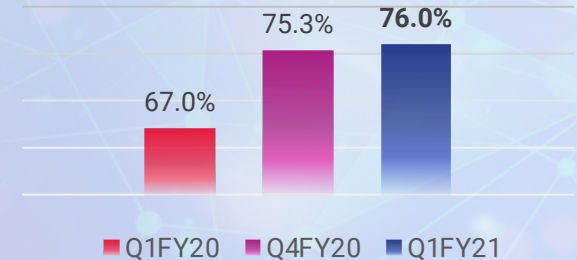
Same Month Renewal

(Exit point data)



On-Time Renewal

(Exit point data)



All key metrics have continued to remain stable or grow through a Covid-impacted quarter

Maintaining a robust performance in Q1

The KPI performance is reflected in another strong quarterly fiscal performance, with a continuing growth in top-line and EBITDA

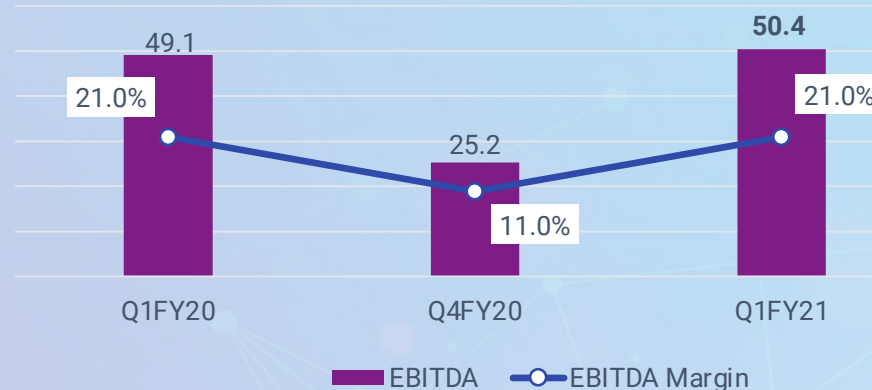
Operating Revenue

(in ₹crs)



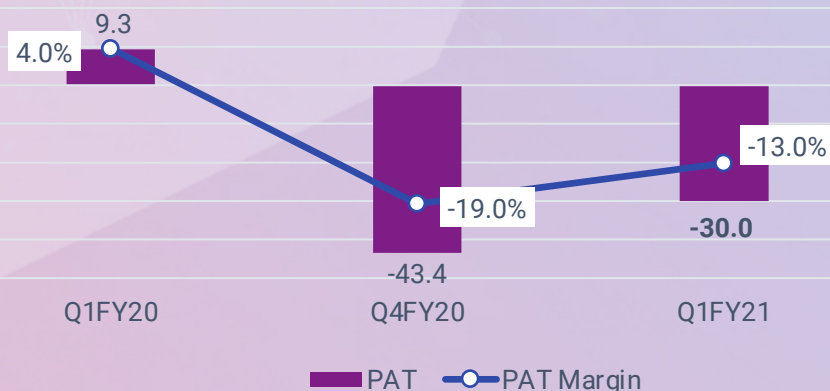
EBITDA

(in ₹crs)



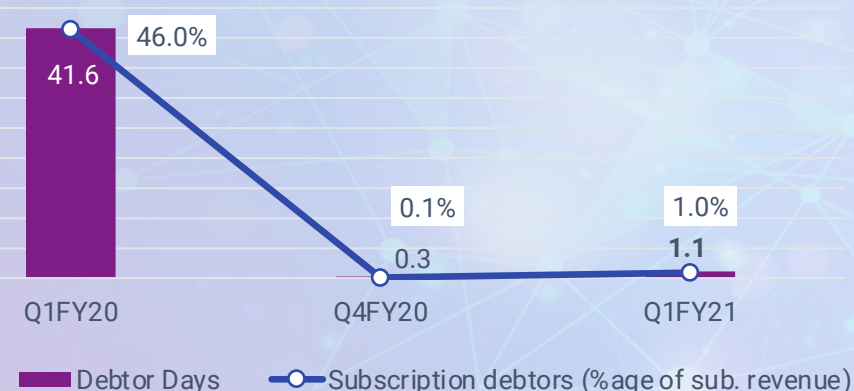
PAT

(in ₹crs)



Subscriber Debtor Days

(Average Subscriber Debtor Days)



NXT Customer Outreach Programmes



NXTDIGITAL consumer connect programmes “Ganpati Bappa Morya” and “Durgotsav” facilitated festivals were “enjoyed with the safety and comfort of peoples’ homes”. It also heralded the launch of our new channel “NXT Tarang”

Ganpati Bappa Morya

Decorate, Celebrate and Share Your Love for Bappa!

Record and send us your videos of the festivities at home.

Shortlisted videos to be featured on our local cable channel.

Win Exciting Prizes for the Best Ganpati Idol, Best Ganpati Decoration and Best Eco-friendly Ganpati.

Upload your video entries at Ganpatibappamorya.nextdigital.in For further queries (about this event ONLY) please call 1860-212-6456

SHARE EACH MOMENT OF YOUR GANPATI BAPPA'S STAY AT HOME WITH THE WORLD.

Get to win special prizes for the following categories by uploading your home Ganpati video and answering a simple question:

- Best Ganpati Idol • Best Ganpati Decoration • Best Eco-friendly Ganpati

1st PRIZE HOME THEATER SYSTEM
2nd PRIZE WONDERCHEF TANGOO
3rd PRIZE WONDERCHEF COOKWARE SET

Upload your video entries at Ganpatibappamorya.nextdigital.in For further queries (about this event ONLY) please call 1860-212-6456



It's time to prepare for celebrations and joy, as Maa Durga graces us with her arrival.

Durgotsav

COMING SOON!

As the sound of joy ushers in the celebrations, let the world know Maa Durga is here to bless us all.

Durgotsav

Celebrate this auspicious festival in grandeur with NXTDIGITAL.

Record and send us your videos of singing/dancing/recitation.

Shortlisted videos to be featured on TV.

Top 3 performances in each category stand a chance to win exciting gifts.

Upload your video entries on durgotsav.nextdigital.in For further queries (about this event ONLY) please call 1860-212-6456

This Durga Puja, let your golden voice reach every heart.

Durgotsav

Win over hearts with your beautiful voice and let the world discover your talent this festive season.

Record and send us your videos of singing.

Shortlisted videos to be featured on TV.

Top 3 performances stand a chance to win exciting gifts.

Upload your video entries on durgotsav.nextdigital.in For further queries (about this event ONLY) please call 1860-212-6456

नेक्स्टडिजिटल ने अपने नये कंज्यूमर कनेक्ट प्रोग्राम ‘गणपतिबप्पामोरया’ की घोषणा की

मुंबई, केनर केशरी

देशवासी भगवान गणेश का स्वागत करने की तैयारी कर चुके हैं। ऐसे में हिंदुजा समूह की मीडिया शाखा, नेक्स्टडिजिटल ने ‘कंज्यूमर कनेक्ट प्रोग्राम - ‘गणपतिबप्पामोरया’ शुरू किया है, ताकि वैश्विक सामग्री के बीच खुलासा और सूझा का संदेश दिया जा सके। इस पहल के ज़रिए, नेक्स्टडिजिटल उपभोक्ताओं को प्रोत्साहित करेगा कि वो अपने घरों में रहते हुए गणेशोत्सव मनावें (अर्थात् सजावट, स्थान और आरती) का वीडियो अपने वेबसाइट फॉर्म से भेजें और उसे नेक्स्टडिजिटल की वेबसाइट पर अपलोड करें। इस वीडियो प्रतियोगिता के ज़रिए, चुनिंदा प्रतिभागियों को डिजिटल और नेक्स्टडिजिटल



नेटवर्क के टीवी चैनलों पर दिखने का मौका मिलेगा। जहाँ डर्रा सॉलरिटी चरित्रों के बारे में विचार विमर्श जायेगा।

कंज्यूमर कनेक्ट प्रोग्राम का उद्देश्य है कि गणपति पूजा की तैयारी करने वाले लोगों को एक साथ लाने में मदद करे और उन्हें गणपति पूजा के अलावा अन्य गणेशोत्सव के रीति-रिवाजों के बारे में जानकारी दे सके।

नेक्स्टडिजिटल ने अपने नये कंज्यूमर कनेक्ट प्रोग्राम - गणपतिबप्पामोरया की घोषणा की

Ganpati Bappa Morya

Share each moment of your Ganpati Bappa's stay at home with the world.

Get to win special prizes for the following categories by uploading your home Ganpati video and answering a simple question:

- Best Ganpati Idol • Best Ganpati Decoration • Best Eco-friendly Ganpati

1st PRIZE HOME THEATER SYSTEM
2nd PRIZE WONDERCHEF TANGOO
3rd PRIZE WONDERCHEF COOKWARE SET

Upload your video entries at Ganpatibappamorya.nextdigital.in For further queries (about this event ONLY) please call 1860-212-6456

NXTDIGITAL Ltd announces launch of new consumer connect program for Durga Puja

Kolkata, Oct 19 (UNI) As the country gears up to welcome Goddess Durga this October, NXTDIGITAL, the media arm of the Hinduja Group, has launched a consumer connect program - 'NXTDIGITAL DURGOTSAV'.

The consumer connect program is launched with an aim to spread the message that though the festivities may be diluted due to the challenges of the pandemic, one can still celebrate the festival of their revered Ma Durga through the company's unique Durga Puja initiative. As part of this initiative, NXTDIGITAL would encourage consumers to record videos of themselves performing under three categories, namely - 'song', 'dance' and 'recitation' and upload the same on durgotsav.nextdigital.in starting from 17th Oct 2020 till 23rd Oct 2020. This will be further promoted across NXTDIGITAL's social media channels and website.

दुर्गापूजा उपलक्ष्य नव नूतन ग्राहक संयोग कर्मसूची घोषणा करन NXTDIGITAL Ltd. - 'NXTDIGITAL DURGOTSAV'

दुर्गापूजा उपलक्ष्य नव नूतन ग्राहक कर्मसूची घोषणा करन NXTDIGITAL Ltd. - 'NXTDIGITAL DURGOTSAV'

दुर्गापूजा उपलक्ष्य नव नूतन ग्राहक कर्मसूची घोषणा करन NXTDIGITAL Ltd. - 'NXTDIGITAL DURGOTSAV'



Durgotsav

Upload Video To Win!

CONTESTS

1. Best Video of Local Puja Celebration

2. Best Video of Local Puja Celebration

3. Best Video of Local Puja Celebration

4. Best Video of Local Puja Celebration

5. Best Video of Local Puja Celebration

6. Best Video of Local Puja Celebration

7. Best Video of Local Puja Celebration

8. Best Video of Local Puja Celebration

9. Best Video of Local Puja Celebration

10. Best Video of Local Puja Celebration

Durgotsav

Upload Video To Win!

CONTESTS

1. Best Video of Local Puja Celebration

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6. Best Video of Local Puja Celebration

7. Best Video of Local Puja Celebration

8. Best Video of Local Puja Celebration

9. Best Video of Local Puja Celebration

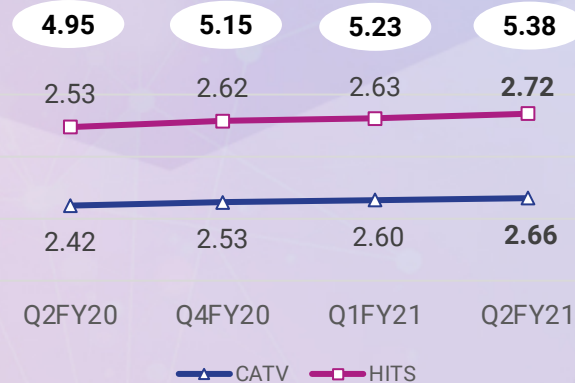
10. Best Video of Local Puja Celebration

Q2 strategy reflected in strong KPIs

The Q2 initiatives focused on customer outreach, innovative solutions and cross-selling has continued to ensure strong KPIs, even against the challenging environmental backdrop

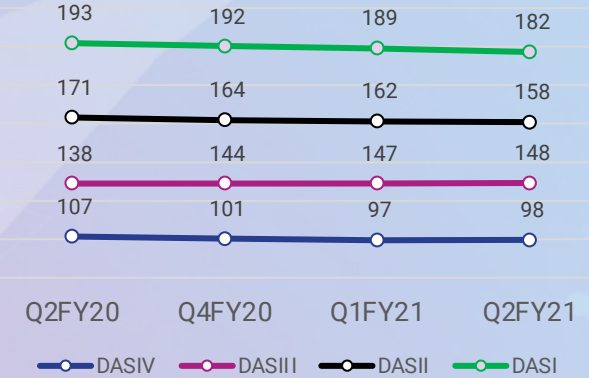
Sub. Base - Digital content delivery

(in millions)



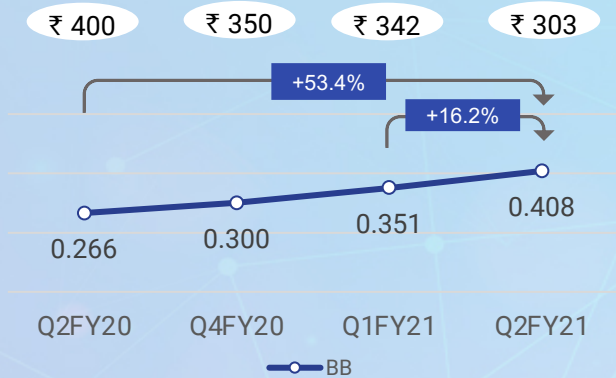
ARPU's- Digital content delivery

(Exit point in ₹)



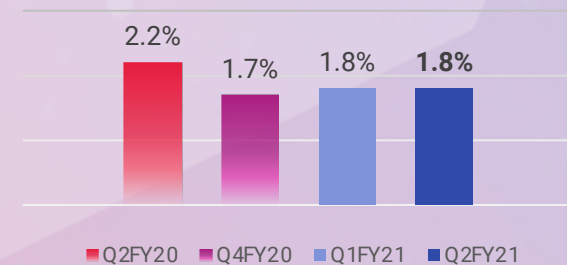
Broadband sub. base & ARPU

(sub. base in millions & exit ARPU in ₹)



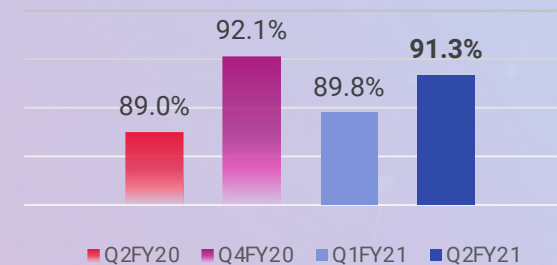
90-day Net Churn

(Exit point data)



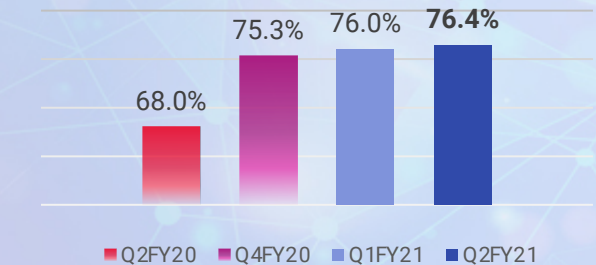
Same Month Renewal

(Exit point data)



On-Time Renewal

(Exit point data)



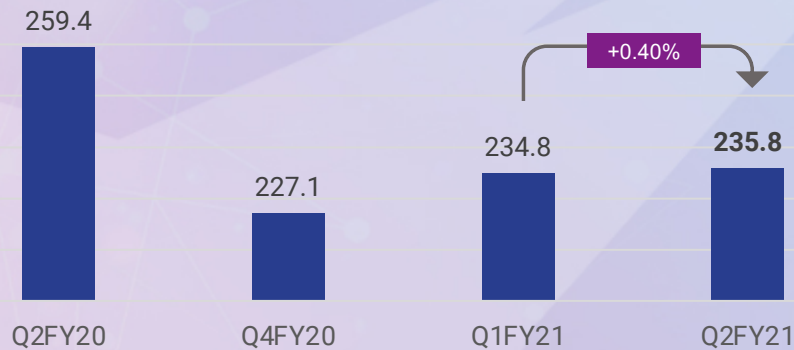
All key metrics have continued to remain stable or grow in Q2

Continuing strong quarterly financial performance

All revenue parameters continue to show growth on a quarter-on-quarter basis, buoyed by strong KPIs

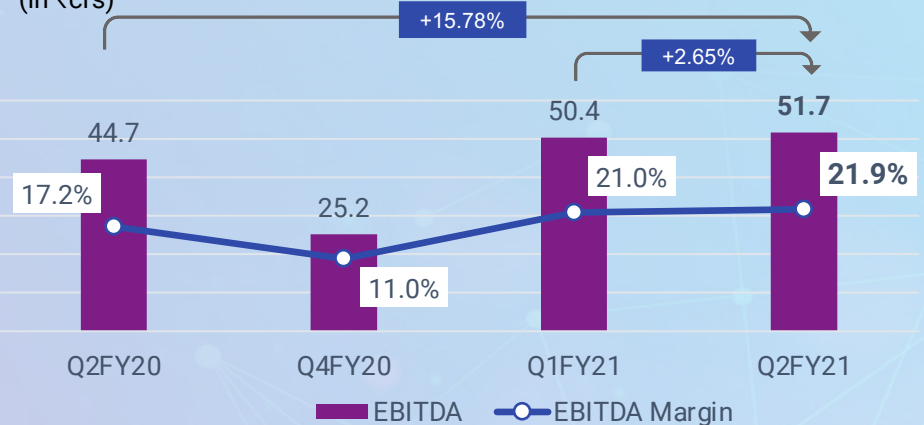
Revenue

(in ₹crs)



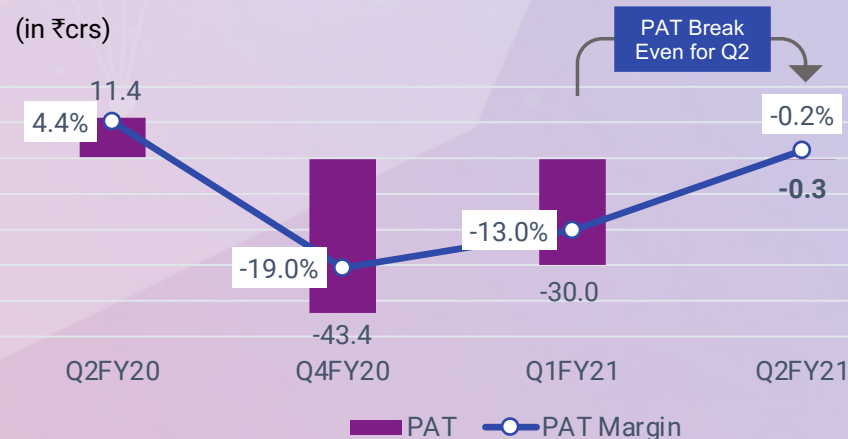
EBITDA

(in ₹crs)



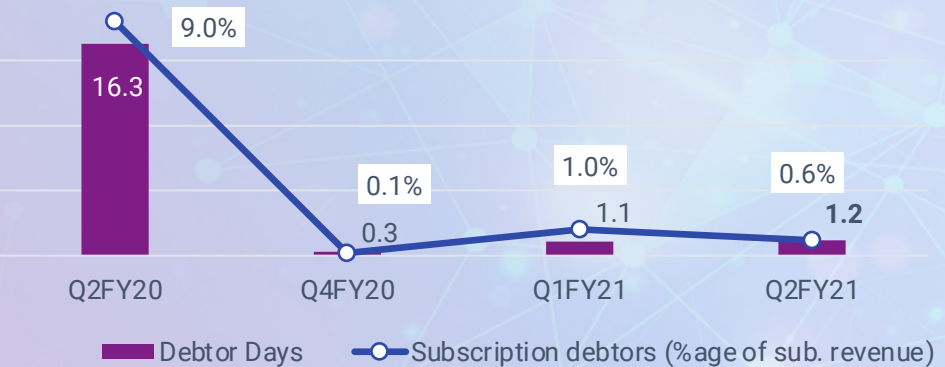
PAT

(in ₹crs)



Subscriber Debtor Days

(Average Subscriber Debtor Days)



Ending H1FY21 on a strong note

Key financial performance parameters continued to see a strong and stable trend from last fiscal through H1FY21

Revenue

(in ₹crs)

Stable revenue; nominal dip of @ 3.58%

488.0

470.6

H1FY20

H1FY21

■ Revenue

EBITDA

(in ₹crs)

YoY EBITDA growth of 8.68%

19.2%

93.9

H1FY20

102.1

21.7%

H1FY21

■ EBITDA ● EBITDA Margin

PAT

(in ₹crs)

20.8

4.3%

H1FY20

-6.2%

-34.2

H2FY20

-6.4%

-30.4

H1FY21

■ PAT ● PAT Margin

NXTDIGITAL ends Q2FY21 (and H1FY21) on a strong note; against the challenging backdrop of Covid-19 that has significantly affected the media & entertainment business across all segments

Subscriber base not only retained but also sees growth in both, video and broadband segment; mitigating aspect of “reverse migration” and “economic driven downgrades”

All KPIs continue to remain stable

Revenues and EBITDA continues to grow on a QoQ basis

Company turns break-even at PAT level in Q2

Strategy & Outlook | Vision



Technology

- Continue to deploy new products and solutions to stay ahead of the curve, like advanced hybrid STBs

Managed Services

- Extend Managed Services to regional & smaller MSOs
- 1,600+ MSOs in India as addressable market

Upselling

- Re-engineer approach to grow yield through product upselling (FTA → pay SD → pay HD)
- Develop regional flavor drivers

Essential toolkit

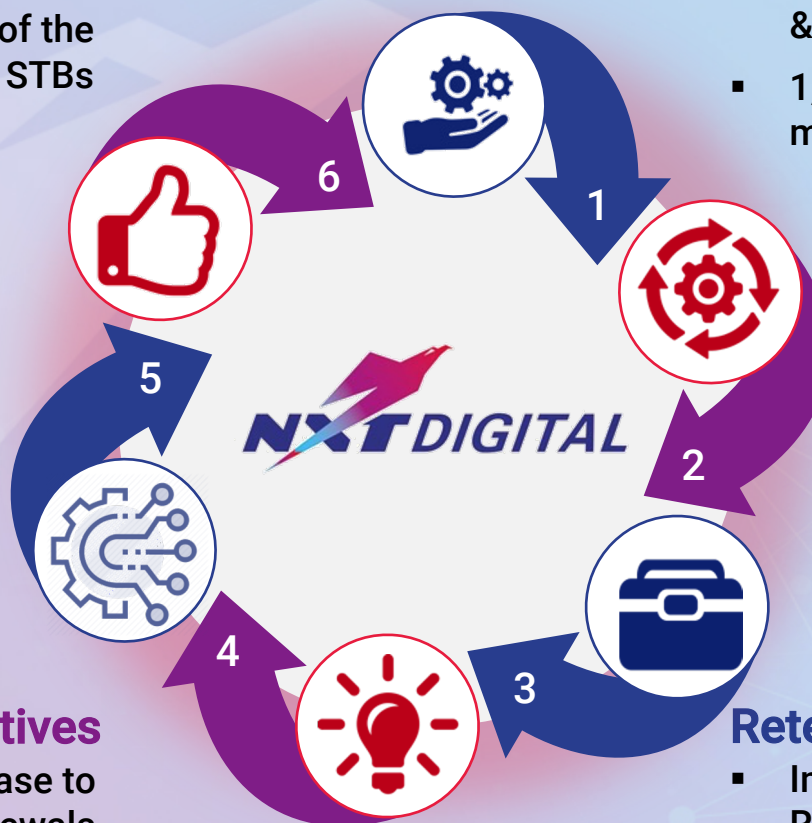
- Support LCOs to adapt offering “bundled” products – HITS or CATV + Broadband + VAS
- Cross-selling to existing 5.38mn customer base
- Strategic alliances for toolkit products like CCTV etc.

Digital Initiatives

- Conversion of subscriber base to adopt digital renewals
- Enhance LCO digital engagement & capabilities

Retention

- Improving On-Time and Same-Month Renewals
- Strategic alliances with OTT partners
- Launch new packages to drive retention, like VoD services etc.



Parallel initiatives for the ecosystem



“**M-SAATHI**”....A Cloud-based mobile app to allow customers to gain easy access to local services in their community, managed by NXTDIGITAL franchisees.

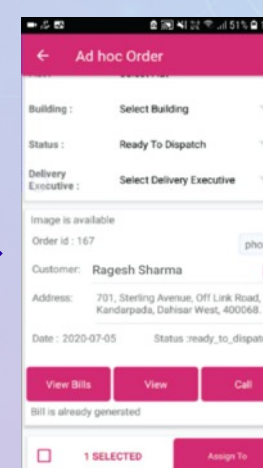
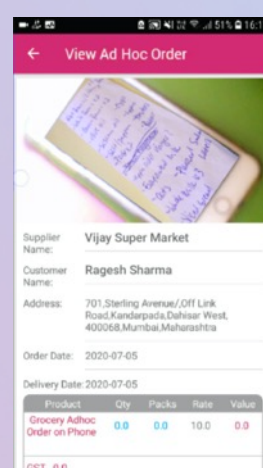
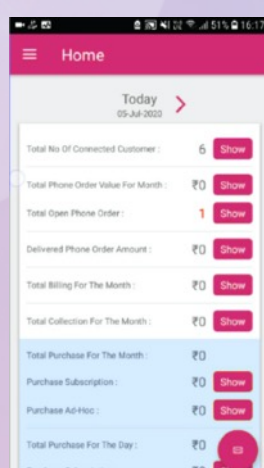
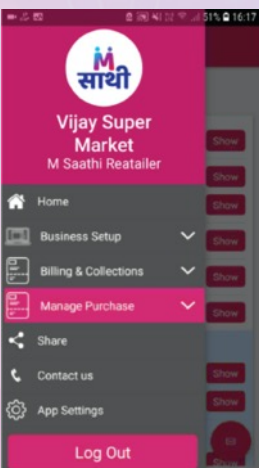
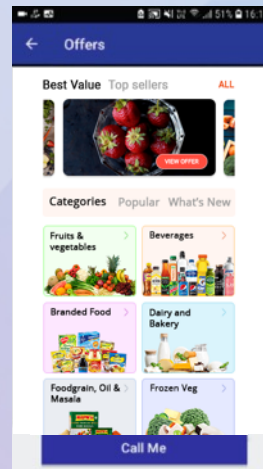
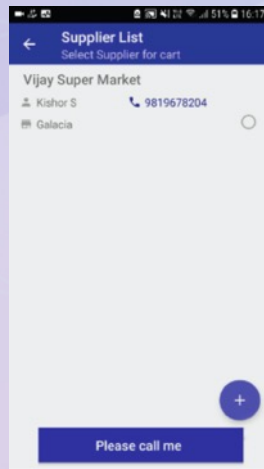
The solution is designed to provide a **new revenue stream for our thousands of franchisees (LCOs)** across India - in line with our Hinduja Group principle of establishing “**partnership for growth**”.

The proposition is to jointly create a “**Neighborhood Marketplace**” enabled by mobile app so that a consumer can access local merchants

The objective is to build a strong ecosystem of local merchants around the LCO – connecting merchants to consumers, seamlessly.

Service will also be used by franchisee for “**contactless**” collection of cable TV or broadband subscriptions; and upselling new products and solutions.

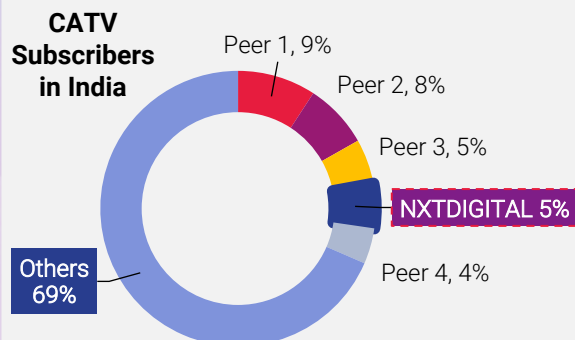
User interface design & graphics/visuals are for illustrative purposes only. Brand names “**M-SAATHI**” and “**NXTLIVE**” are working titles and may be subject to modification.



Future growth drivers firmly in place

1

Managed Services & Acquisitions



Potential to **offer services to peers** and **emerge as a significant player** basis the unique technology deployed

Fragmented CATV market with **69% of the ~100mn CATV base comprising smaller MSOs** – ranging in size from 50,000 to 250,000; and in exceptional cases up to 1mn

Several MSOs looking to either reduce operating expenses as well as stay relevant in the new digital era; or exit the business

NXTDIGITAL can look to expand its serviced base from >10mn to around 30% of this base, either through managed services or acquisitions; **taking its total serviced subscribers to >30mn**

2

The Digital Boutique



NXTDIGITAL has all the elements for a **pan-India E2E digital play and beyond...**

Captive reach (via CATV & HITS), broadband & FTTH (via OIL) and content (via INE). Further extensive **reach to over 50mn touch points** through group companies

In the emerging digital play, NXT will look to **offering integrated digital solutions** to its own subscribers as well as those of managed services customers.

Services would include home surveillance, telemedicine and learning – **focusing on the emerging semi-urban, semi-rural & rural markets**

Helping its E2E ecosystem grow by **developing franchisees** into not just digital solutions providers but also **marketing channels** for group and other company products; **ranging from FMCG to financial products**

3

Satellite Media Services



NXTDIGITAL is **poised to optimize satellite services** – basis its national **network of franchisees** and its inherent **expertise of delivering services via satellite**

Can **deliver broadband to lo/no broadband penetrated markets**; leveraging NXT's network of over **1,600 points-of-presence** and **~30,000 Feet-on-Street**

Can **deliver OTT caching services** for OTT platforms to the edge of networks – **reducing dependencies on expensive CDNs** – especially in markets outside of Tier I cities.

Can **extend this to providing low-cost OTT** over satellite to these yet-to-be-tapped markets, ensuring retention and ARPU growth.

NXTDIGITAL can also look to **expand its service base across its satellite footprint**, covering **SAARC countries**, subject to regulations

Significant developments to facilitate growth

Two major developments on the regulatory front, that will have positive impact on NXTDIGITAL...

Ministry of Information & Broadcasting has **issued a detailed Order on 06th November'20 notifying sharing of HITS infrastructure** with other MSOs.

- Order effectively facilitates NXTDIGITAL to operate as a **"Platform-as-a-Service" or PaaS model**, paving the way for onboarding new digital services
- With this order, NXTDIGITAL's HITS platform becomes the only B2B platform in India to be notified for infrastructure sharing.**



Home > Industry > Media > OTT, digital news content brought under ministry of I&B's ambit



Online content and news finally comes under MIB's jurisdiction

Until now there was no particular guideline to regulate online content.

11 Nov, 2020 - 11:40 AM IST | By Gargi Sarkar



About 15 video streaming platforms operating in the country had come together under the aegis of the IAMAI to sign a code of self-regulation earlier this month. (Mint)

OTT, digital news content brought under ministry of I&B's ambit

2 min read . Updated: 11 Nov 2020, 11:20 AM IST
Lata Jha

- The government issued a gazette order to this effect on Wednesday after the ministry of information and broadcasting expressed disagreement with the industry body's proposed self-regulation plan

The meteoric rise of digital put high focus on how content will be regulated. Until now there were no particular guidelines to regulate the exhibition of content, even though talks have been on for a long time. Now, the government has brought online news and content providers under the purview of the ministry of information & broadcasting (MIB).

Govt brings online news platforms, content providers under MIB

In a notification dated November 9, the President has approved the order to bring web films, digital news, etc. under I&B ministry headed by Prakash Javadekar

online platforms will come under MIB's purview.

Leveraging HITS to deliver Managed Services

Benefits of Managed Services to MSO

Reduce Costs

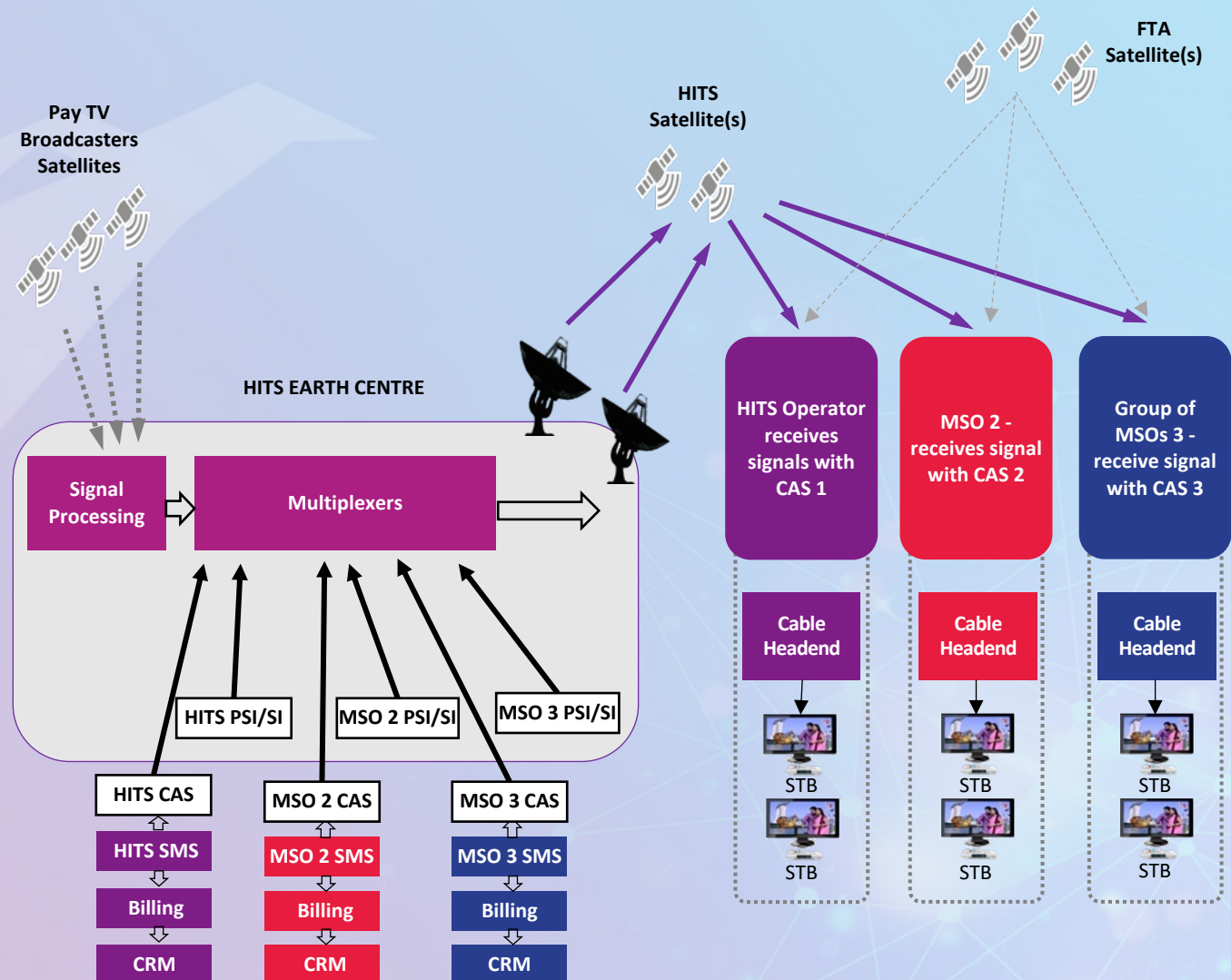
- Low cost of connectivity due to independence from fibre network
- MSO does not require to invest in a control room or drop point – Low cost of operations
- Eliminates technology upgradation investments for MSO

Enhanced Revenues

- Greater choice to end user with 700+ channels and multiple bouquets leading to higher ARPU
- High quality signal which is independent of fibre network or weather conditions

Independence & Easy Expansion

- MSO continues to own the subscriber delivering services through NXT's tech infrastructure
- Freedom to develop their own packs and billing systems, CAS, STB etc.
- Easy expansion by simply placing NXT COPE in desired geography





Digital Services Company

360° presence across distribution platforms - digital cable, HITS, wireline broadband to own 5.38mn+ subscribers.

Significant presence in the fastest growing demographics of semi-urban & rural India



Defined "inherent" growth strategies

Opportunities for "bundled" products and cross-selling services to existing base

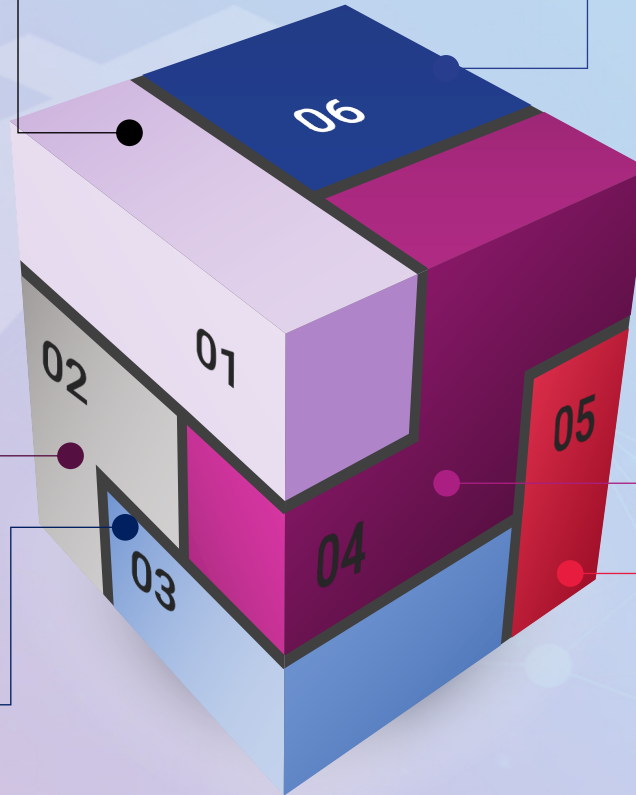
Grow ARPUs through upselling and leveraging the FTA to HD lifecycle



Managed Services Growth Driver

Contracted for ~5.16mn; onboarding in progress.

Market potential includes existing peers as well as regional & independent MSOs who comprise 69mn TV HHs



Emerging technology opportunities

Optimise infrastructure and LCO network to launch services like broadband, OTT and CDN over satellite.



Expansion Possibilities

Capability to expand to new markets by offering HITS services in Africa, Bangladesh and other parts of Asia, subject to regulations



Leverage the pan-India network

Grow the E2E ecosystem by developing loyal franchisees into marketing channels for products

Optimise the >30,000 feet-on-street and >1,600 PoPs



NXTDIGITAL LIMITED



HINDUJA GROUP