

PRESS RELEASE

Tuesday 24th August 2021

NXTDIGITAL announces the rollout of its 100 NXTHUB project from Ranchi

A strategic initiative to deliver digital services, including video and broadband, to over 100 new geographies

NXTDIGITAL, the media vertical of the global Hinduja Group and India's premier integrated digital distribution company offering digital cable, HITS (Headend-In-The-Sky) and broadband; today announced the launch of its new initiative – the “NXTHUB”. The initiative envisages expanding the company's coverage to at least another 100 towns – through a unique networking model of setting up advanced digital “owned and operated” NXTHUBs. Each NXTHUB is equipped with the latest technology comprising an ADDS or Advanced Digital Distribution system – to distribute video signals received via satellite and broadband to Last Mile Owners (LMOs) and their customers. The model eliminates the need for LMOs to invest in related headend technology whilst having access to these points of presence across the country.



NXTHUB will roll out in Ranchi, Jharkhand first under the “Umeedo ki Udaan” tagline that aims at encouraging entrepreneurship amongst Last Mile Operators (LMOs) and support the Digital India mission. All that LMOs need to do is connect to a NXTHUB and be able to offer their subscribers over 650 television channels in standard (SD) and high definition (HD) and eventually broadband and other digital services.

Vynsley Fernandes, MD & CEO at NXTDIGITAL says, “One of the key principles of the Hinduja Group is “Partnership for growth”. By investing in these future-ready NXTHUBs, we are looking to forge partnerships with LMOs who do not have the capacity to invest in expensive headend and other equipment but have the right spirit of entrepreneurship. We believe this model will not only help LMOs sustain their business but also grow, offering their customers over 650 digital channels and eventually broadband and other services”.

The NXTHUBs are being set up at strategic locations across the country to enable LMOs to connect up easily for a signal. The “plug-and-play” model supports LMOs to go digital literally within a few hours of connecting up, delivering high quality digital television channels, broadband and other services as they're rolled out.

Commenting on the Ranchi launch, **Mr. Sanjay Das, Regional Head for East India** said, “There are many LMOs who want to be able to offer their customers good service and work in a transparent business model. The NXTHUB model specifically addresses this, without exception. We are delighted to be kicking off this nationwide initiative from Ranchi, which we believe has

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not just tremendous potential for such a service but also a strong community of LMOs, focused on giving their subscribers a high quality of service.”

NXTDIGITAL already has a significant presence across several townships in Jharkhand and this launch from Ranchi will enable the brand to strengthen its presence in the capital city of the state. The subscriber benefits of this initiative are – access of over 650 digital channels, sharp video quality and sound, delivery over satellite - so not impacted by fibre cuts and weather conditions, along with 24* customer support.

The company plans to roll out its 2nd NXTHUB by early September in Nashik, Maharashtra, with more to follow swiftly thereafter.

NXTDIGITAL also plans to shortly announce its broadband services in regions where it's not available and enable subscribers to avail combo services of video and broadband offerings from NXTDIGITAL.

About NXTDIGITAL LIMITED (www.nxtdigital.co.in)

NXTDIGITAL Limited (NDL) is the media vertical of the global Hinduja Group. The media and communications company is India's premier integrated Digital Delivery Platforms company - delivering services via satellite, digital cable and broadband. With a pan-India reach, NXTDIGITAL delivers television services through a dual delivery platform consisting of digital cable and the country's only **Headend-In-The-Sky (HITS) satellite platform**, under the brand names **INDigital** and **NXTDIGITAL** respectively.

The Company's Digital Cable television platform delivers **750+ channels across 100+ cities and towns** whilst the HITS service is available in more than **1,500 cities and towns covering more than 4,400 pin codes** - with a significant presence in the fastest-growing demographics of semi-urban, semi-rural and rural India. The company, which has completed its 25th year of operation is well established nationally through a franchisee base of nearly **10,000 Last Mile Owners**; delivering digital services to millions of customers across the length and breadth of the country.

A game-changer in the industry, the HITS platform also provides infrastructure sharing services to **Multi-System Operators (MSOs)**; providing them with a highly cost effective way to deliver their services via satellite at a significantly improved level of quality of service. With its state-of-the-art HITS facility and data centers, it is the only company that can offer direct-to-network services to any corner of the country.

Other than Television services, its subsidiary **ONEOTT iEntertainment Limited** is one of India's top 5 Internet Service Providers and has a strong presence in Broadband and Internet services in **40+ cities**. Its services under the brand "**ONE Broadband**" provide converged services of Video, Data and Voice to consumers by delivering high-speed internet and services across multiple cities in India. With "ONE Gigafiber", the broadband company also provides FTTH (Fibre to the Home) services for consumers - providing speeds up to 1,000Mbps.

About HINDUJA GROUP

The Hinduja Group is one of India's premier diversified and transnational conglomerates. Employing nearly 150,000 employees, with presence across 38 countries it has multi-billion-dollar revenues. The Group was founded over a hundred years ago by Shri P.D. Hinduja whose credo was "My duty is to work so that I can give."

The Group owns businesses in Automotive, Information Technology, Media, Entertainment & Communications, Banking & Finance Services, Infrastructure Project Development, Cyber Security, Oil and Specialty Chemicals, Power, Real Estate, Trading and Healthcare. The group also supports charitable and philanthropic activities across the world through the Hinduja Foundation.

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