

PRESS RELEASE
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NXTDIGITAL WINS THE PRESTIGIOUS "INDUSTRY GAMECHANGERS AWARD 2024" AT THE VIDEO & BROADBAND SUMMIT 2024

- Reflects the media group's focus on innovation and harnessing emerging technologies, whilst enhancing the quality of services to its vast customer base.
- Gamechanger status validates the company's smart growth in Q3 – with broadband growing by over 13% quarter on quarter and the digital television subscriber base also growing by 7% during the same period.

NXTDIGITAL, the rapidly growing digital media division of technology-led customer experience company Hinduja Global Solutions Ltd. (HGS) has bagged the prestigious "Industry Gamechanger Award 2024" in the Video, Broadband & Distribution Industry category at the recently held Video & Broadband Summit 2024 in Mumbai. **NXTDIGITAL**, with a presence in digital television via cable and satellite, broadband, enterprise services, OTT aggregation and content syndication, snapped up the award for its consistent innovation and harnessing emerging technologies to drive growth.



NK Rouse, Chief Operating Officer at **NXTDIGITAL** received the award on behalf of the organisation and said, "This award is a recognition of our constant efforts to provide innovative and cost-effective solutions for our growing customer base, pan-India. It is a testament to our belief that we're on the right path towards customer-centric growth. We are grateful for the ecosystem to recognise us as a gamechanger in the digital distribution space."

NXTDIGITAL's Q3 results reflect the company's innovative approach and strategic initiatives to ensure it remains on its aggressive growth path, with customer preferences at the centre. The media division's broadband subscriber base grew substantially by 13% over Q2, and its digital television subscriber base increased by 7% during the same period. Notably, the company is focusing on Tier 2 & Tier 3 markets – which are amenable to steady ARPU growth in the future.

Vynsley Fernandes, Wholetime Director at HGS and Head of the media businesses said, "This award elevates our Q3 performance across all our business verticals as we offer an innovative integrated solution to customers – with broadband, television & OTT as the base product layer.



Not only has the broadband and digital television business seen a strong performance in Q3, but CelerityX, our enterprise business unit is seeing remarkable traction with its innovative portfolio of services developed through deep synergies between our HGS & NXT technology teams".

Last month, CelerityX showcased its first-of-its-kind platform, NetX at the Shree Ram Mandir inauguration - enabling crucial connectivity for global broadcasters to telecast the auspicious event to millions overseas.

About NXTDIGITAL

NXTDIGITAL is the digital media division of Hinduja Global Solutions Ltd. (HGS), the leading technology-led customer experience, business process management and digital media services player, and backed by the global conglomerate Hinduja Group. The digital media business comprises content distribution platforms via cable and satellite, wired broadband, broadband-over-satellite services and enterprise solutions (ONEOTT iNTERENTAINMENT Ltd.), technology services (IndusInd Media & Communications Ltd.), and content syndication (IN Entertainment Ltd.).

With a pan-India reach, **NXTDIGITAL** delivers television services via digital cable and the country's only Headend-In-The-Sky (HITS) satellite platform under the brand names INDigital and **NXTDIGITAL**, respectively. The HITS service is available in over 1,500 cities and towns – covering over 4,500 PIN codes – with a significant presence in the fastest-growing demographics of semi-urban, semi-rural, and rural India. **NXTDIGITAL** is well-established nationally through a trained franchisee network of 10,000 digital services partners who deliver services to millions of customers across the length and breadth of the country.

ONEOTT iNTERENTAINMENT Limited ("OIL"); is one of India's top private Internet Service Providers with over 1.25 million retail customers and has a strong presence in Broadband and Internet services in 750+ cities and towns, with a growing presence in Tier-II and Tier-III markets. Its services under the brand "ONE Broadband" provide converged services of Video, Data and Voice to consumers by delivering highspeed internet and services at speeds up to 1,000Mbps.

CelerityX, the enterprise business of OIL offers customers access to a national-level digital mesh – providing secure and mission-critical connectivity through a mesh of terrestrial platforms, broadband-over-satellite and WIFI, layered with SDWAN capabilities.

HGS is listed on BSE and NSE. For the year ended March 31, 2023, HGS had revenues of Rs. 5,006.7 crore (US\$ 621.5 million).

PR Contacts

Amit Dalvi
Adfactors PR
Mob: +91 9892417582
Email: amit.dalvi@adfactorspr.com