

PRESS RELEASE

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NXTDIGITAL LAUNCHES “ONEDIGITAL” - THE ALL-IN-ONE COMBO GIVING CUSTOMERS BROADBAND, OTT, DIGITAL TV, VOICE/INTERCOM, BUILDING WI-FI & CCTV SOLUTIONS; UNVEILS “NXTPLAY”, ITS CONTENT AGGREGATOR APP

- ONEDigital to provide true digital convergence whilst providing integrated and bespoke solutions for customers.
- Solution gives customers access to broadband with speeds up to 1Gbps, access to leading OTT platforms, over 650 digital TV channels, quality Voice over Internet Protocol (VoIP)/Intercom, home & building WIFI as well as CCTV solutions.
- Company unveils “NXTPLAY”, its content aggregator app – with access to 300,000 hours of OTT content from leading international and regional platforms
- Company has built an ecosystem of solution partners and Digital Solutions franchisees to fulfil the service for retail as well as small, medium & large businesses.
- Solutions unveiled at SCAT 2022, India’s leading cable and satellite tradeshow in Mumbai today.
- ONEDigital launched in Mumbai; to expand to its owned-and-operated NXTHUBs and key cities by the year-end.

NXTDIGITAL Ltd., the media and communications vertical of the global Hinduja Group announced the launch of “ONEDigital” – it’s premier integrated offering today. The bespoke solution for customers offers a myriad of digital services ranging from broadband, digital TV, OTT and Voice/Intercom to WIFI and CCTV. Whilst broadband packages start from just 10Mbps and go all the way to 1Gbps, the TV solution gives customers up to 650 TV channels in Standard & High Definition. ONEDigital gives customers access to over 300,000 hours of OTT content on any device – from leading international and regional platforms.

With the VOIP (Voice over Internet Protocol) solution from its partners, customers can have a personalised landline number and still be contactable over an IP or telecom network anywhere in the country. As part of the solution, ONEDigital can provide WiFi-enabled internet access in common areas and CCTV solutions, customised for individual customers.



Sanjeev Agarwal, Chief Operating Officer – OneOTT Intertainment Limited & Project Lead, OneDigital

Speaking at the launch of ONEDigital at SCAT 2022 in Mumbai earlier today, Sanjeev Agarwal, Chief Operating Officer at OneOTT Intertainment, the broadband subsidiary of NXTDIGITAL and Project Lead for ONEDigital said “Consumer preferences are radically changing in the way they not only consume but also access and engage digital services at home or at work. ONEDigital has been designed specifically based on that premise – to give customers access to all digital solutions for their home and office through a single

business conduit – facilitating true digital convergence and much needed convenience. The USP is this is a bespoke end-to-end solution and can be tailored based on a customer’s specific needs – whether for home or a small, medium or large business. This is the start and we will of course, continue to add more products to the ONEDigital portfolio over time”.



(Formerly known as Hinduja Ventures Limited)

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The company also unveiled its soon-to-be-launched OTT content aggregator app – giving customers access to OTT content from leading international and regional platforms. The app, to be available online shortly, will give customers access to over 300,000 hours of global and local content initially and will pave the way for education, gaming and other apps to be integrated within the solution.

The company has already built an ecosystem of partners for providing quality VOIP and CCTV hardware and software solutions. In parallel, NXTDIGITAL has initiated training of its digital franchisees across its TV and broadband businesses to support customer needs – from pre-sales and installation to service support and troubleshooting. OneDigital is being rolled out in Mumbai initially and will be launched in other key cities by the end of the year.

Adds NK Rouse, Chief Operating Officer at NXTDIGITAL, “We have over the years built a robust infrastructure, a strong subscriber base and a national network of franchisees, all backed by best-in-class technology including our HITS platform and our award-winning NXTHUBs. ONEDigital and NXTPLAY are extensions of our solutions portfolio, focusing on emerging technologies and the need to develop solutions with an eye on the future. We have also commenced training our franchisee partners to make the paradigm shift to Digital Solutions Providers, ready for the next decade of growth that will also include Broadband over Satellite.”



NK Rouse, Chief Operating Officer
– NXTDIGITAL Limited

NXTDIGITAL will look to offer the ONEDigital solution at its award-winning and owned-and-operated NXTHUBs, which have crossed 100 locations last month and already offer digital TV, broadband and OTT solutions in most locations. In markets where terrestrial connectivity may be a challenge, NXTDIGITAL is looking to harness the power of its scheduled broadband-over-satellite service to complement the solution.

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 **650+ channels across 100+ cities and towns** whilst the HITS service is available in more in over **1500 cities and towns covering more than 4500 Pin Codes** - with a significant presence in the fastest-growing demographics of semi-urban, semi-rural and rural India. The company 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 centres, it is the only company that can offer direct-to-network services to any corner of the country. The Company has also launched a network of 100 owned-and-operated NXTHUBs, each with the capability to deliver up to 650 TV services, broadband and OTT as also emerging solutions like WiFi.

Other than Television services, its subsidiary **ONEOTT Intertainment Limited** is one of India’s top 4 private Internet Service Providers and has a strong presence in Broadband and Internet services in **150+ cities**. Its services under the brand “**ONE Broadband**” provide converged services of Video, Data and Voice to consumers by delivering highspeed internet and services across multiple cities in India. With “**ONE Gigafiber**”, the broadband company also provides FTTH (Fiber to the Home) services for consumers - providing speeds up to 1,000Mbps.

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