



# NATIONAL FEATHER AWARDS



Best Innovative Project of the year

Presented to



(Formerly known as Hinduja Ventures Limited)

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## PRESS RELEASE

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### NXTDIGITAL'S "NXTHUB" BAGS THE "BEST INNOVATIVE PROJECT OF THE YEAR"

The prestigious National Feather Award for the "Best Innovative Project of the Year" was awarded to NXTDIGITAL Limited for its innovative and future-ready digital NXTHUB project; at a function in Mumbai today. The NXTHUB is a one-stop digital solution – delivering digital TV, broadband, OTT and WIFI.



The "NXTHUB" concept was designed and rolled out by NXTDIGITAL Limited ("NDL"), the media vertical of the global Hinduja Group and India's premier integrated digital platforms company, with a presence in digital cable, satellite (HITS), broadband, WIFI, content and OTT distribution and teleshopping. NDL has a presence in more than 4,500 pin codes, covering over 1,500 cities and towns.

The NXTHUBs are owned and operated by NDL and equipped with the latest technology comprising an ADDS or Advanced Digital Distribution System – with the capability to deliver over 650 Digital TV services received via satellite to Last Mile Owners (LMOs) and their end subscribers. NXTHUB's avant-garde technology, with the plug-and-play model eliminates the need for LMOs to invest in headend and related technology, whilst being able to give their customers, the width and depth of digital services. Expanding the current offering that includes digital video, broadband, OTT and WIFI; these NXTHUBs are future-ready to offer a slew of additional digital services to a wider geography.

NDL has set up over 90 NXTHUBs and is in the process of rolling out more, strengthening its footprint across the country to ensure affordable digital services to all, in line with the Government's vision of a "Digital India".

Receiving the award, **N K Rouse, Chief Operating Officer at NDL** says "NDL has always been at the forefront of innovation, using technology to boost digitisation of our networks and endeavoring to deliver the best to our customers. Our focus continues to be on strengthening the overall ecosystem by harnessing the convergence of technologies, delivered through a national network of NXTHUBs".

The NXTHUB project is spearheaded by **Manoj Agarwal, Commercial Director** at NDL who commented that "This prestigious award reflects our vision and mission of a complete digital transformation. Digital TV, OTT, WIFI and broadband are the start of expanding our digital highway of services that have been developed by NXTDIGITAL".

#### About NXTDIGITAL LIMITED ([www.nxtdigital.co.in](http://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.



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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 90 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 Entertainment Limited** is one of India's top 5 private 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 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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