

PRESS RELEASE
MUMBAI
14th May 2024

NXTDIGITAL's broadband vertical inks strategic alliance with Delhi-based Triple Play Broadband; company also acquired a majority stake in leading Mumbai-based ISP Seven Star's broadband business

- Hinduja Global Solutions' (HGS) broadband vertical OneOTT Entertainment Limited (OIL), and Triple Play have entered into a strategic alliance – focusing on broadband growth in Delhi and the National Capital Region (NCR).
- OIL has also acquired a majority stake in leading Mumbai-based ISP Seven Star's broadband business.
- The moves will add over 100,000 broadband customers in the high ARPU markets of Mumbai, Delhi and NCR.

ONEOTT Entertainment Ltd. (OIL), India's 4th largest private Internet Service Provider (ISP) and Triple Play Broadband, a Class A regional ISP with a strong presence in Delhi & the national capital region have announced a strategic alliance. OIL, a part of NXTDIGITAL Media Group and a subsidiary of Hinduja Global Solutions Ltd. (HGS), will work with Triple



(l-r) Navneet Sethi, Chairman & MD, Triple Play; Satya Prakash Singh, COO, OIL; Vynsley Fernandes, Whole Time Director, HGS and MD & CEO of OIL.

Play to leverage its vast expanse of fibre and direct broadband customers across the predominantly commercial regions of the national capital region, especially Gurugram. The alliance comes close on the heels of entering into an agreement with leading Mumbai-base ISP Seven Star – for acquiring a majority stake.

ONEOTT iNTERTAINMENT LTD.
an HGS company

Registered Office: IN CENTRE, 49/50 MIDC, 12th Road, Andheri (E), Mumbai - 400 093.
T: +91 - 22 - 66017900 W: www.onebroadband.in CIN No.: U74110MH2000PLC129434



OIL has been on an aggressive growth drive and the alliance with Triple Play and acquisition of a majority in Seven Star's broadband business in quick succession reflects the focus, adding over 100,000 subscribers in high ARPU markets. Triple Play is a well-established broadband player, with strong customer relationships in Delhi and NCR regions. The alliance is looking to focus on increasing broadband penetration in these markets whilst in parallel offering IPTV and OTT services to its customers.

Said **Vynsley Fernandes, Whole-time Director at HGS and MD and CEO of OIL** "Triple Play is an exceptional ISP in terms of market reach and quality of service and we're delighted to welcome them into the Hinduja fold. We're committed to working together to deliver value to our customers; a commitment which is also solidly reflected in us acquiring a majority stake in Seven Star's broadband business, with whom we entered into an alliance earlier this year."

Triple Play Broadband Chairman and Managing Director, Navneet Sethi added "We have established a very strong business in Triple Play across Delhi and the NCR, built on significant investments in infrastructure. We believe it is the right time to align with what is easily one of India's most agile ISPs, viz. OIL – where together we will not only expand the customer base but also offer a wider portfolio of solutions".

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 iNTERTAINMENT 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 iNTERTAINMENT 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.

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).

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