

PRESS RELEASE

NXTDIGITAL Media Group strengthens its broadband push - forges strategic alliance with leading regional player, 7Star Group.

- The media group's broadband vertical OneOTT Entertainment Limited, and 7Star will share infrastructure and technology to grow the broadband business – with a strong focus on Maharashtra
- Strategic alliance to leverage capabilities to offer customers an integrated solution extending beyond broadband - to OTT, IPTV, WIFI and other services

MUMBAI, March 28, 2024: ONEOTT Entertainment Ltd. (OIL), India's 4th largest private Internet Service Provider (ISP), and 7Star Group, a leading regional ISP, have announced a strategic alliance – focused on growing the broadband business. OIL, a part of **NXTDIGITAL** Media Group and a subsidiary of Hinduja Global Solutions Ltd. (HGS), will share infrastructure and technology with 7Star – leveraging both alliance partners inherent strengths in the fast growing broadband space, for growth.



This alliance underlines **NXTDIGITAL** Media Group's deep commitment to delivering value to its customers and sets another industry benchmark for established industry players coming together to offer customers integrated services backed by excellent support. The much respected 7Star Group has a strong network in Mumbai and Maharashtra and enjoys deep customer relationships. Both partners are looking to focus on growing the broadband business in Maharashtra initially, whilst setting the tone to expand services together in other markets.

The alliance is also developing plans to offer integrated services to their customers that would extend beyond broadband to other services like OTT, IPTV, WIFI, VoIP/intercom and even bespoke CCTV solutions.

NXTDIGITAL, a division of

HINDUJA GLOBAL SOLUTIONS LIMITED

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Speaking on the alliance, Vynsley Fernandes, Whole-time Director at HGS and MD and CEO of OIL said "The future is all about collaboration and there is no better alliance partner than 7Star who have established a high standard of service to its broadband customer base. We will look to leverage each other's inherent capabilities in accelerating the broadband uptake."

7Star Group Founders Nadir Ali Jairaj and M M Devendran echoed his sentiment, adding "We are delighted to form this alliance with OIL, the broadband vertical of the Hinduja Group – easily the most respected brand name in this space. We believe the opportunity of growing broadband and expanding to newer markets is now and we will continue to deliver value to our customers, together".

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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