

PRESS RELEASE

22nd July 2024

NXTDIGITAL APPOINTS JAYDEEP SAMPAT AS CHIEF TECHNOLOGY OFFICER

- Onboards technology veteran Jaydeep Sampat as its Chief Technology Officer across digital television, broadband and enterprise services
- Reflects the media group's commitment to staying ahead of the curve by strengthening the leadership team for the future

NXTDIGITAL, the rapidly growing digital media division of technology-led customer experience company Hinduja Global Solutions Ltd. (HGS), with a presence in digital television via cable and satellite, broadband, enterprise services, OTT aggregation and content syndication has appointed Jaydeep Sampat as its Chief Technology Officer.

Jaydeep, a communications industry veteran with over three decades of experience across various industries will lead the technology functions at NXTDIGITAL Media Group - across broadband, digital television & enterprise solutions.

In his previous and over a decade long role as Chief Technology Officer at Tikona Infinet Pvt. Ltd., he led the establishment of multi-site operations from the ground up, managed PAN India IT infrastructure, and directed cross-functional teams to deliver tailored solutions for retail & enterprise customers. Prior to Tikona, he was a key member of the core technology teams at leading tech companies like Sify, Hughes Tele.com & Rolta.



At NXTDIGITAL, Jaydeep will play a key role in leveraging new technologies to launch new products and optimise existing solutions. He will also work with the group's large pan-India broadband & television franchisee base to develop and deliver products in keeping with market demands.

Commenting on his appointment, Vynsley Fernandes, Whole-time Director at HGS and head of the media group said *"We are delighted to welcome Jaydeep to Hinduja Global Solutions and the NXT Media Group. His domain experience with both retail and enterprise customers and driving technology for products and bespoke solutions, aligns perfectly with our company's vision for the future. We look forward to the exciting journey ahead with him leading technology and delivering delightful products and solutions for our customers"*.

Jaydeep said *"I am passionate about leveraging technology to drive business transformation and am committed to aligning technology with business goals to achieve optimal performance and resilience. I look forward to collaborating with teams and partners at NXTDIGITAL and utilizing all my learnings to build the next level of technological success for what is easily one of India's premier digital solutions groups"*.

NXTDIGITAL, a division of

HINDUJA GLOBAL SOLUTIONS LIMITED

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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.

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