Annexure - II

HINDUJA VENTURES LIMITED

PRESS RELEASE

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NXT DIGITAL all set to significantly contribute towards Government's Make in India & Digital India initiatives; will be the Indian Cable fraternity's biggest ally: Ashok Hinduja

Shri Arun Jaitley, Union Minister of Information & Broadcasting, inaugurates NXT DIGITAL's HITS platform

"NXT DIGITAL is a deep emotional commitment from the Hinduja Ventures Limited (A Hinduja Group Enterprise) to our Nation's Make in India mission and Digital India initiative"

- **NXT DIGITAL, The Hinduja-HITS Network will enable seamless transition from analog to digital in phase III and IV markets**
- **The total project outlay is envisaged at over Rs. 5,000 crores**
- **NXT DIGITAL will enable cable operators to "Be Independent", "Retain Network Ownership" and "Go Digital as per Government mandate and deadlines"**
- **Cable operators will be able to own local channels and provide VAS and OTT services for customer empowerment and growth.**
- **Smooth rollout of Digitalization will contribute to the Nation's development, economic growth and Make in India mission.**

This afternoon, the Hon'ble Union Minister for Information & Broadcasting, Shri Arun Jaitley, launched the Hinduja Ventures' Headend-In-The-Sky (HITS) digital platform initiative, through its wholly owned subsidiary, Grant Investrade Limited, under the brand name **NXT DIGITAL**, from the Ministry of Information and Broadcasting (MIB) Office in New Delhi. Mr. Ashok Hinduja, Chairman, Hinduja Ventures Ltd, a Hinduja Group enterprise along with other senior dignitaries and officials of the MIB were present on the occasion.

Inaugurating the **NXT DIGITAL** HITS platform from Ministry of Information & Broadcasting, Hon'ble Union Minister, Shri Arun Jaitley said, "Multiple carriage technologies will provide customers more choice as to which technology platform to choose."

Later, addressing a media gathering, Mr Hinduja said, *"**NXT DIGITAL** is a deep emotional commitment of the Hinduja Ventures to our Nation's digitalization mission & Make in India initiative. With the launch of the service, we are delighted to have partnered the government's*

laudable mission to bring in complete digitalization for social development and national growth."

Mr. Hinduja praised the *"thousands of entrepreneurial cable operators who have literally built this industry by laying the copper across the country with their own hands over the last 30 years, without any institutional support and bank finance".*

"We are confident that what we have launched today will facilitate the Government's Digital India Initiative along with contributing towards Make in India mission. It would enable thousands of entrepreneurial cable operators to make a transition from analog to digital across an estimated 120 million homes in India."

*"The Hinduja Group is both, proud and humbled to be able to contribute to the government's laudable Make in India mission. All the application development for the **NXT DIGITAL** platform has been designed and built 100% in India. This cutting-edge technology and software will allow cable networks and subscribers alike; to harness the power of global innovative solutions right here in India," Mr Hinduja said.*

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ASHOK HINDUJA
Chairman – Hinduja Ventures Ltd, a Hinduja Group Enterprise

NXT DIGITAL has also designed the COPE (Cable Operator Premise Equipment) systems to cater specifically to Indian conditions. These COPE systems have been completely assembled in India with a fair amount of Indian components included in the build. As part of our own drive to support the "Make in India" initiative, **NXT DIGITAL** continues to invest in the further "indigenisation" of these systems.

Mr Hinduja added, *"The Hinduja Group has always strived to be ahead of the curve of skill development in India in every sector it has a presence. As a response to the nations' Skill India Initiative, **NXT DIGITAL** has tied up with training institutes to train and equip youth in smaller towns and markets in India with the necessary skills required for supporting a digital India - from supporting the transition of analogue television networks to digital - to data management and support - to providing a pan-India network of trained service technicians."*

The HITS project is an ambitious initiative to not only facilitates over 100 million homes go digital in Phase III & IV markets; but to also raise the standards of quality of service. The total project outlay is envisaged at over Rs. 5,000 crores as the business continues to design and develop new products and services for a growing customer base as well as strive to enhance its own standards - to ensure viewers are always ahead.

Tony D'Silva, Managing Director of Grant Investrade Limited, a wholly owned subsidiary of Hinduja Ventures Limited and who is leading the **NXT DIGITAL** HITS platform project, said *"With its national footprint, **NXT DIGITAL** Platform, which has been designed on the basis of exhaustive feedback from the cable fraternity, is structured to benefit all stakeholders - the operators, customers and the Government. Not only does it help cable operators and MSOs (Multi System Operators) take their businesses to the next level but also diligently ensures compliance with the guidelines of the various regulatory bodies. Through them it seeks to empower the end consumer as he has access to a new digital television experience in phase 3 and phase 4 markets".*

*He further added, "After the advent of DTH, the **NXT DIGITAL** HITS Broadcast Centre has put India on the global map. It is a state-of-the-art facility that has been designed and purpose-built to provide a variety of services including over 500 TV channels and services in top class MPEG-4 Digital quality to LMOs (Last Mile Owners) and MSOs (Multi System Operators)".*

*"**NXT DIGITAL** has focused its marketing and subscription drive in these markets, and in just about two months since the brand was announced, it has travelled across 400 districts in 20 states to contact and inform the cable fraternity there about its offerings,"* added Tony D'Silva.

About NXT DIGITAL

NXT DIGITAL is a next generation digital services platform, combining the best of DTH (Direct-to-Home) and cable technology to give the cable fraternity a unique digital selling proposition and offering subscribers a new enhanced television experience. **NXT DIGITAL** integrates the latest broadcast technologies with the omnipresent "cloud" applications – translated, cable networks can manage their businesses from just about anywhere whilst subscribers have access to over 500+ television channels including high-definition services, e-applications and television on mobile and other personal devices.

The platform is based on the latest MPEG4 standards, whilst the COPE (Cable Operator Premise Equipment) systems deployed at the cable networks and the Set Top Boxes have been designed specifically for Indian conditions. The **NXT DIGITAL** Broadcast Centre is a state-of-the-art facility equipped with the latest systems from leading solution providers from across the world. The facility boasts of high level redundancies from infrastructure like power, lighting and air-conditioning to sophisticated signal processing and up-linking systems. **NXT DIGITAL** has deployed the latest Conditional Access and Subscriber Management Systems to take the customer experience to a new level. Equally important is the complex architecture to deliver a high level of quality as well as comply with all the guidelines laid down by the various authorities for digital delivery of services.

About Hinduja Ventures Limited (www.hindujaventures.com)

Hinduja Ventures Limited ('HVL') is the holding company of one of India's largest integrated media companies i.e. IndusInd Media & Communications Limited ('IMCL'). In order to achieve the full benefits of digitization nationally, now in process of being rolled out, there has been a major reorganization and strengthening of management and technology in IMCL. This is in order to position IMCL for monetizing the big opportunity of digitizing in rest of India, other than metros mandated for 2014-15. IMCL has planned new services for the digital cable foray, apart from the Broadband services like HD Services, Hybrid STBs for Cable and Internet, Value added services for Digital Cable.

Grant Investrade Limited, a wholly owned subsidiary of the company has been granted a license to install Headend-In-The-Sky (HITS) technology through which a rapid digitization of cable network throughout India can be achieved.

HVL's real estate projects continue to hold 47 acres in Bangalore and through its wholly owned subsidiary IDL Speciality Chemicals Limited holds 4.75 acres land in Hyderabad.

About the Hinduja Group:

The Hinduja Group is one of India's premier diversified and transnational conglomerates. Employing nearly a 100,000 employees, with presence across 38 countries it has multi-billion dollar revenue. The Group was founded over a hundred years ago by Shri P.D. Hinduja whose credo was "My duty is to work so that I can give."

The Group's activities span across three core areas: Investment Banking, International Trading and Global Investments. It also supports charitable and philanthropic activities across the world through the Hinduja Foundation. As part of its Global investments, the Group owns businesses in Automotive, Information Technology, Media, Entertainment & Communications, Banking & Finance Services, Infrastructure Project Development, Oil and Gas, Power, Real Estate, Trading and Healthcare.

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