

SITI Networks Limited

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May 10, 2021

To,

The General Manager
Corporate Relationship Department
BSE Limited
Phiroze Jeejeeboy Towers
Dalal Street, Fort,
Mumbai- 400 001
BSE Scrip Code: 532795

The Manager
Listing Department
National Stock Exchange of India limited
Plaza, 5th Floor, Plot no. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
NSE Scrip Symbol: SITINET

Kind Attn. : Corporate Relationship Department

Subject : Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

Pursuant to Regulation 30 and other applicable Regulations of the Securities and Exchange Board of India (Listing obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has entered into an agreement with NXTDigital Limited (“NDL”), for availing the infrastructure facility for distribution of its television signals and other value-added services through Headend-in-the-Sky (“HITS”) Platform of NDL.

We are enclosing herewith a Press/Media Release in this regard for your record.

You are requested to take the same on record and oblige.

Thanking you,

Yours truly,
For **SITI Networks Limited**


Suresh Kumar
Company Secretary and Compliance Officer
Membership No. ACS 14390





SITI Networks announce Infrastructure Sharing with Hinduja's HITS platform NXTDigital

New Delhi, May 10, 2021: **SITI Networks Limited** (BSE: 532795, NSE: SITINET), an Essel Group Company, one of India's largest Multi-System Operators (MSO), and **Hinduja Group's** Headend in the Sky (**HITS**) platform **NXTDigital** have announced a first-ever Infrastructure sharing agreement in the MSO space in the country. The move, the first of its kind, will have two conventional competitors share Infrastructure, heralding a new era of collaboration in the digital platforms space. With this move both companies will synergise and leverage their strengths to provide best services to SITI's customers.

This move is in line with SITI's strategy of enhancing its operational efficiencies and providing high up-time and quality services to its customers across the country. Financially, this move will help SITI pare its connectivity costs and bring down its subscriber acquisition costs for new customers in some existing markets.

SITI will leverage the HITS infrastructure to deliver its signals to its Local Cable Operators (LCOs), thus providing its services to semi-urban and rural subscribers while also expanding its footprint across the country through satellite. For this integration NXTDigital's **Platform as a Service (PaaS) vertical** has worked with SITI Networks' team to ensure testing and full compliance in using the already deployed technologies and systems of SITI, such as Subscriber Management, Conditional Access, and above all, using the existing Set-Top Boxes to provide services with the HITS platform wherever required. For this integration NXTDigital's Platform as a Service (PaaS) vertical has worked with SITI Networks' team to ensure testing

Mr. Vynsley Fernandes, Managing Director & CEO NXTDigital Limited, mentioned:

"We're happy that SITI Networks, arguably India's biggest and progressive MSO, has chosen to work with us, sharing our HITS infrastructure to deliver their services in markets where conventional connectivity remains a challenge.

Need of the hour is to consolidate strength and this move is a right step in that direction. Our Platform as a Service (PaaS) vertical is a right step in this direction and we are sure this tie-up with SITI will be landmark in the industry."

While commenting on the tie-up, **Mr. Anil Malhotra, CEO of SITI Networks Limited**, mentioned:

"SITI has been focusing on enhancing its operational efficiencies. With the Government approving Infrastructure sharing in our domain, this tie-up with NXTDigital is a natural progression and helps us overcome the difficulties of a terrestrial network in some markets through the Headend In The Sky (HITS) approach. Reduced costs coupled with focus on operational efficiencies will help improve our customer experience.

We do believe that more such infrastructure sharing options should be evaluated as it forms an integral part of the Governments Digital India Strategy and would help in the spread of other services like Broadband to the last mile faster."



About SITI Networks Limited

SITI Networks Limited is a part of the Essel Group, one of India's leading business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development, and education.

SITI Networks Limited is one of India's largest Multi System Operator (MSO). With ten digital head ends and a network of more than 33,000 km of optical fiber and coaxial cable, it provides its cable services in India's ~800+ Locations.

SITI Networks Limited deploys State-of-the-art technology for delivering multiple TV signals to enhance the consumer viewing experience. Its product range includes Digital & Analogue Cable Television, Broadband, and Local Television Channels. SITI Networks has been providing services in analog and digital mode, armed with the technical capability to provide features like Video on Demand, Pay per View, Over-The-Top content (OTT), Electronic Programming Guide (EPG), and Gaming through a Set-Top Box (STB). All products are marketed under the SITI brand name.