



June 30, 2023

BSE Limited
Corporate Relations Department
P.J. Towers, Dalal Street,
Mumbai - 400 001.

Scrip code: 532859

National Stock Exchange of India Limited
“Exchange Plaza”,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051.

Symbol : HGS

Dear Sirs,

Sub: NXTPLAY to give customers access to over 300,000 hours of content from leading International and Regional OTT platforms

We are enclosing a Press Release being issued by the Company on the captioned subject, which is self-explanatory.

Thanking you,

Yours faithfully,
For **Hinduja Global Solutions Limited**

Narendra Singh
Company Secretary

Encl : a/a.

HINDUJA GLOBAL SOLUTIONS LIMITED

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Corporate Identity Number:L92199MHI995PLC084610



HINDUJA GROUP

PRESS RELEASE
June 30, 2023

NXTPLAY TO GIVE CUSTOMERS ACCESS TO OVER 300,000 HOURS OF CONTENT FROM LEADING INTERNATIONAL AND REGIONAL OTT PLATFORMS

- OTT aggregation platform from NXTDIGITAL, India's leading digital platforms group - available for television and mobile
- Provides customers a single point of access to over 25 popular OTT platforms, with more services being lined up

NXTDIGITAL, the digital media division of technology-led customer experience company Hinduja Global Solutions Ltd. (HGS), have rolled out their Over The Top (OTT) service strategy with the launch of **NXTPLAY**, their TV and Mobile application. This will be an extension of the successful 'ONEDigital' combo service, where the digital distribution major offers linear television, wireline broadband and other services at competitive price points.



NXTPLAY offers over 300,000 hours of local and global OTT content in the customer's favourite genres and local languages. The app, which customers can download from the Google Playstore, is available for television and mobile phones and aims to fill content gaps accessible only through OTT channels. **NXTPLAY** enables a consumer to discover what content to watch, where to find it, and assess reviews. Consumers can browse content by topic, genre, source, and choice of language. Consumers can also add movies to their view lists and give ratings to the shows.

Commenting on the launch, NK Rouse, COO at **NXTDIGITAL** said, "For us, this is a continuation of one of our business principles centred around "Partnership for Growth". We have always strived to provide our Digital Service Partners with innovative solutions for their customers. After digital TV via cable and HITS, broadband and other services like public WIFI and CCTV; adding OTT to our services portfolio was a natural progression - considering the surge in popularity of on-demand platforms in India. We're sure our partners will be excited to engage with a wider universe of customers and build a new revenue stream through this."



Mukund Sharma, Advisor to **NXTDIGITAL**, said, "**NXTPLAY** is designed as a one-stop content discovery and data platform. The smart recommendation engines for varied content, ease of payment and affordable prices are the three pillars of the service, ensuring consumer delight and long-term customer engagement and retention. Our partners OTTPlay, SABOT, and PLAYFLIX bring 25+ immensely popular OTT platforms with diversified linear and non-linear streams of multi-genre, niche and special interest content."

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 and broadband-over-satellite services (ONEOTT iENTERTAINMENT 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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