

HGS completes acquisition of NXTDIGITAL's digital media business in India

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Hinduja Global Solutions Ltd. (HGS) (listed in BSE & NSE) today announced that it has received the order from the Hon'ble National Company Law Tribunal (NCLT) approving and sanctioning the Scheme of Arrangement between NXTDIGITAL Limited and Hinduja Global Solutions Limited. With this approval in place, NXTDIGITAL's Digital Media business in India, including its assets, liabilities and investment in its subsidiaries, become part of HGS, effective February 1, 2022 (the Appointed Date as per the Scheme of Arrangement). This acquisition opens up a direct-to-consumer practice for HGS.

Partha DeSarkar, Executive Director and Group CEO of HGS said: "We're very pleased with the addition of the NXTDIGITAL Digital Media portfolio to HGS. It opens up a new, fast-growing market opportunity while also expanding our presence in India. Their expertise in emerging technology areas like broadband-over-satellite, public Wi-Fi and satellite-based data analytics adds a different dimension to our core work in digital-led BPM. I believe we can leverage each other's expertise, talent and credentials in the media and telecom segments to grow faster and expand further in Asia and globally. I am also excited that HGS can now participate significantly in the Digital India initiative." Vynsley Fernandes, MD and CEO, NXTDIGITAL said: "We've been looking to strike new synergies in our mission to become India's premier integrated Digital Delivery Platforms Company. HGS is a great choice for us with complementary capabilities and shared values stemming from both being Hinduja

Group companies. We're very excited about this new chapter as it can help us amplify growth." As HGS and NXTDIGITAL leverage their new synergies and work towards building this partnership from a technology and digital standpoint, it is certain to positively impact both people and customers in the long-term. HGS will add a headcount of nearly 1,200 in India and presence across 1,500 locations covering 4,500 pin codes through NXTDIGITAL. The partnership will allow NXTDIGITAL to expand into new geographies while strengthening their already firm footprint in India.

About Hinduja Global Solutions (HGS): A global leader in optimizing the customer experience lifecycle, digital transformation, and business process management, HGS is hel

ping its clients become more competitive every day. HGS combines automation, analytics, and artificial intelligence with deep domain expertise focusing on digital customer experiences, back-office processing, contact centers, and HRO solutions. Part of the multi-billion-dollar conglomerate Hinduja Group, HGS takes a “globally local” approach. HGS has over 20,000 employees across 35 delivery centers in seven countries, making a difference to some of the world’s leading brands across verticals. For the year ended March 31, 2022, HGS had revenues of Rs. 57,959 million (US\$ 779 million), including the Healthcare Services business. Visit <https://hgs.cx> to learn how HGS transforms customer experiences and builds businesses for the future.

About NXTDIGITAL LIMITED (www.nxtdigital.co.in)

NXTDIGITAL Limited (NDL) is the media vertical of the global Hinduja Group. The media and communications company is India’s premier integrated Digital Delivery Platforms Company - delivering services via satellite, digital cable and broadband. With a pan-India reach, NXTDIGITAL delivers television services through a dual delivery platform consisting of digital cable and the country’s only Headend-In-The-Sky (HITS) satellite platform, under the brand names INDigital and NXTDIGITAL respectively. The Company’s Digital Cable television platform delivers 650+ channels across 100+ cities and towns whilst the HITS service is available in more than 1,500 cities and towns covering more than 4,500 Pin Codes - with a significant presence in the fastest-growing demographics of semi-urban, semi-rural and rural India. The company is well established nationally through a franchisee base of nearly 10,000 Last Mile Owners; delivering digital services to millions of customers across the length and breadth of the country. A game-changer in the industry, the HITS platform provides infrastructure sharing services to Multi-System Operators (MSOs); providing them with a highly cost effective way to deliver their services via satellite at a significantly improved level of quality of service. With its state-of-the-art HITS facility and data centres, it is the only company that can offer direct-to-network services to any corner of the country. The Company has launched a network of 100 owned-and-operated NXTHUBs, each with the capability to deliver up to 650 TV services, broadband and OTT and emerging solutions like Wi-Fi. Other than Television services, its subsidiary ONEOTT Intertainment Limited is one of India’s top 4 private Internet Service Providers and has a strong presence in Broadband and Internet services in 150+ cities. Its services under the brand “ONE Broadband” provide converged services of Video, Data and Voice to consumers by delivering highspeed internet and services across multiple cities in India. With “ONE Gigafiber”, the broadband company also provides FTTH (Fiber to the Home) services for consumers - providing speeds up to 1,000Mbps.