

PRESS RELEASE
MUMBAI
November 7, 2024

NXTDIGITAL MEDIA GROUP APPOINTS RAJIV BHARGAVA AS CHIEF FINANCIAL OFFICER

Onboards the veteran finance professional as its Chief Financial Officer across digital television, broadband and enterprise services

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 finance veteran Rajiv Bhargava as its Chief Financial Officer.

Rajiv, a Chartered Accountant and seasoned finance executive with vast experience spanning over three decades across diverse sectors has previously held leadership roles at renowned companies, including Sony Pictures Networks and PepsiCo India Holdings. He last served as CFO with Gujarat Tea Processors and Packers Ltd. (Wagh Bakri Tea Group). His industry exposure spans Media and Entertainment, FMCG, banking, pharmaceuticals and retail, providing him with a comprehensive understanding of business dynamics across sectors.

A pragmatic leader with expertise in financial strategic planning, risk management, and operational efficiency, Rajiv's career is defined by his ability to drive cost-saving initiatives, improve profitability and lead teams toward operational excellence. His passion for digital transformation and innovation has also made him a key player in shaping the future of finance in media and entertainment.

Commenting on his appointment, Vynsley Fernandes, Whole-time Director at HGS and Head of the Media Group said "We are delighted to welcome Rajiv to Hinduja Global Solutions and the NXT Media Group. We're looking forward to have Rajiv lend his expertise and experience to our business as we embark on another growth phase."

Rajiv said "I am excited to join **NXTDIGITAL** and leverage my expertise in finance to drive business transformation, especially at a time when media, entertainment and technology is seeing convergence. I am devoted to ensuring a robust financial future by managing key finance functions, accounts and revenue management, and I look forward to collaborating with teams and partners to ensure a unified vision for the future."



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.).

NXTDIGITAL, a division of

HINDUJA GLOBAL SOLUTIONS LIMITED

Corporate Office: IN CENTRE, 49/50 MIDC, 12th Road, Andheri (E), Mumbai - 400 093.

Telephone: +91 - 22 - 2820 8585 Website: www.nxtdigital.in CIN. No.: L92199MH1995PLC084610

Regd. Office: Tower C (1st floor), Plot C-21, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051, India. Telephone: +91-22-6136 0407





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.

ONEOTT iNTERTAINMENT Limited ("OIL"); is one of India's top private Internet Service Providers with over 1.25 million retail customers and has a strong presence in Broadband and Internet services in 750+ cities and towns, with a growing presence in Tier-II and Tier-III markets. Its services under the brand "ONE Broadband" provide converged services of Video, Data and Voice to consumers by delivering highspeed internet and services at speeds up to 1,000Mbps.

HGS is listed on BSE and NSE. For the year ended March 31, 2023, HGS had revenues of Rs. 5,006.7 crore (US\$ 621.5 million).

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