

PRESS RELEASE

MUMBAI 15th July 2015

HINDUJA VENTURES LIMITED

Hinduja Ventures Limited, announces that its wholly owned subsidiary Grant Investrade Limited (GIL) which has embarked on the "Head End In the Sky" (HITS) project, has signed the Grant of Permission Agreement (GOPA) with the Ministry of Information & Broadcasting, Government of India. With the signing of the GOPA, GIL has now got all its approvals cleared from the Government of India, which includes mainly from Ministry of Information & Broadcasting (MIB) and Department of Telecommunications (DoT) for the HITS platform.

Hinduja Ventures Limited and Hinduja Group have today announced brand name of the "Head End In the Sky" (HITS) services to be provided by its wholly owned subsidiary M/s. Grant Investrade Limited as 'NXT Digital'.

Mr. Anthony D'silva, Managing Director, Grant Investrade Limited, said, "I am delighted to announce that our HITS initiative is called **NXT DIGITAL**. We believe it will strongly support the laudable national mission to roll out Digital Addressable Systems of broadcasting all over India. DAS will not only empower, inform and entertain the consumers, but, through news, knowledge and infotainment, will help them contribute to societal improvement and National economic growth.

"We will roll-out the services in August this year," **Mr. D'silva** said. "**NXT DIGITAL** is here to help the distribution fraternity in analog markets make a smooth and timely transition to digital, and we are hopeful it will help write what could perhaps be the biggest chapter in the Make in India story."

Mr. D'silva said, "**NXT DIGITAL** will empower and enable the distribution fraternity including Last Mile Owners (LMOs) and MSOs to offer a world of exciting Digital services to their end-subscribers in all the analog households across markets. Crucially, **NXT DIGITAL** will not only help the LMOs and MSOs go digital as per government mandated standards and within the set deadlines, but, throughout the process, help them be independent and retain the ownership of their network."

About Hinduja Group

Founded by Parmanand Deepchand Hinduja in 1914, Hinduja Group is a transnational conglomerate organised under three core verticals: Global Investments, Banking & Financial Services and International Trading. As part of its global investments, the Group owns businesses in Automotive, Information Technology, Media, Entertainment & Communications, Infrastructure Project Development, Oil & Gas, Power, Real Estate and Healthcare. Present in 37 countries across all continents, the Hinduja Group employs over 70,000 personnel.

The charitable and philanthropic activities of the Hinduja Group are integrated through the Hinduja Foundation.

NXT DIGITAL is an initiative of Grant Investrade Limited, which is a wholly owned subsidiary of M/s Hinduja Ventures Limited. The Hinduja Group has made significant investments in the **NXT**

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HINDUJA GROUP

DIGITAL platform -- a state-of-the-art broadcast facility in Noida has been designed and built to provide top quality service to the entire country. *purpose Inspiring Growth*

Satellite-based, NXT DIGITAL will have its footprint across India, and will be able to roll out its offerings across the Nation. However, in view of the deadline for DAS rollout, Grant Investrade Limited is focusing its awareness- and marketing drive on the opportunity to enable the distribution fraternity to provide digital services in the Phase 3 markets.

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