



NAGRA POWERS NXT DIGITAL, THE HINDUJA GROUP'S NEW "HITS" PLATFORM

- NAGRA's anyCAST, OpenTV solutions and user interface are enabling the Hinduja Group's new headend in the sky (HITS) platform under the brand "NXT Digital"
- NXT Digital serves local and regional cable operators throughout India, bringing digital TV services to the reach of millions including a wide range of SD and HD channels, and functionalities like PVR and advertisements
- Launch marks NAGRA's first HITS launch in India and continued momentum in the region

CHESEAUX, Switzerland – October 1st, 2015 - NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S) and the world's leading independent provider of content protection and multiscreen television solutions, announced today that it is powering NXT Digital, a new brand of headend-in-the-sky (HITS) services of the Indian conglomerate Hinduja Group and its fully-owned subsidiary Grant Investrade Limited. NAGRA's anyCAST content protection and OpenTV middleware solutions are enabling the HITS platform which will provide backend operations to local and multi-system cable operators in India and allow them to deliver high-quality video services across India. NXT Digital offers a variety of packages and services including 500-plus MPEG 4-encrypted services featuring SD and HD channels along with value-added services like PVR and educational content.

This latest launch marks NAGRA's first HITS platform in India, one of the fastest growing markets in pay-TV today, as the country continues the government-mandated digitization process. According to a recent report by Media Partners Asia¹, the Indian pay-TV market is expected to grow by 11 percent annually on average by 2018, with total pay-TV subscribers expected to grow from 65 million in 2013 to 165 million by 2018 and 180 million by 2023.

"Our new HITS platform gives regional cable operators access to an infrastructure that helps them deliver high-quality video services to a new generation of viewers. NAGRA has been a key partner in the process, providing the expertise and support expected of a pay-TV leader, as well as solutions that provide the right level of content protection, scale seamlessly and allow for flexible business models that are critical to our operators' success as they kick off their new services," said Tony D'Silva, Director Hinduja Ventures.

"It is an honor to work with Grant Investrade and be a part of the digital TV transformation in India that is making access to digital TV services a reality for millions of people," said Jean-Luc Jezouin, NAGRA's SVP Sales for the Asia-Pacific region. "This new platform makes it easy for local and regional cable operators to deploy new services without having to worry about the operational complexities that can come with installing their own system. And by leveraging NAGRA's deployed, market-leading solutions, they are ensuring a high quality user experience that is not only highly secure but offers pay-as-you-grow models adapted to their strategy."

NAGRA's anyCAST Security Services Platform, OpenTV middleware and user interface are ready-to-deploy solutions that enable a range of entry-level and advanced DTV services. They allow operators to leverage scalable, pay-as-you-grow business models with multiple set-top boxes and chipsets, and include an intuitive user interface adapted to India's diverse population and languages.

¹ *India Pay-TV and Broadband—Future Trends, July 2014*

About NAGRA

NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company offers content providers and DTV operators worldwide with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

Contacts:

Ivan Schnider
Marketing Communications
+41 21 732 09 40
ivan.schnider@nagra.com

Anita Pang
Marketing Communications APAC
+65 6829 0811
anita.pang@nagra.com

###