



CONNECT, CELEBRATE, AND COLLABORATE

















EDITORIAL

WELCOME

Welcome back to NXT-Udaan, our quarterly magazine! I am thrilled to bring this to you and present a vibrant collection of articles and updates that showcase the remarkable tapestry of our organisation. We have come a long way since 2020, when we first launched NXT-Udaan and bringing it back after two years has been an experience.

These pages talk about new launches, latest updates, industry trends, and most of all, celebrate our people. You will find the essence of our company's culture, the dedication of our teams, and the spirit that drives us forward in these pages.

Since it's the festival season in India, NXT-Udaan talks about celebrations. We focus on the one thing India is known for... its rich culture and vibrant festivals! We have launched our own 100-Day Festival Plan and are set to end 2023 on a business high. We are on a mission to accelerate our success to transform and emerge triumphant in the next 100 days and reinforce our customer centricity.

I hope you enjoy reading this edition as much as we enjoyed putting it together. Please share your thoughts and contribute to future editions. You can address your thoughts and contributions to udaan@nxtdigital.in. We would love to hear from you.

Wishing you insightful reading,

Akriti Aggarwal

Editor-in-Chief

Editorial Team:

· Akriti Aggarwal · Sooraj Keswani · Brian D'souza · Shamika Chitre · Aarti Vishwakarma





CONTENTS

Page Title	Page No.:
Leader Speak	01
Company Snapshot	02 - 07
New Launches	08 - 09
Our People, Our Pride	10 - 14
Wellness Push	15
Employee Talent Spotlight	16 - 17
100- Day Festival Plan	18
Latest News	19
Partner Spotlight	20 21
Celebrations Galore	22
Upcoming Events & New Launches	23 - 24



LEADERS SPEAK





Vynsley Fernandes

Whole-time Director, HGS and The Head of the Digital Media Business

Greetings **NXT** Parivaar,

I am thrilled to welcome you back to the latest edition of **NXT**-Udaan, a platform through which we share the incredible journey of our organisation and our remarkable success story and achievements. As we delve into the pages of this publication, we embark on a journey of discovery, inspiration, and innovation.

In a rapidly changing world, we have faced unprecedented challenges and emerged more robust, agile, and committed to our vision. This magazine serves as a window into the heart and soul of our company!

Our 100-Day Festival plan, which began on September 20, 2023, has filled everyone with a renewed sense of vigour, strength, and enthusiasm to achieve their targets in the 100 days leading to New Year 2024.

Within these pages, you will find chronicles of our relentless pursuit for excellence. From product launches to community outreach initiatives and celebrations, we continue to push the boundaries of what is possible.

I want to thank our employees, business partners, Last Mile Owners, SAP Partners, vendors, and all those who have supported us on this incredible journey. Your unwavering belief in our mission fuels our determination to innovate and create positive change.

Thank you for being a part of our journey. Together, let's walk on our shared path to success!





ALL THE SCOOP

COMPANY SNAPSHOT

June to September 2023 saw a flurry of activities and new launches in the organisation. While a few areas witnessed heavy rainfall, our DSPs ensured entertainment never stopped with special Monsoon offers for everyone.

Safety is of prime importance, and we stood by our partners and customers in tough times of extreme flooding in North India. We provided sheltered spaces to people with no place to sit and offered access to clean drinking water and food in Hakikat Nagar, Delhi, 110009.





Where there are festivals, there is a feeling of celebration, joy, laughter, and oneness everywhere. Keeping this spirit alive, NXTDIGITAL brought celebrations from all over India right into people's homes with the live relay for the Ganpati visarjan and the visuals of people celebrating various Indian festivals such as Jagannath Rath Yatra, Eid-Ul-Adha, Guru Purnima, Independence Day, Parsi New Year, Nag Panchami, Onam, Raksha Bandhan, Teacher's Day, Krishna Janamashtami, Ganesh Chaturthi, and Eid-e-Milad-un-Nabi. We setup free public wi-fi stations on the Ganpati visarjan route and supported our partners during the Krishna Janamashtami Matki Phod event.





Sports events are a treat to watch for everyone, with each win a festival and every loss a motivation to do better the next time. Our live stream for the Asian Games, Cricket, Football, and Wimbledon events happening worldwide right into the fans' homes kept them glued to their seats cheering for their favourite teams.



Health and wellness are important aspects of everyone's life that need care and attention. Keeping this in mind, the P.D. Hinduja Hospital & Medical Research Centre recently conducted a Health Check-up camp at our Mumbai office to check vital health parameters of our employees





We had one of the fastest activations for NXT-HUB in Amritsar, Punjab by the NXTDIGITAL team and we did it in record time! Our customers there now enjoy our bouquet of services of over 650 digital television services, high-speed broadband, and over 300,000 hours of OTT content.





At a convention centre that was inaugurated by the honourable Prime Minister of India, Sh. Narendra Modi in New Delhi, public Wi-fi was provided by ONEOTT iNTERTAINMENT LTD. (OIL).

We had two events happening back-to-back in Goa, which included the OIL Strategic Partner Summit and NXTDIGITAL DTV Meet from July 25 to July 28, 2023. Our strategic alliance partners, last-mile operators, and employees converged to make the event a resounding success and carry home strong relationships and lasting memories.





We launched NXTPLAY, the OTT app that gives over 300,000 hours of local and global content to our customers from leading international, domestic, and regional OTT platforms. It is an opportunity for our partners to strengthen their relationship with the subscribers, but more on that later. Leading print and e-magazines like The Financial Express, Free Press Journal, Indian Television, Medianews4u, and Readers Messenger covered the launch of NXTPLAY. We even promoted NXTPLAY at the International India Film & Television Awards 2023. The VidNet Summit 2023 saw our Chief Operating Officer, Mr. NK Rouse as a panel member who spoke about 'Now Accelerating Consumer Demand and OTT Uptake through Experiences'. We added Disney + Hotstar to our offerings on NXTPLAY, thereby giving our customers a wider range of choices of their favourite OTT content.





We launched our new enterprise networking solutions unit, CelerityX. CelerityX offers a portfolio of bespoke digital solutions for enterprise customers at scale. It is a one-stop networking solution with services like OneX, SkyX, NetX, and HomeX. We talk about it in detail in the later sections. Leading publications like CNBC Awaaz, ET Now, The Economic Times, CXO Today, The Hindu Business Line, and many others covered the launch.





NEW LAUNCHES



At the end of the day, while travelling, or simply when bored, various forms of entertainment via the television or the internet comes to our rescue. **NXT**PLAY, our premier OTT integrated platform was launched to offer subscribers greater value. A consumer can download the app and subscribe to get entertainment at their fingertips.



Speaking on the launch, Chief Operating Officer, Mr. NK Rouse said, "The launch of **NXT**PLAY 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 WI-FI and CCTV, adding OTT to our services portfolio was a natural progression - considering the surge in popularity of on-demand platforms in India. We wish to tap into a wider universe of customers through **NXT**PLAY with our offerings such as Disney+Hotstar, Sony LIV, Zee TV, Shemaroo, SHORTS TV and various other platforms."

SCAN TO DOWNLOAD



NEW LAUNCHES



CelerityX is a game-changer when it comes to redefining enterprise networking. Do you know network breaches globally cost \$1 trillion and can reduce sales by 1-3%. Speaking at the launch, Sameer Kanse, Business Head for CelerityX, said, "CelerityX is dedicated to delivering inventive solutions and exceptional customer service. Through our digitally enabled service experience, we offer a comprehensive range of networking and connectivity solutions, elevating application performance in the cloud economy."

CelerityX's solutions:

- NetX Simplify network management, eliminate vendor hassles, and improve efficiency.
- SkyX Enhance connectivity with India's premier Broad band-over-Satellite solution.
- OneX Streamline network management, mitigate cyber threats, and reduce costs.
- 4. **HomeX** Optimize remote work productivity and security.



Embrace the Future of Enterprise Networking with CelerityX. To know more reach out to us at **info@celerityx.com**





People make a company, and the **NXT** Parivaar had some amazing people **come on board** recently-

- Sooraj R. Keswani Chief Customer Experience Officer
- Amrita Bhattacharya Assistant Vice President, Sales
- Vipul Upadhyaya Assistant Vice President, Sales
- Piyush Sharma Deputy General Manager, Operations
- Dushyant Jhamnani Senior General Manager, Sales
- Santosh Ramesh Kerkar Senior Manager, IT and Applications
- · Patel Vipulkumar Natvarbhai Senior Manager, Sales
- Sujay Bhattacharya Senior Manager, Sales
- · Chandan Singh Senior Manager, Retention





20 Years +

You know the **NXT** Parivaar is like a family when you know that there are people who have completed more than 20 years with us.

Employee Name	Designation	Location
Ajay Manohar Jagtap	Technician	Mumbai Branch
Ajit Singh	Lineman	Delhi
Amir Syed	Senior Executive	Mumbai - In Centre
Amit Tuteja	Technician	Delhi
Ananda Sanas	Office Assistant	Mumbai - In Centre
Arun Joshi	Collection Officer	Mumbai Branch
Ashok Kumar Pandey	Junior Technician	Mumbai Branch
Ayanar Deoraj Kaunder	Assistant Manager	Mumbai Branch
Bhasker Kamble	Junior Technician	Mumbai Branch
Bhupendra Singh M Verma	Engineer	Mumbai Branch
Chandrakant Khamkar	Assistant Manager	Mumbai Branch
Chaturbhuj Thakur	Collection Officer	Delhi
Dashrath S Pilke	Senior Technician	Mumbai Branch
Dattaram Pandurang Dakhinkar	Senior Executive	Mumbai Branch
Dayanand Shantaram Mohite	Assistant Manager - Accounts	Mumbai Branch
Dhiren Vyas	Senior Executive	Mumbai - In Centre
Dhyaneshwar Bhokare	Manager	Mumbai Branch
Dilip Kumar Mandal	Senior Technician	Delhi
Dilip Tukaram Gharatkar	Junior Executive	Mumbai Branch
Dinesh Mahadev Peje	Assistant Manager	Mumbai Branch
Dipak Patel	Collection Officer	Gujarat
Flavia Braggs	Executive	Mumbai Branch
Ganesh Rathod	Senior Executive - Collection	Mumbai
Girish Jairam Kadam	Junior Technician	Mumbai Branch
Govind S Bora	Senior Technician	Delhi
Hemant Bangera	General Manager	Mumbai - In Centre
Hemant Dalvi	General Manager	Mumbai - In Centre
Hemant Sudhakar Kulkarni	Assistant Manager - Network	Mumbai Branch



20 Years +

Employee Name	Designation	Location
Hitendra N Pandya	Technician	Mumbai Branch
Hoshiyar Singh	Technician	Delhi
Jagdish Agrawal	Senior General Manager - IT Applications	Mumbai - In Centre
Joravar	Assistant Manager	Delhi
Kamlesh Kumar Yadav	Senior Technician	Mumbai Branch
Karan Singh	Collection Boy	Delhi
Kishan Shinde	Office Assistant	Mumbai - In Centre
Kishor Manohar Chari	Senior Manager	Mumbai - In Centre
Machindra Sabale	Technician	Mumbai Branch
Mahesh Kumar	Technician - Network	Delhi
Mahesh Shedge	Engineer	Mumbai Branch
Mangesh Chaugule	Assistant Manager - Accounts & Finance	Mumbai - In Centre
Mayur Gosar	Senior Technician	Mumbai Branch
Milind Gawde	Senior Executive	Mumbai Branch
Minalkumar Jawale	Senior General Manager - CAS	Mumbai - In Centre
Nagesh Salian	Assistant Manager	Karnataka
Nanak Chand	Lineman	Delhi
Nand Kishore	Technician	Delhi
Nand Lal Sahani	Technician	Delhi
Nandkishore Rane	Senior Manager - Commercial	Mumbai - In Centre
Narendra Singh	Manager	Delhi
Nitin Madusudan Brid	Collection Officer	Mumbai Branch
Norbert Pillai	General Manager	Mumbai Branch
Pradeep Parab	Electrician	Mumbai - In Centre
Pradeep Waman Muley	Senior Executive	Mumbai Branch
Prakash Baikar	Office Assistant	Mumbai - In Centre
Prakash E G	General Manager	Mumbai - In Centre
Pravin Shivram Bhosale	Senior Manager	Mumbai Branch
Pravin Singh	Junior Technician	Mumbai Branch
Pritesh Panchal	Technician - Network	Mumbai Branch



20 Years +

Employee Name	Designation	Location
Radhakrishnan Nalluli Nair	Assistant Manager - HR	Mumbai - In Centre
Raj Kumar	Lineman	Delhi
Rajat Talwar	Senior Manager	Delhi
Rajendra B Malwankar	Technician	Mumbai Branch
Rajesh Sehgal	Senior Manager	Mumbai - In Centre
Rajgeer Singh	Technician	Delhi
Raju Sartape	Manager	Mumbai - In Centre
Rakesh Vithal Jadhav	Technician	Mumbai Branch
Ram Chandra Gautam	Technician	Mumbai Branch
Ram Raj Gautam	Technician	Mumbai Branch
Ramakant Tukaram Mehar	Senior Executive	Mumbai Branch
Ramani Srinivasan	General Manager - Accounts & Finance	Mumbai - In Centre
Ramesh Kumar	Technician	Delhi
Ramshringar Singh	Technician	Mumbai Branch
Ravi Ahuja	Vice President	Mumbai - In Centre
Ravi Pandit	Technician	Delhi
Ravindra Moily	Manager	Mumbai - In Centre
Ravindra Sadanand Patil	Junior Technician	Mumbai Branch
Roshan Lal	Technician	Delhi
Sachidanand Mishra	Technician	Mumbai Branch
Sahendra Shankar Patel	Senior Executive	Mumbai Branch
Sandeep Ghosh	Deputy General Manager	Mumbai - In Centre
Sanjay Subarao Gajdhane	Senior Engineer	Mumbai Branch
Sanjay Tiwari	Senior Manager - Vigilance	Mumbai - In Centre
Santosh Kumar	Senior Technician	Delhi
Santosh Sutar	Senior Executive	Mumbai Branch
Santosh Vasant Patil	Executive	Mumbai Branch
Saroja Salian	Customer Service Executive	Mumbai Branch
Sat Pal	Technician	Delhi
Satish Chandra Gautam	Technician	Mumbai Branch



20 Years +

Employee Name	Designation	Location
Shafiq Khan	Technician	Mumbai Branch
Shailesh Babulal Shah	Senior Engineer	Mumbai Branch
Shashi Ingle	Manager	Mumbai - In Centre
Sheetal Prasad	Senior Technician	Delhi
Shiv Shankar Sharma	Engineer	Delhi
Shiv Shanker Singh	Senior Technician	Mumbai Branch
Shrinivas Pechetty	Assistant Manager - Network Administrator	Mumbai - In Centre
Shubhankar Mahavier Roy	Technician	Mumbai Branch
Singh Sujit Kumar	Technician	Mumbai Branch
Sushant Sadanand Kheoor	Senior Technician	Mumbai Branch
Uday Narayan Sarfare	Lineman	Mumbai Branch
Umesh Chikkathimmaiah	Senior Manager - Network Engineer	Bangalore
Umesh Dalvi	Senior General Manager - Digital Headend	Mumbai - In Centre
Unnikrishnan C	Senior Manager	Mumbai Branch
Uppala Babu Mallaya	Senior Executive	Mumbai Branch
Vaishali Thakur	Chief Human Resources Officer	Mumbai - In Centre
Vasudev Acharya	Manager	Mumbai - In Centre
Vijay	Executive	Delhi
Vijay Kumar	Senior Technician	Delhi
Vijay S Bhandare	Senior Technician - Network	Rest of Maharashtra
Vikas Kumar	Assistant Technician	Delhi
Vinayak Bhatkar	Senior Manager	Mumbai - In Centre
Vinod Vasant Nimankar	Technician	Mumbai Branch
Virendra Trimbak Atrey	Assistant Manager	Rest of Maharashtra
Vishwanath B Raut	Assistant Manager	Mumbai Branch

We recently also had employees who retired from the organisation -

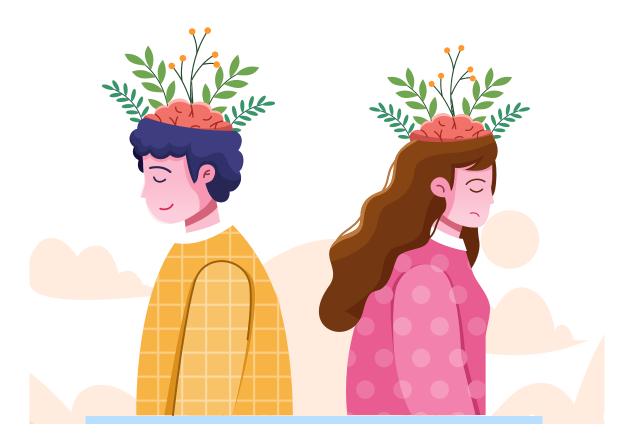
- AK Mallick, Manager, Delhi
- Pramod Kumar Singh, Engineer, Gujarat
- Shivaji Jyotiba Nitturkar, Technician, Mumbai



WELLNESS PUSH

Our workplaces are where we spend the maximum time. Awareness on suicide prevention and mental health is an essential aspect of every office environment.

By openly acknowledging and addressing mental health concerns, **NXT**DIGITAL aims to create a supportive atmosphere that empowers all employees to perform at their best. We have instituted a support system that walks the journey with those in need towards a healthier life.





EMPLOYEE TALENT SPOTLIGHT

A True Value-Centric Company

In so many years of my experience working with various companies, I can safely say that NXTDIGITAL is the only organisation that has always stuck to its core values, laid down by the founders. One of the core values, "Partnership for Growth", is my favourite because even when the company faced so many ups and downs in the past five years, they have never refused or let down any of its partners. NXTDIGITAL has not only pushed its business partners towards growth but also treated its employees with a growth mindset in how they have pushed everyone to get out of their comfort zone and learn something new every day. Indeed, NXTDIGITAL has been one of the best organisations I have worked for!



आले सणासुदीचे दिवस शंभर सर्वांनी प्रगती साठी कसली आहे कंबर चला एकत्न मिळून दाखवू आपली ताकत कोणत्याही आवाहनाला **NXT**DIGITAL कधीच नाही वाकत

-Mahesh Bane, MIS & Data Analyst, Mumbai





EMPLOYEE TALENT SPOTLIGHT



Entries of Build your Bappa Contest winners:





FESTIVITIES GALORE

100-DAY FESTIVAL PLAN

India, often referred to as the "Land of Festivals," is a country that cherishes many cultures, religions, and traditions. This diversity is beautifully reflected in the rich tapestry of Indian festivals celebrated with unparalleled fervour and zeal throughout the year. The country lights up with vibrant decorations and the spirit of giving.

The 100-Day Festival Plan is a golden addition to the celebrations at **NXT**DIGITAL! We are excited for this period to achieve greater heights and enhance our customer centricity to the next level.







INDUSTRY TRENDS

LATEST NEWS

Growth of Indian Internet Economy:

India's internet economy is expected to grow six-fold and touch USD 1 trillion by 2030, mainly driven by the e-commerce vertical, a joint report by Google, Temasek, and Bain & Company foretold. The confluence of three crucial forces — digital-seeking behaviours among Internet users in Tier 2+ locations, digitisation of large, traditional businesses along with a growing start-up ecosystem, and the success of India's homegrown digital public goods or 'India Stack' — has positioned the internet economy for acceleration.

Read more -

https://timesofindia.indiatimes.com/business/india-business/indias-internet-economy-set-to-hit-1-trillion-in-7-years/articleshow/100808673.cms? from=mdr

Effectiveness of SDWAN for Enterprises:

In today's digital age, organisations constantly seek ways to enhance their network infrastructure to meet the ever-growing demands of the modern business landscape. Software-Defined Wide Area Networking (SD-WAN) has emerged as a promising solution, offering improved flexibility, agility, and cost-efficiency compared to traditional WAN setups. While SD-WAN offers significant advantages regarding network flexibility and cost savings, it is essential to recognise and address the underlying challenges associated with migration. Effective planning, a focus on security, skill development, and careful vendor selection are critical to successfully transitioning to SD-WAN.

Read more -

https://www.varindia.com/news/the-underlying-challenges-of-migrating-to-sdwan





COMMUNITY AND CULTURE

PARTNER SPOTLIGHT



Goa Event Partner Message



Dear OIL Team,

I hope this message finds you well. I wanted to take a moment to express my deepest gratitude for the OIL Strategic Partner Summit we had the privilege of attending from July 25 – July 27, 2023. It was an unforgettable experience, and I believe it has significantly impacted our partnership and the future of our collaboration. The insightful presentations and discussions during the event were both enlightening and thought-provoking. They provided us with invaluable insights into the direction of our partnership and how we can work together to achieve our mutual goals.

I want to reiterate my heartfelt thanks to the OIL team for hosting this exceptional offsite event. I look forward to building upon the ideas generated during this event to achieve new heights together.

Regards, **Kiran Shivaji Salunkhe,** Vihang Enterprises



PARTNER SPOTLIGHT



NXTPLAY Launch Partner Message



Dear NXTDIGITAL Team.

I wanted to extend my warmest congratulations to all of you on the exciting launch of **NXTP**LAY. This momentous occasion marks a significant step forward, and I couldn't be happier for your team's success.

It's truly inspiring to witness your dedication, innovation, and hard work come to fruition in **NXT**PLAY. This expansion will enhance your company's position in the market and provide valuable solutions to your clients' needs. As your business partner, I am confident that this venture will bring both organisations even more success and prosperity.

Best wishes for continued success and growth.

Regards,

Mangesh G Walunj,

SS Cable Network, Thane



CELEBRATIONS GALORE

A Satyanarayan Pooja was conducted at the INCentre office for our employees, and we invited everyone to grace the occasion and seek God's blessings.





To mark the historic landing of Chandrayaan-3 on the moon, we telecasted the event LIVE in the INCentre office. We put up a special photo booth for everyone to click pictures and commemorate the occasion.

Ganpati Bappa was welcomed with intense passion and festivities in the air at the INCentre office. He was our guest, and everyone lined up to catch his glimpse and seek his blessings! With unparalleled enthusiasm and excitement, everyone sung his prayers and celebrated him.





WHAT LIES AHEAD

UPCOMING EVENTS AND NEW LAUNCHES

The **NXT** Media Parivaar is only looking forward now! The future is exciting with new launches, expansions like never before, pushing our newly launched products, and wider network coverages.

Witness the biggest Cricketing extravaganza that India will host from October 5 – November 19, 2023, on the **NXT**DIGITAL-HITS and the **IN**Digital network.

Celebrate festivals like Dussehra, Durga Puja, Navratri, Diwali, Guru Nanak Jayanti, Chhath Puja, Eid, and Christmas with us, watching your favourite content and enjoying in the company of your loved ones.

With the 100-Day Festival Plan, our focus is entirely on generating new enthusiasm in our **NXT**-Parivaar and make the atmosphere festive and full of fun. Our business leaders are all geared up to make this 100-Day Festival Plan the biggest thing of 2023 and end the year on a high!

Sameer Kanse, Business Head, CelerityX said, "Attitude is everything in the 100-Day Festival Plan and customer centricity reigns supreme. Our mission for these 100 days is to challenge the status quo with a commitment to exceptional experiences. We want our customers to discover our key pillars of service and enjoy our innovative approaches to our customers' pain points. We want to redefine market credibility and combine audacious innovation with heartfelt care."



UPCOMING EVENTS AND NEW LAUNCHES

Satyaprakash Singh, Chief Operating Officer, OIL, said, "Since the 100 days plan started during the Lord Ganesha's birth week, there couldn't have been a better launch given to it. These 100 days are very critical to the company's long-term success in achieving the targets. Everyone has had a good time in preparing, researching, and planning on the business to develop the strategy with key stakeholders and maximise the impact on the outcome. There is excitement in the air, and everyone is aligned with the company's goals!"

Sanjeev Aggarwal, Chief Operating Officer, OIL, said, "At **ONEOTT INTERTAINMENT Limited (OIL)**, the entire organisation is oriented and hustling towards chasing our goal of subscriber additions, improved customer experience, and responsiveness. The first phase of our National Long Distance fibre roll out of 8,000 kms which will provide us access, enhanced capacities, and improve customer experience to over 150 cities and towns is on track already. With the 100-Day Festival plan, we aim to grow OIL's broadband business exponentially and gain a significant market share in the country."

NK Rouse, Chief Operating Officer, says, "The 100-Day Festival Plan is a chance for every team to work aggressively and not just walk, but sprint on the road to greater success. This period is a good time to transform **NXT**DIGITAL into a customer-centric company and thrive to reach the top. At the end of 100 days, we aim to emerge triumphant and reach newer heights and become a force to reckon with in the distribution of digital media space."

The next quarter looks exciting for **NXT**DIGITAL, and we can't wait for you to be a part of it and share with you!





THANK YOU!

NXT-Udaan wishes you and your families a very happy festival season, 2023!

See you in the January 2024 edition!

