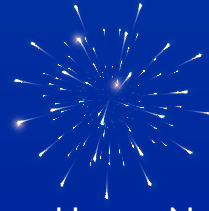




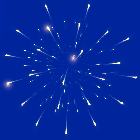
EDITORIAL

Dear All,



We want to start by wishing everyone a very Happy New Year 2024. We hope this year brings immense happiness and joy to all. We are delighted to welcome you all to the second edition of NXTUdaan. Your encouraging feedback and love for the first edition boosted our spirits, and we are back with this second edition.

For this second edition, we have curated engaging content that reflects our organisation's vibrancy and remarkable achievements. From employee spotlights to updates for our partners, we have strived to capture the essence of the NXT Media Parivaar and all our stakeholders.



As we continue to grow and evolve, our magazine serves as a platform to celebrate our shared successes and milestones that make us who we are.

We hope you will enjoy our labour of love and keep your feedback coming!



With Regards,
Akriti Aggarwal
Editor-in-Chief

P.S. – Don't forget to check out the special Fun Corner in the magazine to win amazing prizes!

Editorial Team -

Akriti Aggarwal

Brian D'Souza

Shamika Chitre

Aarti Vishwakarma

Sooraj Keswani

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Vynsley Fernandes

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

Dear Colleagues,

It gives me great pleasure to welcome you to the second edition of NXTUdaan. October, November, and December saw us withstand the storms, achieve our targets, celebrate, make merry, and come together as a family.

Our success is a result of the collective efforts of every member of the NXT Media Parivaar. From the brilliant minds driving every department's initiative, our partners working round-the-clock to ensure customer satisfaction, and the hardworking individuals ensuring seamless day-to-day operations, every role plays a crucial part in our shared success story.

This edition is a compilation of articles and a celebration of the unique talents and perspectives that make our workplace special. As we continue to grow and evolve, let's take pride in the fact that each of us plays a vital role in shaping the future of NXTDIGITAL. Let these pages serve as a reminder of the incredible potential within our team and the exciting journey ahead.

Thank you for your unwavering commitment and hard work. Together, we will continue to reach new heights and set new benchmarks for success.

Wishing you all a prosperous new year, 2024!



INDUSTRY HAPPENINGS

Huge Potential of Satcom for Broadband Connectivity in Rural India

A joint report by ISpA, Nasscom, and Deloitte has revealed that the market potential of using satellite communication for broadband connectivity in remote areas of India is estimated to be approximately \$263 million over the next five years. The report emphasises that satellite internet can be a transformative initiative to address the digital divide in the country, particularly in rural areas that struggle to access reliable and high-speed internet.

Credit to: [telecom.economictimes.indiatimes](https://telecom.economictimes.indiatimes.com)

Over INR 1500 Crore Left in Kitty, Telecom PLI 2.0 in Works

The government is considering releasing a revised version of the production-linked incentive scheme for telecom equipment and inviting fresh applications, as it is left with a surplus overlay of over INR 1500 crore with less than half of the 42 companies meeting their targets for FY23.

Credit to: [telecom.economictimes.indiatimes](https://telecom.economictimes.indiatimes.com)

Telecom Skill Body Aims To Train 1.5 Lakh Individuals To Reduce Demand-Supply Gap

The Telecom Sector Skill Council (TSSC) is planning to train and place over 1.5 Lakh candidates in telecom and related emerging technologies in the next financial year to reduce the demand-supply workforce gap. The increasing convergence of telecom with the technology sector and especially the launch of 5G has resulted in a higher demand for skilled/unskilled/reskilled workforce in the industry.

Credit to: [telecom.economictimes.indiatimes](https://telecom.economictimes.indiatimes.com)

Telecommunications Bill Gets President's Assent

The landmark Telecommunications Bill, which was passed by the Parliament recently, has received the President's assent. 'The Telecommunications Act, 2023' is set to overhaul the country's century-old telecom law to make the sector investor friendly; it prioritises user-protection but also extends powers to the government to intercept communications.

Credit to: [telecom.economictimes.indiatimes](https://telecom.economictimes.indiatimes.com)

OTT Not Under Ambit Of Telecom Bill: Ashwini Vaishnaw

Telecom Minister Ashwini Vaishnaw said over-the-top (OTT) players or applications won't be covered under the new telecom bill and will continue to be regulated by the Information Technology Act of 2000. The minister's first official comments on the issue are likely to allay concerns raised by some app makers and activists that the broad definition of telecommunications can be interpreted to cover any internet-based communication, said industry experts and executives.

Credit to: [telecom.economictimes.indiatimes](https://telecom.economictimes.indiatimes.com)

The Rajya Sabha Passes Telecommunications Bill 2023 to Boost Satellite-Based Internet Services in India

The Rajya Sabha approved the Telecommunications Bill 2023, following its previous passing in the Lok Sabha. The bill enables spectrum allocation for satellite-based Internet services without the need for auctions. The purpose of the telecom bill is to replace outdated rules and modernise connectivity in India.

Credit to: [satproviders](https://satproviders.com)

Our ambitious 100-Day Festival Plan took off in September 2023 with great enthusiasm. Our major theme was growth coupled with customer centricity. All teams, right from finance, technology, supply chain, customer care, operations to sales and marketing worked tirelessly to reduce their respective turnaround times and ensure that our customers are supported at every step of the way. Here's a quick snapshot of every team and what they did to make the 100-Day Festival Plan a super-success.

Project Shakti was an initiative for the digital service providers of the MTN (Mumbai-Thane-Navi Mumbai) region. It was a one-day conference held in October 2023 wherein the teams met, and it was primarily aimed at revival ideas for the digital television business. It was a step forward to address the current ground issues faced by the headend managers, cluster managers, and business partners/distributors.



PROJECT SHAKTI



How the Organisation Came Together as a Whole!

Our DTV team in the MTN (Mumbai, Thane, Navi Mumbai) region faced challenges in acquiring new customers and achieving a significant upturn in activations within a specific timeframe over the past few years. The team tried a lot of new activities with complete confidentiality to take the competition by surprise. The project started about one-and-a-half years ago, in June 2022, and they achieved their phenomenal targets on Dussehra in October 2023. Competition put up a stiff fight by giving out counter offers, but the team did the primary work in the background and involved only a few people to close the deals.

The DTV team took a head start and despite the shortcomings of non-availability of a trained workforce and equipment, they innovated along the way and upped their game to hit the market. Despite all the challenges, the DTV team successfully acquired new customers and the entire team, from Operations, Sales, Marketing, Tech, Logistics, Finance, Customer Care, IT, HR, MQ, Portal and COB, worked together to execute the project and ensure successful completion in a month.

The headend and tech teams went churning boxes door to door, and they led with the DTV team's example. They went as one of them and kept the customers' cultural diversity and sensitivity in mind. The customers and operators were ecstatic and overwhelmed with this direct contact with the Senior Team on the ground and working with them like one family as they had never seen such warmth and close support from the earlier service providers, which helped the DTV team gain their confidence quickly.

Below are a few glimpses of our day-to-day planning and execution at the locations and the activities the DTV team did to ensure the seeding of over 6000 boxes at the customers' homes.



The enterprise business unit, CelerityX, participated in two conferences in the Maharashtra region to showcase their solutions for the BFSI sector. At the Shegaon, Maharashtra event in October 2023, Sameer Kanse, CBO for CelerityX, spoke about the banking crisis in India and the surge of bank cyber frauds. The Pune tradeshow on Regulatory Compliances and Technology Applications in Urban Cooperative Banks was organised by the Pune District Urban Co-op. Banks Association was another event where CelerityX participated in December 2023. At this event, Pradeep Bhoir, AVP for Product and Partnerships, CelerityX, spoke on securing urban cooperative banking while defending against cyber crimes. He also participated in a panel discussion on leveraging technological applications for regulatory compliance in UCBs. Both these events saw collective participation by more than 400 prospective partners, where team CelerityX engaged with them and shared insights.



CELERITYX EVENTS



NXTHUB KANPUR LAUNCH



NXTDIGITAL launched its 107th NXTHUB and entered the Kanpur market. This NXTHUB, located in the heart of Kanpur will ensure that the HITS services reach everyone in this city and they enjoy HD quality HITS signals, multiple choices in bundles and packages, availability of local channels, and superior customer service.

The OTT aggregator app **NXTPLAY** saw a multi fold increase in the number of subscribers because of the multiple activation programs conducted in the MTN (Mumbai, Thane, and Navi Mumbai) region. To keep the momentum going and penetrate the market, **NXTPLAY** has launched AHA Packs and also a pack with disruptive pricing of 79/- per month with 9 OTT apps.



NXTPLAY ACTIVATION



Download **NXTPLAY**

OUR PEOPLE, OUR PRIDE

It is the people of a company who are the actual assets! Our NXT Media Parivaar recently saw some bright new people become a truly indispensable part of our organisation -

- **Tharun S Rai** - Vice President, Special Projects, Sales
- **Pradeep Bhoir** - Assistant Vice President, Product & Partnerships, Product & Tech
- **Maruthi Naik V** - General Manager, Sales
- **Shailesh Tulshiram Chavan** - General Manager, Sales
- **Suraj Parmanand Aeer** - Assistant General Manager, Sales
- **Rajendra Surendra Prasad** - Assistant General Manager, Technical
- **Saugath Saha** - Deputy General Manager, Sales
- **Tuhin Mahanta** - Deputy General Manager, Retention
- **Deepak Mohod** - Senior Manager, Sales



Our organisation stands tall because of amazing people like them who have been with us for more than 20 years. We are indebted for their services and the hard work they put in daily.

| Employee Name | Designation | Location |
|-------------------------|--------------------------------------|---------------------|
| Ajay Manohar Jagtap | Technician | Mumbai Branch |
| Ananda Sanas | Office Assistant | Mumbai - In Centre |
| Arun Joshi | Collection Officer | Mumbai Branch |
| Bhasker Kamble | Junior Technician | Mumbai Branch |
| Chandrakant Khamkar | Assistant Manager | Mumbai Branch |
| Dhyaneshwar Bhokare | Manager | Mumbai Branch |
| Dipak Patel | Collection Officer | Gujarat |
| Hitendra N Pandya | Technician | Mumbai Branch |
| Machindra Sabale | Technician | Mumbai Branch |
| Mahesh Shedge | Engineer | Mumbai Branch |
| Mangesh Chaugule | Assistant Manager Accounts & Finance | Mumbai - In Centre |
| Mayur Gosar | Senior Technician | Mumbai Branch |
| Norbert Pillai | General Manager | Mumbai Branch |
| Pravin Singh | Junior Technician | Mumbai Branch |
| Ramshringar Singh | Technician | Mumbai Branch |
| Sanjay Subarao Gajdhane | Senior Engineer | Mumbai Branch |
| Santosh Sutar | Senior Executive | Mumbai Branch |
| Shashi Ingle | Manager | Mumbai - In Centre |
| Vasudev Acharya | Manager | Mumbai - In Centre |
| Virendra Trimbak Atrey | Assistant Manager | Rest of Maharashtra |

A few of our employees also retired from the NXT Media Parivaar. We thank them for the years of service they have put in.

- **Hemant Dalvi** - General Manager, Mumbai
- **Surinder Vats** - Senior Manager, Delhi
- **Rakesh Kumar** - Senior Technician, Uttar Pradesh

EMPLOYEE TALENT SPOTLIGHT



Sameer 'Ironman' Kanse

True leaders set an example and soar high with speed and resilience as their everyday mantra! Ironmen are not made in a day but are tested daily! Their resilience, strength, speed, and courage are tested, and only the toughest emerge victorious.

Sameer Kanse, the Chief Business Officer for CelerityX and a fitness enthusiast, completed the arduous GWM IRONMAN Western Australia Triathlon that saw over 2500 athletes from 40 countries compete. The race consisted of a 2.4-mile (3.9 km) swim in the Geopraphe Bay, a 112-mile (180 km) bike ride along the coast, and a 26.2-mile (42.2 km) marathon run along the beach.

ON FATHERS AND DAUGHTERS

He is...

A child's first love and first hero.

The monster-under-the-bed slayer,

The forever promise keeper,

The protector,

And the provider.

He sometimes becomes an angry young man,

And sometimes the goofiest man alive.

He has the strongest arms to hold us tight,

And the sanest advice in times of strife.

Sometimes, his love for his years of yore will make you want to scream and snore,

Sometimes, his earnest requests will fall on deaf ears for sure.

Sometimes, the words spoken in anger will be more,

But forget not; he will always be there, that's for sure.

He protects when he can,

And pushes when unsure,

Always silently watching over us,

As we stumble and fall.

He rarely loses his cool,

But oh! When he does,

You better watch out,

As it can never be undone.

I am sure you all know who I am talking about by now,

He is a father, all strong and reassured.

Sometimes, a mom doubles up as a dad,

Or there are fortunate kids with two dads,

But what's common in all of them is true

There's no love like a father, and that's forever true!



AKRITI AGGARWAL

Manager - Marketing

FUN CORNER

Crossword

Crosswords are a fun little game to see how sharp your eyesight is. Let's see how many of our 13 brands/ services (all very well known to all of you) you can find! Look for them closely and circle/ cross/ colour the words in the crossword to win!

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Q | D | Z | Y | O | N | E | B | R | O | A | D | B | A | N | D |
| W | O | X | U | K | X | Y | D | V | U | H | N | U | G | E | M |
| I | N | T | E | R | T | A | I | N | M | E | N | T | H | T | Q |
| E | E | C | I | L | D | U | F | B | I | J | M | I | J | X | W |
| R | O | N | E | D | I | G | I | T | A | L | O | L | C | K | E |
| T | T | X | P | X | G | U | H | M | P | L | W | P | E | L | R |
| Y | T | T | A | C | I | N | D | I | G | I | T | A | L | Z | T |
| U | F | P | S | V | T | B | J | Q | A | Z | E | A | E | X | Y |
| I | G | L | D | B | A | C | K | W | S | X | R | S | R | O | U |
| O | H | A | F | N | L | O | L | E | D | C | T | D | I | N | I |
| P | J | Y | G | M | E | P | Z | R | F | V | Y | F | T | E | O |
| A | K | R | H | Q | R | A | X | T | G | B | S | K | Y | X | P |
| S | L | T | J | W | T | S | C | Y | H | O | M | E | X | N | A |

FUN CORNER

Sudoku

Who doesn't like a fun game of numbers? We are sure you've solved these in your childhood! Well, it's time to solve this easy Sudoku and win big. Hurry!

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 4 | | 1 | 2 | | 6 | | 7 | |
| | 5 | 6 | | | | 8 | | |
| | | | 5 | | 4 | 2 | | |
| | | | 1 | | | | 6 | |
| 1 | | | | | 2 | 4 | | 3 |
| 7 | 3 | | 6 | | 8 | | | |
| | | 4 | | 2 | | | | 8 |
| | | | 8 | 3 | | 6 | 9 | |
| | 9 | 3 | | | 5 | | | 7 |

Contest Rules –

- We will choose a total of 4 lucky winners. Prizes worth 2000/- to be won.
- The winners will be chosen through a draw and the marketing team's decision will be final.
- The last date to send entries is 11:59 PM on January 23, 2024.
- You can participate in both challenges.
- Please send us a clear picture of your solutions on udaan@nxtdigital.in. Any blurry or unclear images will automatically be rejected.

NEW FEATURES AND INITIATIVES FOR PARTNERS

We enhanced our systems to make things smoother for our DTV partners. To reduce manual error, we have introduced the auto-cashback option that gives package-wise and partner-wise cashback to the operators within 24 hours.

NXT-संग्राम, a proprietary certification course for local digital services operators equips participants with knowledge of products, evolving technologies, and necessary skills to bring about a paradigm shift and enable them to become digital services providers of the future. Over the past three months, NXT- संग्राम has held sessions in Delhi and the East region, with the East conducting twelve workshops of two days each, covering over 650 participants. Under the NXT- संग्राम program, there were various sessions held for close to 500 employees all over India for NXTPLAY. The NXTTech Bootcamp was introduced in December 2023 to enhance the skills of our technical team employees and enable them to become proficient in both Broadband and DTV technologies. These workshops are filled with engaging discussions and participants are awarded certificates on successful completion.



NEW FEATURES AND INITIATIVES FOR PARTNERS

LCO Portal

We recently launched the OTP verification system to ensure that we have the correct contact details of our partners in our systems to keep them updated with important notifications and announcements.

To ensure smooth and easier conversation between our partners and their subscribers, we launched the SMS facility so that they can send them easy alerts on expiry of their packs.

Through various fine-tuned and advanced search options on the LCO Portal, our partners now have easier access to multiple options like Renew Subscriptions and Different Plan Availability at their fingertips for dealing with their subscribers.

H8 Portal

The H8 portal has integrated NXTPLAY to allow partners to easily access VAS OTT plans and activate them smoothly in real-time. We have eliminated the manual process of receiving requests and manually activating OTT plans.

CELEBRATIONS GALORE

When it comes to celebrations, **NXTDIGITAL** is never far behind. From Navratri to Garba to Diwali, we celebrated all festivals and had a gala time. For the nine days of the Navratri festival, everyone at INCentre followed the festival dress codes. From serene whites to pretty greens, everyone was dressed to the nines!



Navratri Festival



Garba



For Ram Navami on October 23, the pretty ladies adorned their hands with henna, and everyone danced to the beats of garba in their finest traditional avatars.

Rangoli

Diwali was another day of celebrations for everyone. In the run-up to Diwali, a rangoli contest saw the in-house artists create beautiful designs.



CELEBRATIONS GALORE

Graha Shanti

A Graha Shanti Pooja was organised to bring peace to the office and the employees' lives, where everyone prayed to God and took his blessings.



For **NXTDIGITAL**'s financial prowess, we were awarded with A+ ratings by Infomeric Ratings. Our CFO, **CS Lakshminarayanan**, received the award on the company's behalf.

Congratulations

to our CHRO, **Ms Vaishali Thakur**, on winning the Great Indian HR Empowerment Leader Award. This award acknowledges her hard work, creativity, unwavering dedication, innovative approach, outstanding leadership, and commitment to excellence. She has created a culture of excellence that has set the organisation on the path to industry leadership.



CELEBRATIONS GALORE

Deck the halls with boughs of holly,
Fa-la-la-la-la, la-la-la-la!
Tis the season to be jolly,
Fa-la-la-la-la, la-la-la-la!

Santa Claus brought some cheer to everyone at INCentre, spreading the Christmas vibe everywhere. His jolly laugh and unabashed smiles were a joy for everyone! The employees celebrated and had a merry day with goodies from Santa's bag and some Christmas snacks.



Christmas



WHAT'S IN THE FUTURE

As we enter the new quarter, the NXT Media Parivaar is excited for the opportunities it holds for us.

We look forward to commissioning the NLD fibre route across the country to give our subscribers high-speed internet and lag-free browsing.

The OIL website will be relaunched with a fresh look and feel for easy navigation for our partners and customers.

The H8 Partner Portal will soon see a new WhatsApp Chatbot to easily communicate with our partners with enhanced features and functionalities.

The H8 Self-Care Portal will be undergoing an upgrade to be more user-friendly and have a fresh look and feel.

NXTPLAY will soon be launching new schemes for our partners to ensure new subscriptions and to disrupt the market.

A new version of the **NXTDIGITAL** LCO Portal and Mobile App will be launched shortly, which is designed to be user-friendly, easy to navigate, and enables multiple transactions from one place, along with a fresh look and feel.

Automation is the need of the hour, and to reduce manual processes, in the next quarter, the technical team will be working on automating the cancel for refund feature for the DTV partners.

To easily onboard new partners and customers, a video-based training module will soon be launched that will easily explain all features of the Partner and Customer portals.

THANK YOU!

Team **NXTUdaan** wishes you and your loved ones a
Happy New Year 2024!

See you in the April 2024 edition!