THAICOM

Press Release
ข่าวประชาสัมพันธ์

Hinduja Group's HITS service on THAICOM 7

THAICOM 7 100 percent booked thanks to order from Hinduja Group's Grant Investrade Ltd. for multiple transponders

Nonthaburi, Thailand, 19 November 2015 — **Thaicom**, one of Asia's leading satellite operators, today announced its THAICOM 7 satellite is now fully booked following an order from Grant Investrade Ltd (GIL).

The subsidiary of Hinduja Ventures Ltd., part of the global Hinduja Group, confirmed the order for the C-band transponders on the satellite, which it will use to provide digital cable TV services through a Headend-In-The-Sky (HITS) system.

The HITS service – branded 'NXT DIGITAL' – will help the distribution fraternity smoothly transition to digital and allow customers to choose channels through a satellite multiplex across India.

"It is one of India's national missions to roll out Digital Addressable Systems (DAS) of broadcasting all over the country and we believe 'NXT DIGITAL' is a significant step towards this goal," said **Tony D'Silva, Managing Director at GIL**. "Thaicom is a trusted and experienced satellite provider which has played a vital role in this initiative and the substantial number of satellite transponders we have at the time of launch will continue to grow as we expand our portfolio."

"We are proud to be able to contribute to India's broadcast and media development and thank our Indian partners for their trust in us. This latest deal is particularly exciting for Thaicom as it marks an important milestone for us not only in regards to THAICOM 7 now being 100 percent booked, but also in bringing our platform for content distribution to India which sets us in good stead for the launch of THAICOM 8," said **Thaicom's CEO Paiboon Panuwattanawong**.

The technology program manager for 'NXT DIGITAL' is Castle Media which has set up several world class operations in broadcasting and digital networks in India and overseas.

"THAICOM 7 being a recently launched satellite exhibits strong parameters to facilitate a high-quality digital HITS service in India. We'll continue to work closely with Thaicom to upscale our transponder requirements as our business grows over the next few years, on the back of a strong push by the government to make India a digital nation," said **Vynsley Fernandes, Executive Director at Castle Media**.

Castle Media has been tasked with the design-to-delivery of the HITS service including setting up a state-of-the-art next generation broadcast facility and a robust back-end facility for SMS, CRM, Billing, CAS and other mission critical components and services.

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CONNECTING THE FUTURE

About Thaicom

Thaicom Public Company Limited, a leading Asian satellite operator, was established in 1991 with unique proposition in providing integrated solutions for satellite broadcast and broadband. The Company houses high profiled engineering teams to provide leading-edge innovative solutions on telecommunication and satellite that answer every need with a full spectrum of services. Until now, Thaicom has launched seven satellites into the orbit; four satellites are in operations. THAICOM-5 and THAICOM-6 are a "Hot Bird" broadcasting satellite for Thailand and SE Asia, boarding more than 600 TV channels, coverage over Thailand , SE Asia and Africa (by the name "Africom-1"). THAICOM-4 (IPSTAR) is the world's first broadband satellite and is providing broadband services to 14 countries across Asia-Pacific region. With the unique performance and technology of THAICOM-4, the Company has provided its solutions to many countries in the region to enable the broadband connectivity everywhere, also to recover communication networks at the time of disasters.

In September 2014, THAICOM-7 was launched in addition to existing satellite while THAICOM-8 has been under the production process which will finally also be launched to the "Hot Bird", 78.5 degrees EAST around the first half of 2016. The new bird will increase more transponders that serve the countries in Asia and Africa.

Thaicom PLC is listed on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

About THAICOM-8

THAICOM-8 will have a total of 24 Ku-Band transponders, covering Thailand, South Asia and Africa. THAICOM- 8 will serve customers' needs for increased Ku-band capacity and also strengthen THAICOM's Hot Bird platform at 78.5 Degrees East. Orbital Sciences Corporation will be the manufacturer of the satellite and Space Exploration Technologies Corporation (SPACE X) will be the launcher of the satellite.

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