



Vynsley Fernandes
Chief Executive Officer
IndusInd Media & Communications Ltd.

Vynsley Fernandes is the Chief Executive Officer at IndusInd Media & Communications Ltd. (IMCL) – the flagship media business of the global Hinduja Group. He is a veteran media executive and one of India’s foremost technocrats – with over 25 years of experience in delivering and managing assignments globally - including DTH (Direct-to-Home) & HITS (Headend-In-The-Sky) platforms; digital cable networks; and news & entertainment channels.

IMCL runs two state-of-art digital television distribution platforms - InDigital (a digital cable network) and NXT Digital – a satellite-based HITS platform with a pan-India footprint. InDigital delivers more than 750 television services to customers across 100 cities and towns whilst NXT Digital is available in over 2,000 pin codes across India. Along with its subsidiary broadband business, IMCL is the only integrated digital delivery platform in the country available through cable, satellite and broadband.

Prior to joining IMCL, Vynsley was the Executive Director at CastleMedia; a leading technology, media & entertainment consulting-to-delivery firm which he co-founded in 2010. At CastleMedia, Vynsley led the consulting practice, focussed on pay television platforms across the SAARC, the Middle East and Africa. CastleMedia’s clients include global top media brands - from Lionsgate USA, Ansa Broadcast Malaysia, Econet Vision Africa and Beximco Communications Bangladesh; to several of the top 100 global private equity firms. Among several firsts, he is credited with being the Programme Lead for designing and delivering India’s premier HITS platform – “NXT Digital” for the Hinduja Group.

Prior to CastleMedia, Vynsley has managed high profile assignments globally - for leading blue-chip media organisations including 21st Century Fox (then News Corporation) and TATA SKY. As Principal Consultant at TATA SKY, Vynsley was part of the core team responsible for rolling out the premier DTH service across India whilst at STAR News (now ABP News Network) - he was responsible for setting up and managing the operations of the national and regional network. He also spent a decade at STAR India managing key technology and operations portfolios.

With an academic background in Mass Communications and Media, Vynsley is considered a thought leader in the media & entertainment space and spearheads the Hinduja Group’s media ventures of IMCL.