

**WE ARE**



**GROW WITH US**

# THE PORTFOLIO

We cover 70% of India's population

## 4 NATIONAL CHANNELS



## 8 REGIONAL CHANNELS



## 1 GLOBAL ENGLISH CHANNEL



WION

45 RADIO CHANNELS  
+ 14 LICENSES



## Web Portals

[www.zeenews.com](http://www.zeenews.com)  
[www.zeebiz.com](http://www.zeebiz.com)

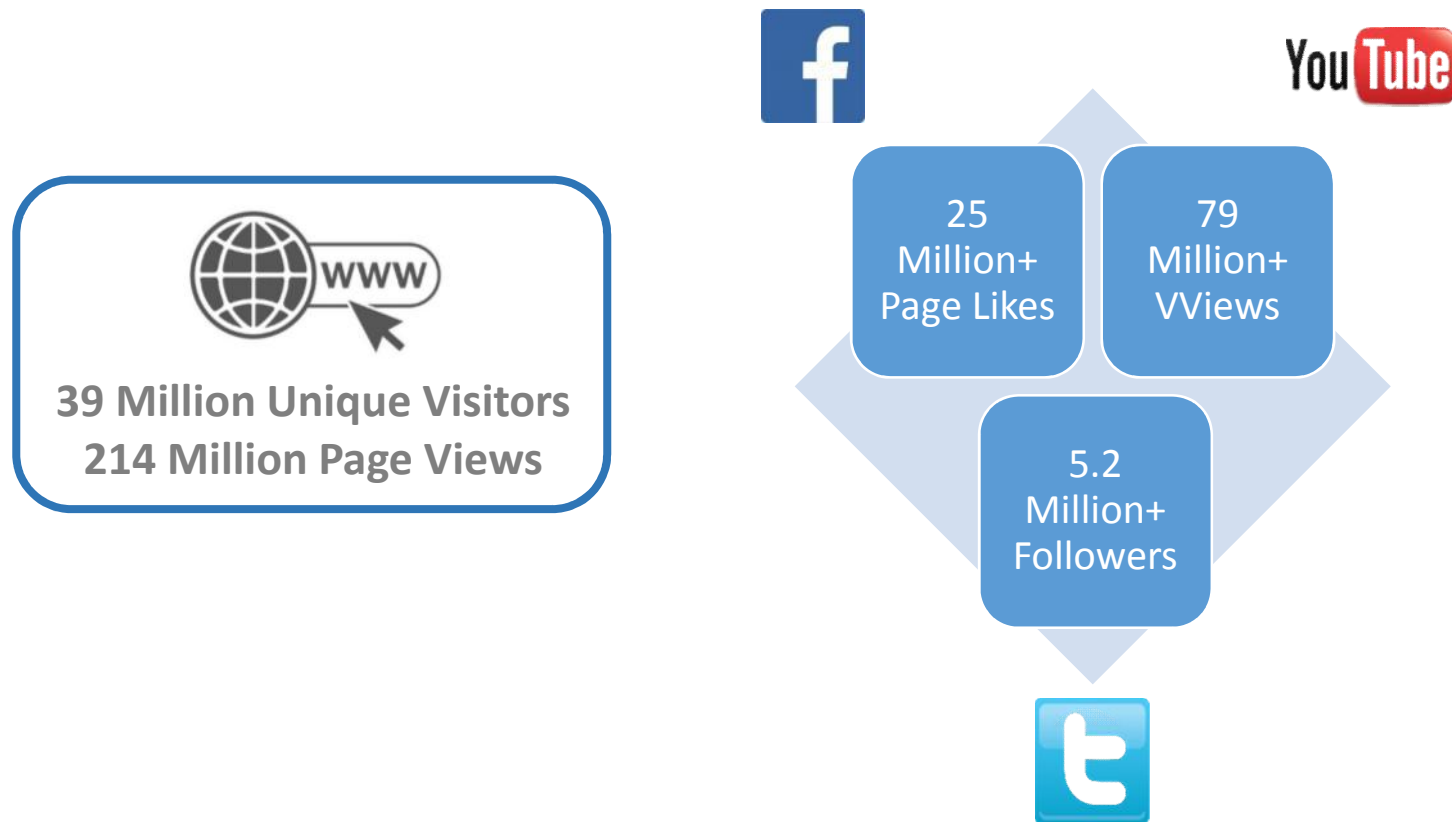
[www.wionews.com](http://www.wionews.com)  
[www.24taas.com](http://www.24taas.com)

[www.24ghanta.com](http://www.24ghanta.com)  
[www.zeenews.com/malayalam](http://www.zeenews.com/malayalam)

## Nation's Most Watched TV News Network



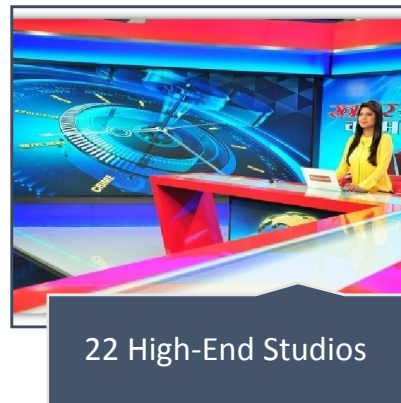
# Digital Strength



Source: Google, Facebook, Youtube, and Twitter Analytics, August 2017



# The Assets Pan India



# AWARDS & APPRECIATION

**Ramnath Goenka**  
**Excellence in Journalism Awards 2013**  
HINDI – BROADCAST  
(Sudhir Chaudhary, Zee News)



**Ramnath Goenka**  
**Excellence in Journalism Awards 2014**  
INVESTIGATIVE REPORTING –  
BROADCAST (Sharad Vyas, Zee MPCG)



**ENBA Awards 2015**  
**BARC India Business News**  
Channel of the Year - Hindi (Zee Business)

## **8<sup>th</sup> BCS Ratna Awards 2017**

BEST PRIMETIME NEWS SHOW (DNA, Zee News)  
BEST POSITIVE NEWS SHOW (Aapki News, Zee News)  
BEST STORY COVERAGE (Cancer Yatra, Zee News)  
JURY AWARD (Dr Subhash Chandra Show)  
BEST DEBUT CHANNEL - NEWS (WION)



**BRAND TRUST REPORT – India Study 2016**  
Most Trusted Hindi News Channel (Zee News)

# KEY PEOPLE



**Rajiv Singh**  
Executive Director & COO –  
National & Digital

Industry veteran with 35+ years of experience spanning both offline / digital media in India as well as Middle-East.

Helped build up US\$ 5 million business in middle-east for Exponential Interactive as Managing Director, MENA

Held leadership positions in Reliance Jio, News18, and several print publications



**Jagdish Chandra**  
CEO – Regional

Ex-IAS responsible for driving regional news channels of ETV and establishing them as regional powerhouse.

Also known for his successful tenures as Chairman of Rajasthan Cooperative Dairy Federation, Commissioner of Jaipur Development Authority and as Transport Commissioner.



**Sumit Kapoor**  
Chief Financial Officer

Harvard Business School Alumni with 14 years' experience in corporate finance and consulting across South-South East Asia, Africa and the US.

Expert in Business Strategy and Planning, Investment Proposals (National / International) and Investor Relations.

Held leadership positions in Monnet Ispat, E&Y, CB Richard Ellis and Deloitte.

# KEY PEOPLE



**Sudhir Chaudhary**  
Editor-in-Chief - Zee News, Zee Business, WION

A journalist, who is a thinker, well versed and widely read with the intention of analysing and showing his viewers news and facts with deep research and clarity

Belongs to the First generation of television journalists in India

Has been in TV news industry for more than 19 years



**Tarun Katial**  
CEO - 92.7 Big FM

Responsible for launch of 92.7 BIG FM and for turning it into India's largest private FM network

Led RBNL's foray into television broadcast with Hindi channels BIG MAGIC and BIG MAGIC

Held leadership positions in Star Network and Sony Entertainment Television after spending three years in advertising in Saatchi & Saatchi, Enterprise Nexus and Ogilvy & Mather



**Amit Bansal**  
CEO - Zee Shopping

Veteran of E-Commerce and Retail Businesses with 16 years' experience.

Best known in industry for expertise in digital strategy, scale up, category design and management and supply chain.

Held leadership positions in Flipkart, Reliance Retail and Sears





**The Essel Group**

# Group Strength – 90 Years of Excellence

## Media & Entertainment



## Infrastructure & Energy



## Education



## Packaging



## Precious Metals



## Financial Services





## Revenue

**US\$ 4 Billion**

Employees

**40,000+**

# Group Synergies

	ZEE Advantage	<ul style="list-style-type: none"> <li>• ZMCL channels are offered as a part of the Zee distribution bouquet of channels by Zee Entertainment Enterprises Limited to MSOs &amp; DTH Operators</li> </ul>	
	Access to Advertisers	<ul style="list-style-type: none"> <li>• Engaged in ad sales across TV, Print, DTH, Cable, and Digital platforms.</li> <li>• Benefits ZMCL with increased advertisement sales clientele due to cross / combined selling across media</li> <li>• 1,000+ Advertisers</li> </ul>	
	Distribution/Other Advantage	<ul style="list-style-type: none"> <li>• 40 Million Households</li> <li>• Joint curation of events and programmes</li> </ul>	

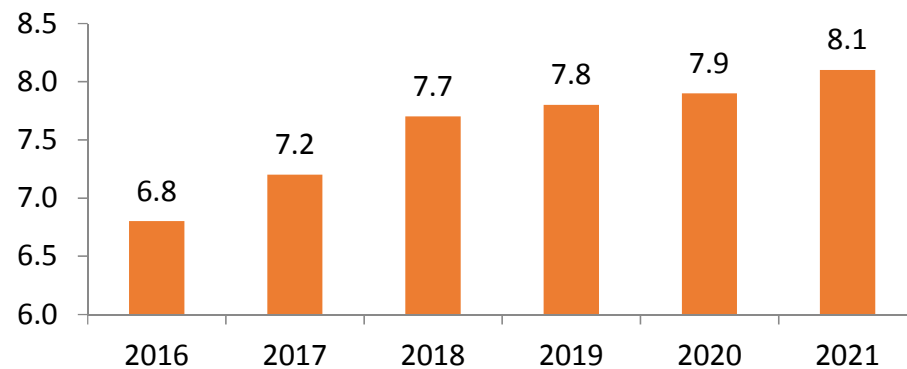


# Industry Potential



# India - Destination to Invest

## India

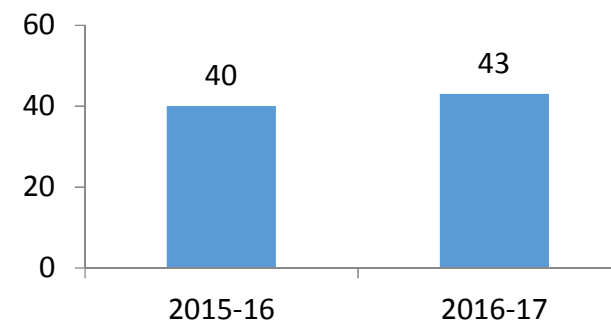


Source: IMF Forecast

Fastest growing major economy in the world for the next 5 years

Top FDI destination in the world

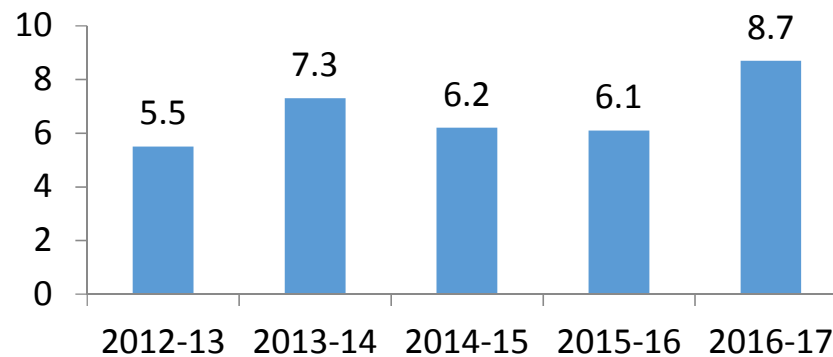
## FDI Inflow (USD billion)



Source: DIPP

# India - Destination to Invest

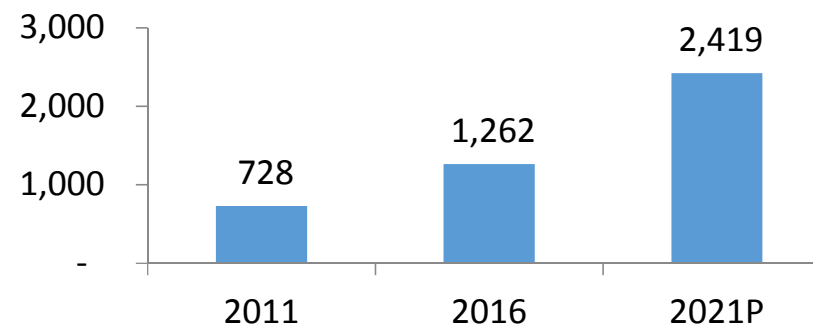
**Private Consumption Growth%**



Private Consumption is growing at a rapid pace and is fuelling the economic growth

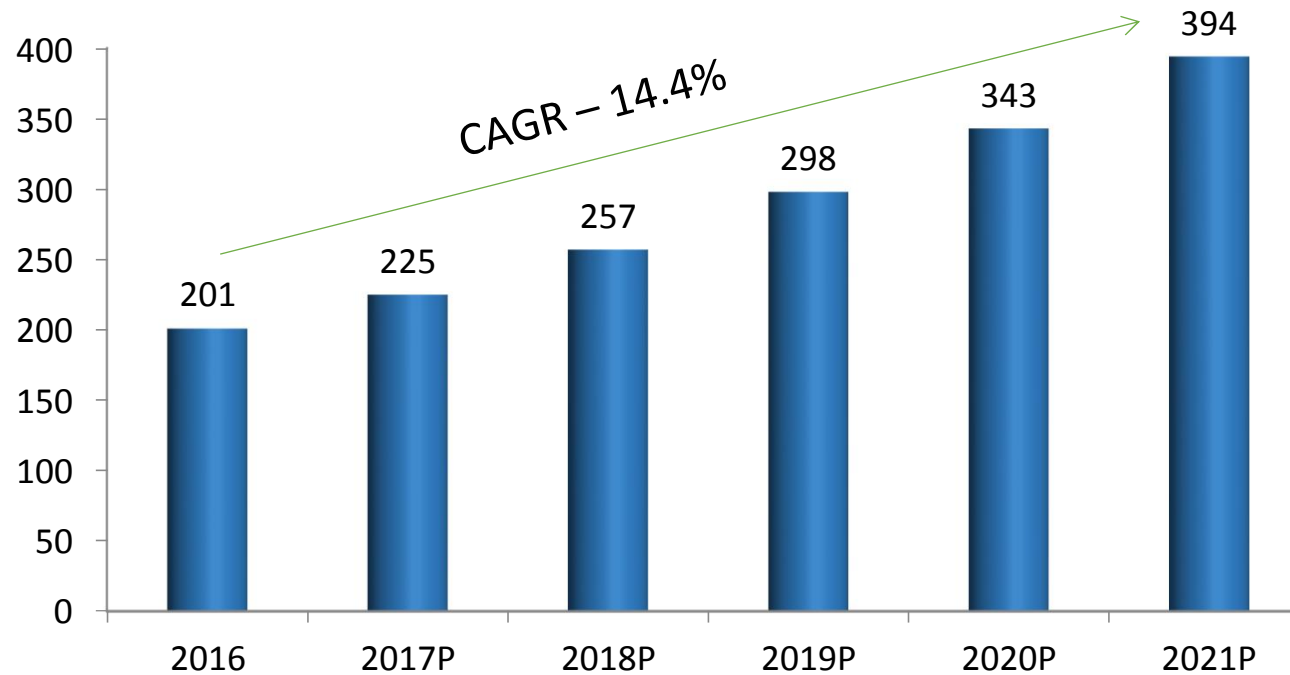
Industry is expected to grow at a CAGR of 14.7% during the 5 years period till 2021; likely to double itself.

**Industry Size (USD billion)**



# Television Industry

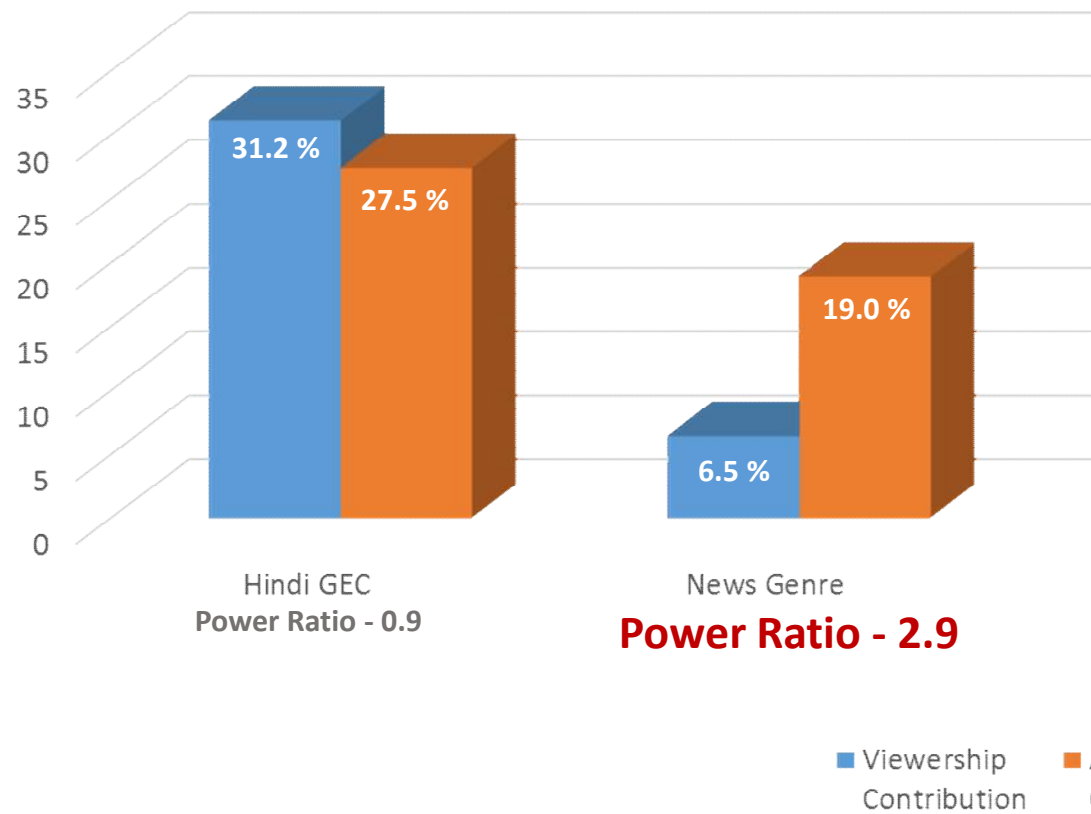
## TV Advertizing Revenue



Television Advertising, the company's primary revenue stream, is expected to continue to grow at a healthy CAGR of 14.4%

Source: FICCI – KPMG Media & Entertainment Report – 2016

## Power Ratio - News Genre



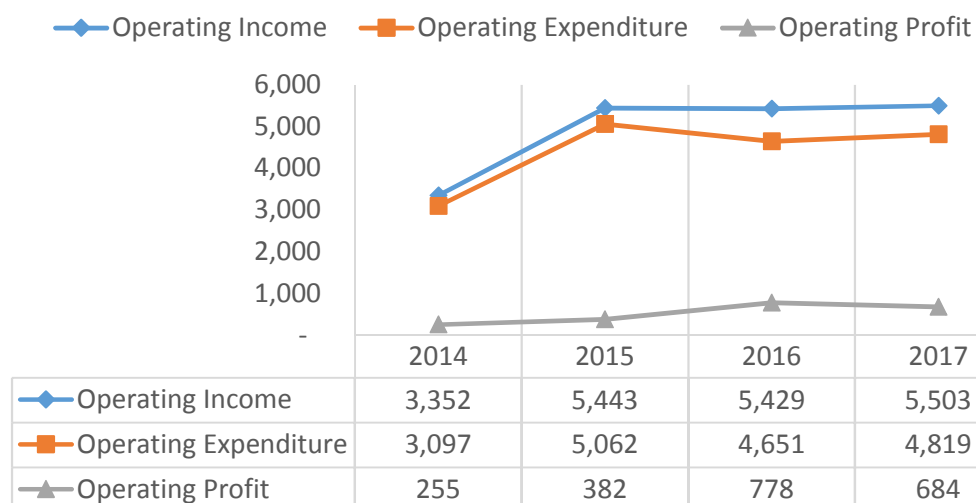




# Financial Performance

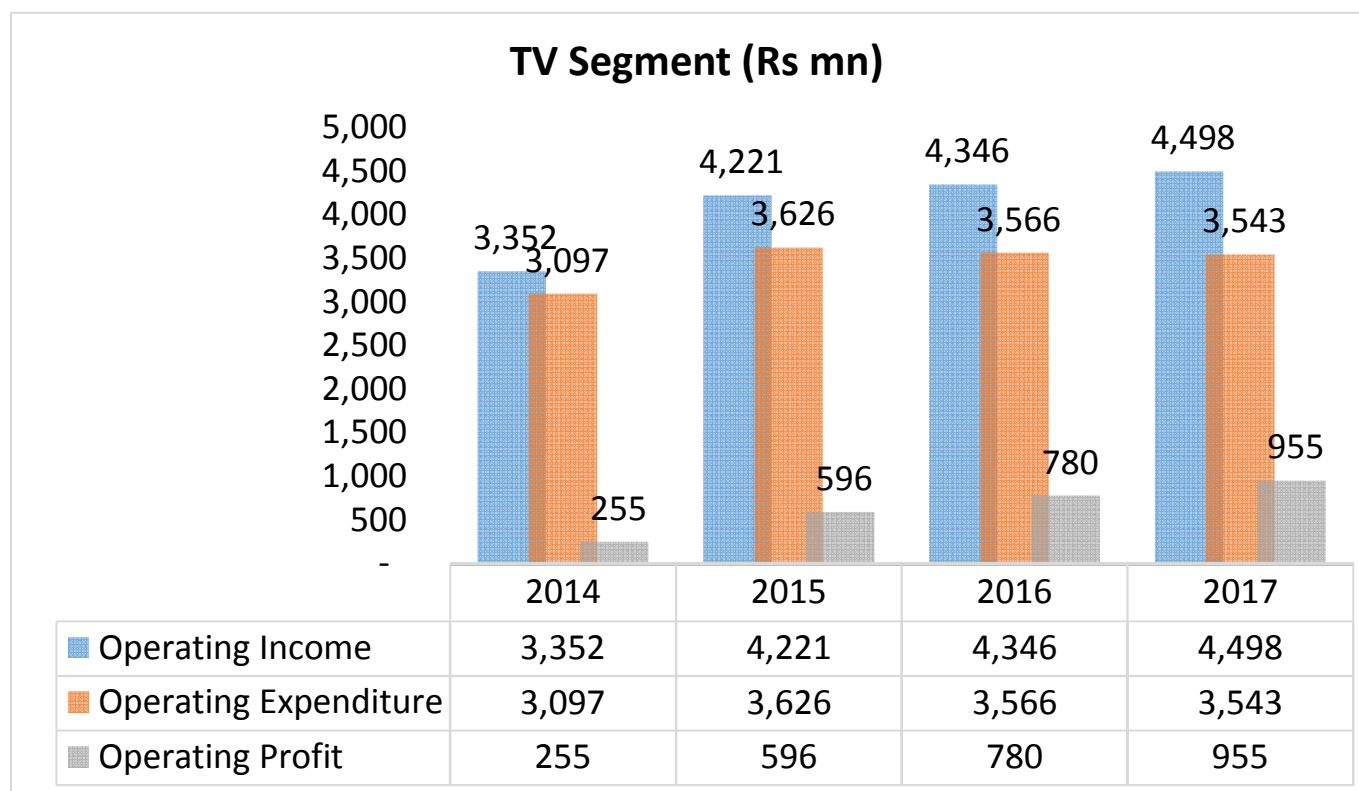
# FY 2016-17: An Eventful Year

## Consolidated (Rs mn)



Key Events	Impact
Conversion of Zee News from paid channel to FTA	<ul style="list-style-type: none"> <li>Viewership increased from 55 mn in Jul'16 to 100 mn in Nov'16</li> <li>Downward movement in Subserv due to FTA offset by Adrev</li> </ul>
Demonetization	<ul style="list-style-type: none"> <li>Impact on advertising spends in Q3</li> </ul>
DNA (print)	<ul style="list-style-type: none"> <li>Been demerged into a independent entity w.e.f. 1<sup>st</sup> April 2017</li> </ul>

## Improved Profitability in TV Segment



Operating Margin for Television segment consistently improving at a CAGR of over 20% over last 3 to 4 years



# **FUTURE PLAN TELEVISION**



## New Launches for deeper penetration in language markets



**Zee Salaam**  
Urdu News Channel



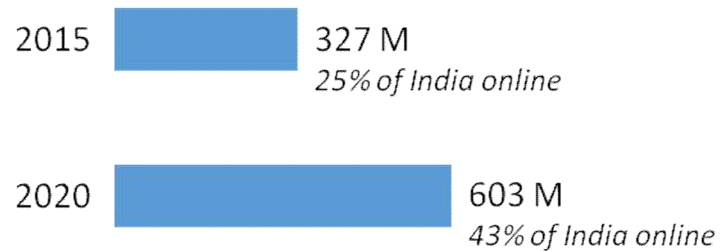
**Zee Kalak**  
Gujarati News Channel



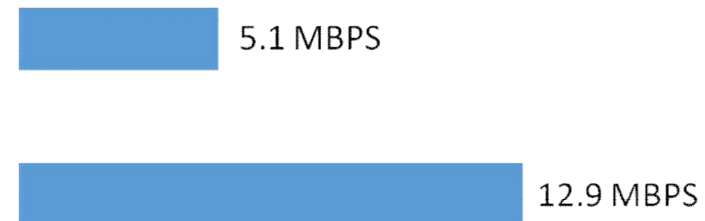
# **FUTURE PLAN DIGITAL**

# How Internet Will Look in India in 2020?

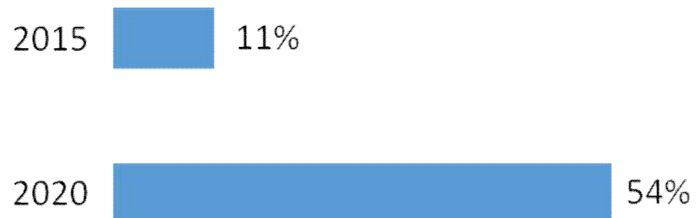
## MORE INTERNET USERS



## FASTER BROADBAND SPEED



## MORE 'SMART' MOBILE CONNECTIONS

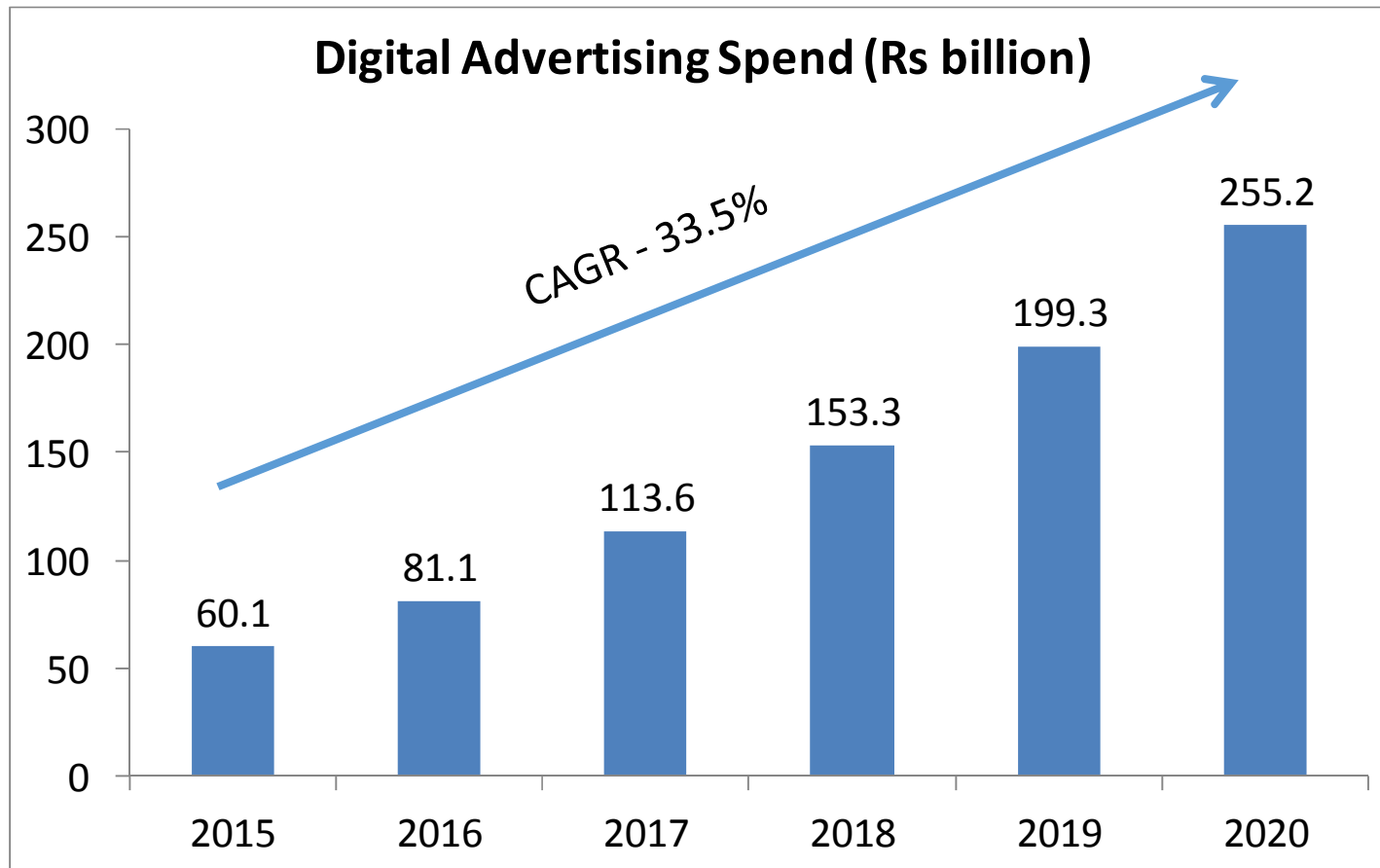


## MORE VIDEO TRAFFIC ON MOBILE



Source: Cisco Visual Networking Index 2015-2020

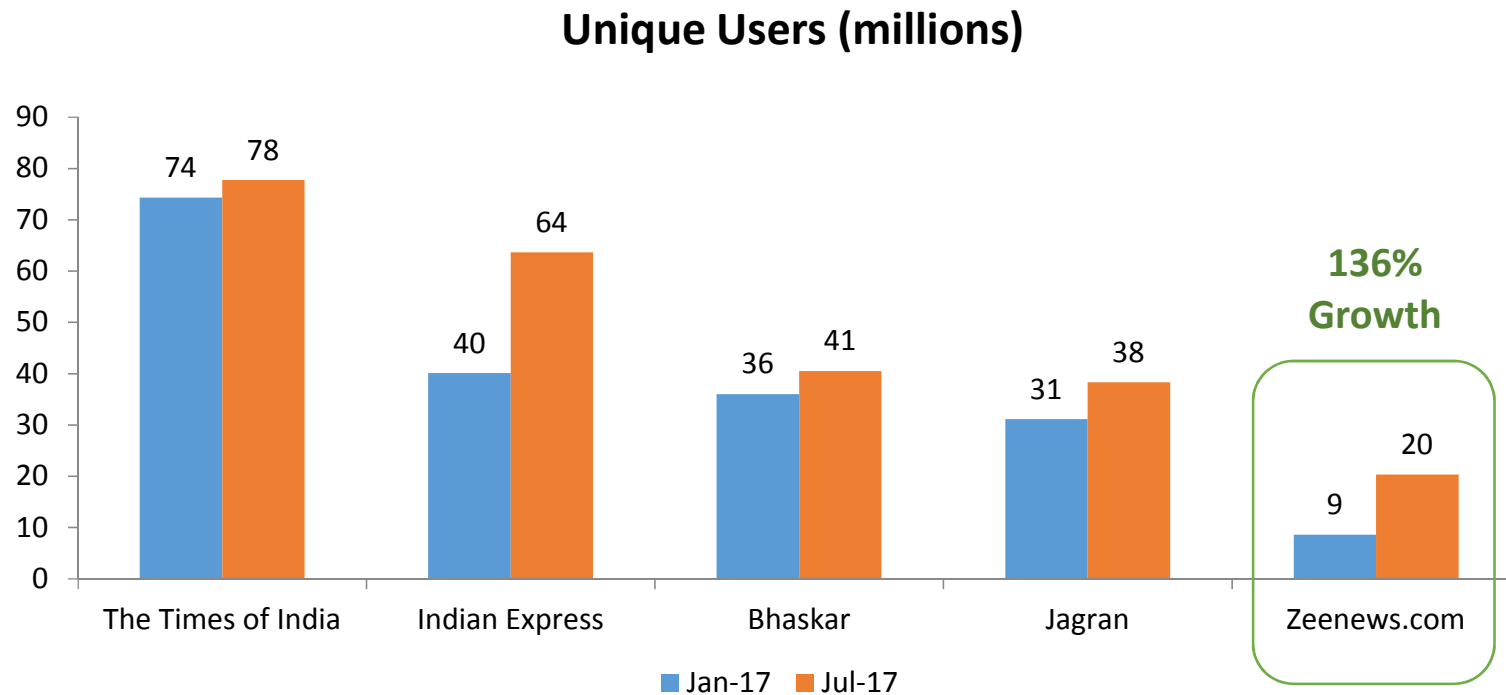
## Digital Advertising to grow Four Folds



Source: KPMG-FICCI Media & Entertainment Outlook 2016



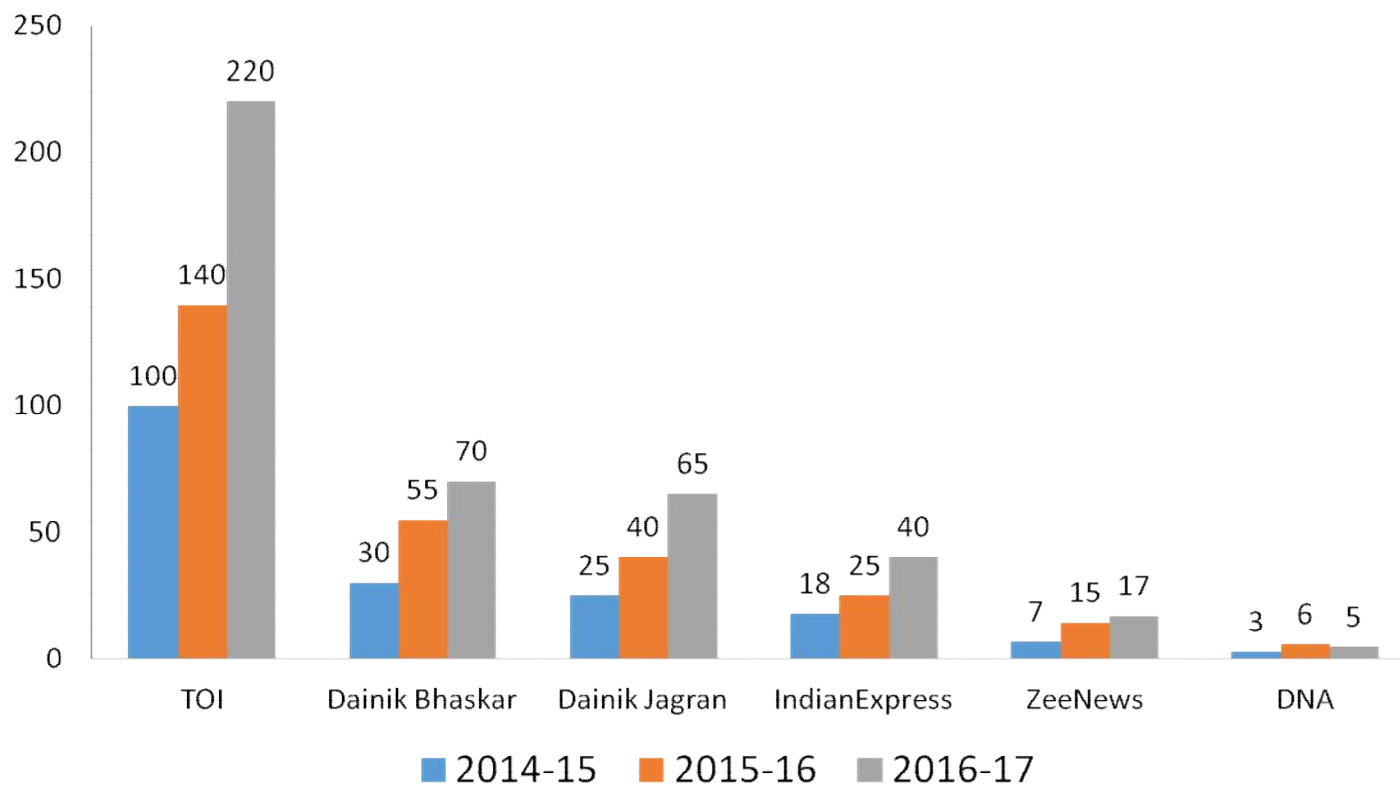
## Where Does ZMCL Stand – Digital Traffic



Fastest Growth among major competitors.  
Further Scope for tremendous growth.

## Where Does ZMCL Stand – Revenues

Digital Revenue (Rs crs)



# Focus Areas on Digital

## Building a Digital Ready Organisation

- Separate language verticals for Digital properties
- Building infrastructure & manpower capabilities (without adding much to headcount) to challenge the dominant players

## Individual Positioning of all properties

- Removing overlaps and clear-cut positioning of each of the digital properties
- Building innovative features & USPs for each product

## Drive Growth through Videos & Mobiles focused Strategies

- Utilize synergies with television broadcast to build relevant video propositions
- Building properties with a mobile-first perspective



# **FUTURE PLAN SHOPPING**

## Retail in India: A glance



**Retail is Shifting towards Online ~ from \$5b in 2015 to \$130b by 2025**



# Retail in India: A glance

	CROWDED			DIFFICULT TO SCALE			WHITE SPACES		
Segment	Fashion & Lifestyle	Consumer Electronics	Books, Music & Video	Furniture & Home Furnishing	Kids, Toys & Hobbies	Office Supplies & Equipment	Curated Marketplaces/ Private Labels	TV Shopping	Fashion/Product Discovery
Global Leaders	Amazon Sites Zolando	Dell Apple	Amazon Sites Netflix	Ikea Crate & Barrel	Toys'r'us diaper	Staples Office Depot	Etsy Nastylgal	QVC HSN	Polyvore Lyst
India Leaders	Flipkart Snapdeal Jabong	Dell Flipkart Snapdeal	Flipkart Amazon Sites Junglee	Urban Ladder FabFurnish PepperFry	FirstCry Hopscotch BabyOye	OfficeYes Stationeryshop Kobster	Zovi Yepme Freecultr	HS18 Naaptol ShopCJ	Roposo Woonik
Addressable Size	Large	Large	Moderate	Moderate	Moderate	Small	Large	Large	Moderate
Growth	High	High	Moderate	Moderate	Moderate	Low	High	High	High
Competition	High	High	High	Moderate	Moderate	Moderate	Moderate	Moderate	Low
Margins	Moderate	Low	Low	Moderate	Moderate	Low	High	Moderate	Moderate
Capital Intensity	High	High	High	High	Moderate	Moderate	Moderate	Moderate	Low
RISK/REWARD	HIGH INVESTMENT & RISK			MODERATE RISK, LOW REWARD			ATTRACTIVE OPTIONS		

**TV Shopping ~A Suitable profile to operate in**

# Proposed structure to operate

	Sales Platform	Merchandise	Order Fulfilment
<b>Stage 1</b> • Zee inspired collections • Designing merchandise for Zee Shows	• e-commerce	• Zee Inspired [Women ethnic, western]	• By Market place Partner
<b>Stage 2</b> Home Shopping Slots buying	• Own Web/mWeb	• Kitchen • Bed & Bath • Small appliances	Own Call Centre
	• TV Slots on Zee & other networks (In house content production)	• Private label • Exclusive Brands	• Own logistics Delivery platform
	• Multiple Marketplaces	• Own Brand - Women Ethnic	• 3PL Warehouse
<b>Stage 3</b> 24/7 Channel	• 24*7 Channel • Android App	• Large Appliances • Never seen in India • Hard-lines	• Scale & Optimize





**Thanks for your time...!**