



INVESTOR UPDATE

THE ESSEL GROUP

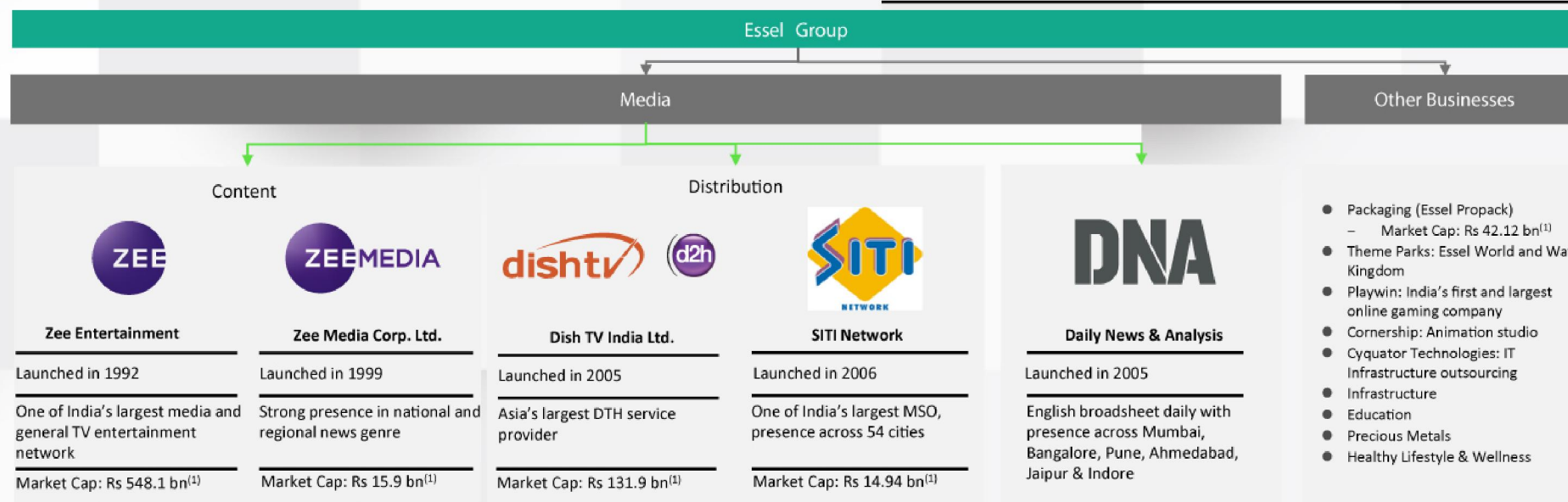


Launched in 1976, Essel Group is one of India's largest business houses, with a dominant presence in Media

- One of India's largest vertically integrated media and entertainment group, and also one of the leading producers, content aggregators and distributors of Indian programming globally
- One of the largest producers and aggregators of Hindi programming in the world

Founded by Dr. Subhash Chandra

Group Market Cap (Listed entities under Essel Group): Rs 752.9 bn⁽¹⁾

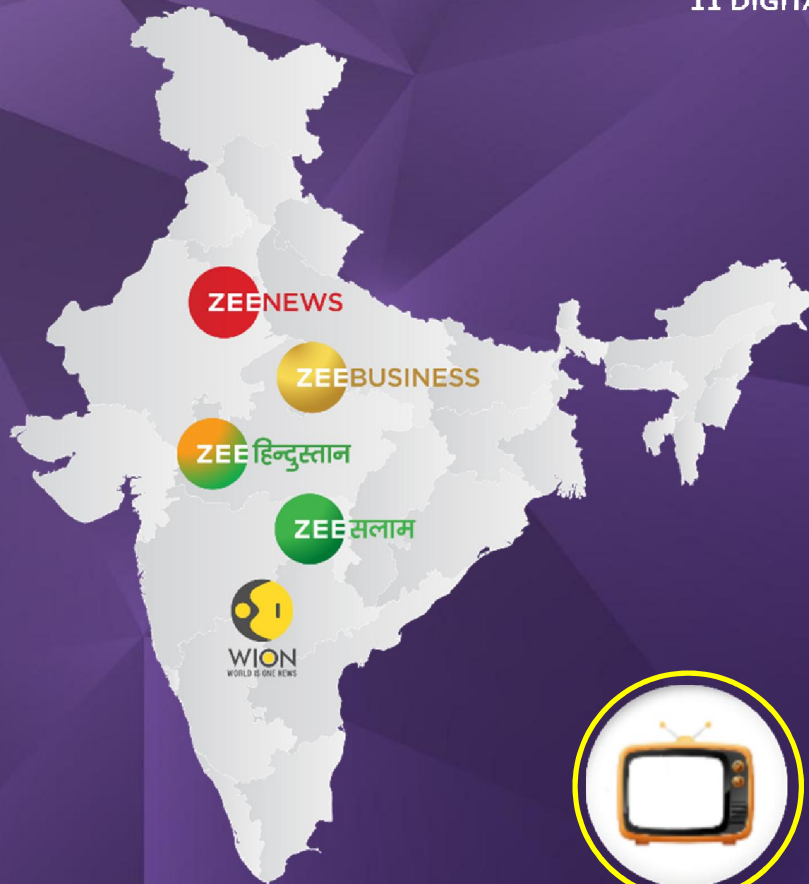


Source: Company websites, BSE, MPA Report 2016

Note: (1) Market capitalization as on 14th May, 2018

ABOUT ZEE MEDIA

**INDIA'S LARGEST BOUQUET OF 14 NEWS CHANNELS.
11 DIGITAL PROPERTIES, 11 LANGUAGES**



220+ million viewers



**60 million+
monthly unique
visitors**



**45 million+
monthly unique
visitors**

OUR ASSETS



100,000+ Hours
of Video Content



31 High-End Studios



540 Correspondents
& Stringers



43 News Bureaus
PAN India



27 DSNG Vans, 66 Backpack
Units, 28 MOJO Kits



300 ENG Cameras

ZEE MEDIA SYNERGIES WITH ESSEL GROUP



Extraordinary Together

- **Distribution Advantage**

- ZMCL channels are offered as a part of the Zee distribution bouquet of channels by Zee Entertainment Enterprises Limited to MSOs & DTH Operators

- **Access to Domestic Advertisers**

- Engaged in ad sales across TV, Print, DTH, Cable, and Digital platforms.
- Benefits ZMCL with increased advertisement sales clientele due to cross / combined selling across media
- 1,000+ Advertisers

- **International Sales**

- ZEEL's international teams sell advertising spaces on behalf of ZMCL on its television and digital platforms

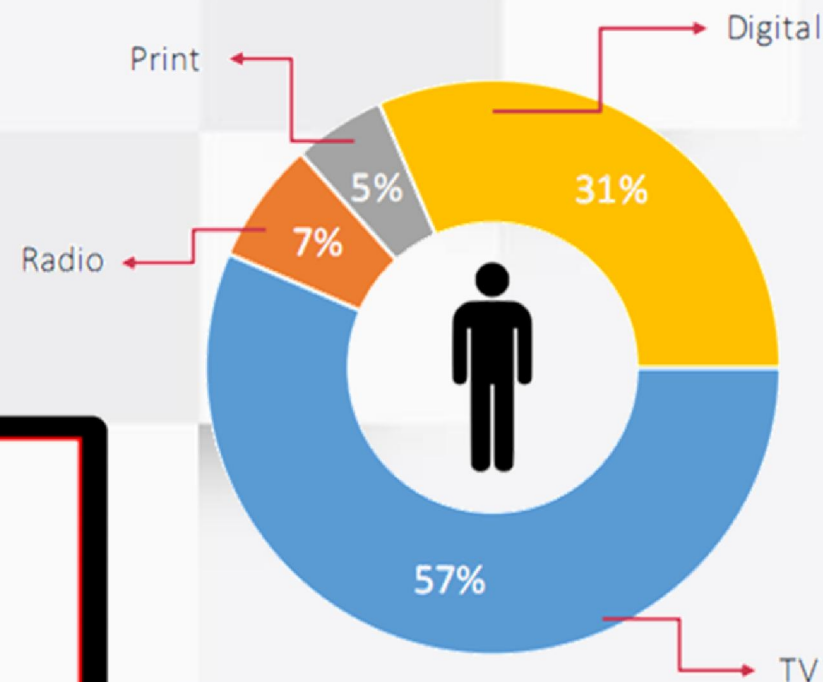
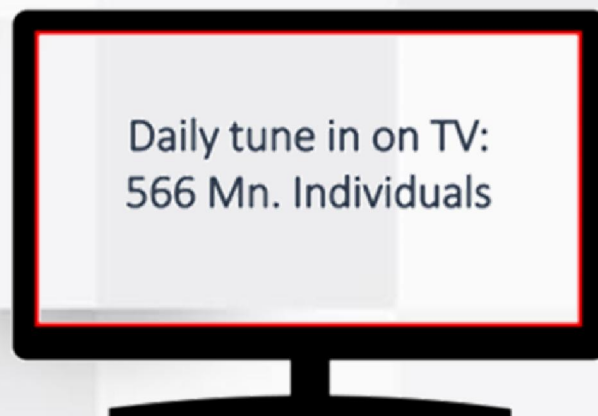
- **Digital Content Synergies**

- Diversity of news publishing platforms provides huge content repository



- Access to 42 Million Households
- Joint curation of events and programmes

WHAT DOES TV MEAN TO INDIA?



TV continues to remain the most popular form of entertainment across all age groups

TV SEGMENT PERFORMANCE: IMPROVING SHARE AND STICKINESS

ZEEMEDIA

ZEENEWS

Highest time spent during
4 of last 6 quarters

ZEE मध्य प्रदेश
छत्तीसगढ़

Only channel other than Aaj
Tak to be No. 1 by share for
100 consecutive weeks

ZEE पंजाब हरियाणा
हिमाचल

Highest ATSV in the genre
for 8 consecutive quarters

ZEE बिहार
झारखंड

Highest ATSV in the genre
for 8 consecutive quarters

ZEEBUSINESS



Increasing stickiness

ZEESALAAM

No. 1 by market share in
Urdu news genre since
launch in Jul'17

ZEE राजस्थान

Highest ATSV in the genre
for 5 consecutive quarters

ZEE २४ घण्टों

Strong No. 2 channel by
market share for 3 years

STICKINESS OF CONTENT REFLECTED IN EARNING RATES

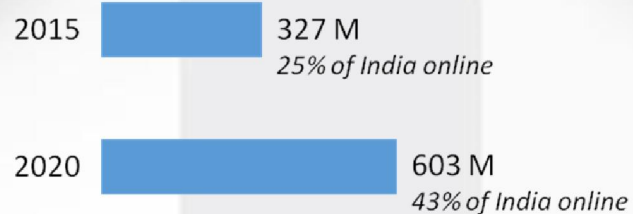


Improving market shares and increasing stickiness of the channels (as highlighted in prior slide) resulting into changing trends of Earning Rates (ERs) of respective channels

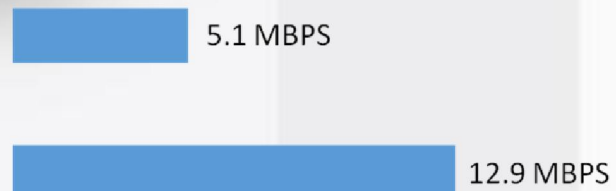
- a. 7 out of 14 channels witnessed over 25% growth in ER in Q1 FY19 over corresponding quarter last year
- b. 4 out of above 7 channels were Regional channels, reflecting the potential in regional markets
- c. Zee Hindustan, that was launched last year as a national platform, experienced an over 50% increase in ER for Q1 FY19
- d. Zee Salaam , that was launched last year achieved operational break even in last financial year itself

HOW INTERNET WILL LOOK IN INDIA IN 2020?

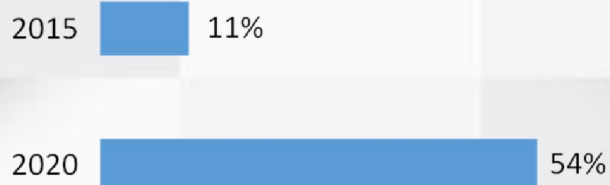
MORE INTERNET USERS



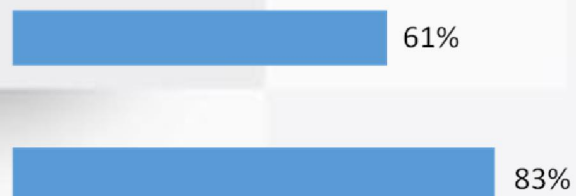
FASTER BROADBAND SPEED



MORE 'SMART' MOBILE CONNECTIONS



MORE VIDEO TRAFFIC ON MOBILE



Source: Cisco Visual Networking Index 2015-2020

ZEE DIGITAL NEWS PUBLISHING HUB: DERIVING CONTENT SYNERGIES



STRIVING TO MAKE THE WORLD A MORE INFORMED PLACE



ZEENEWS.COM

India's Largest News Platform in Multi Languages



ZEEBIZ.COM

Investment guide and business advisor for mass markets



WIONEWS.COM

India's Global Voice on the internet



DNAINDIA.COM

News that builds perspective



INDIA.COM

News and Information Gateway to India



BOLLYWOODLIFE.COM

One stop shop for everything ENTERTAINMENT



THEHEALTHSITE.COM

Complete Health Portal on Health, Fitness, Nutrition, Lifestyle



BGR.IN

India's #1 source of exclusive gadgets and gaming news and views



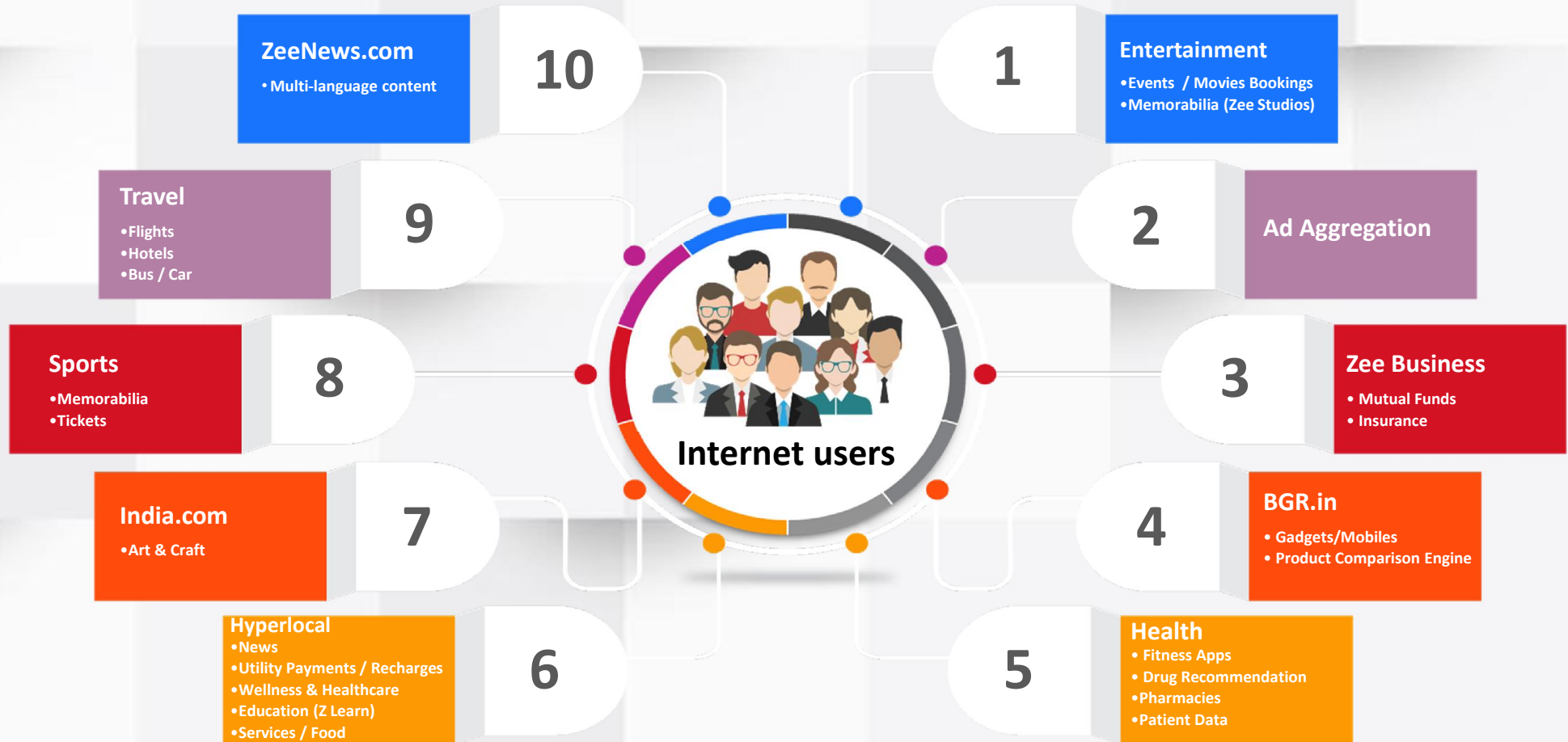
CRICKETCOUNTRY.COM

Brings out expertise and opinions of fans

ZEE DIGITAL: AIMING TO ENGAGE AUDIENCE AT MULTIPLE TOUCH-POINTS

ZEEMEDIA

MULTIPLE SEGMENTS AND MULTIPLE PLATFORMS



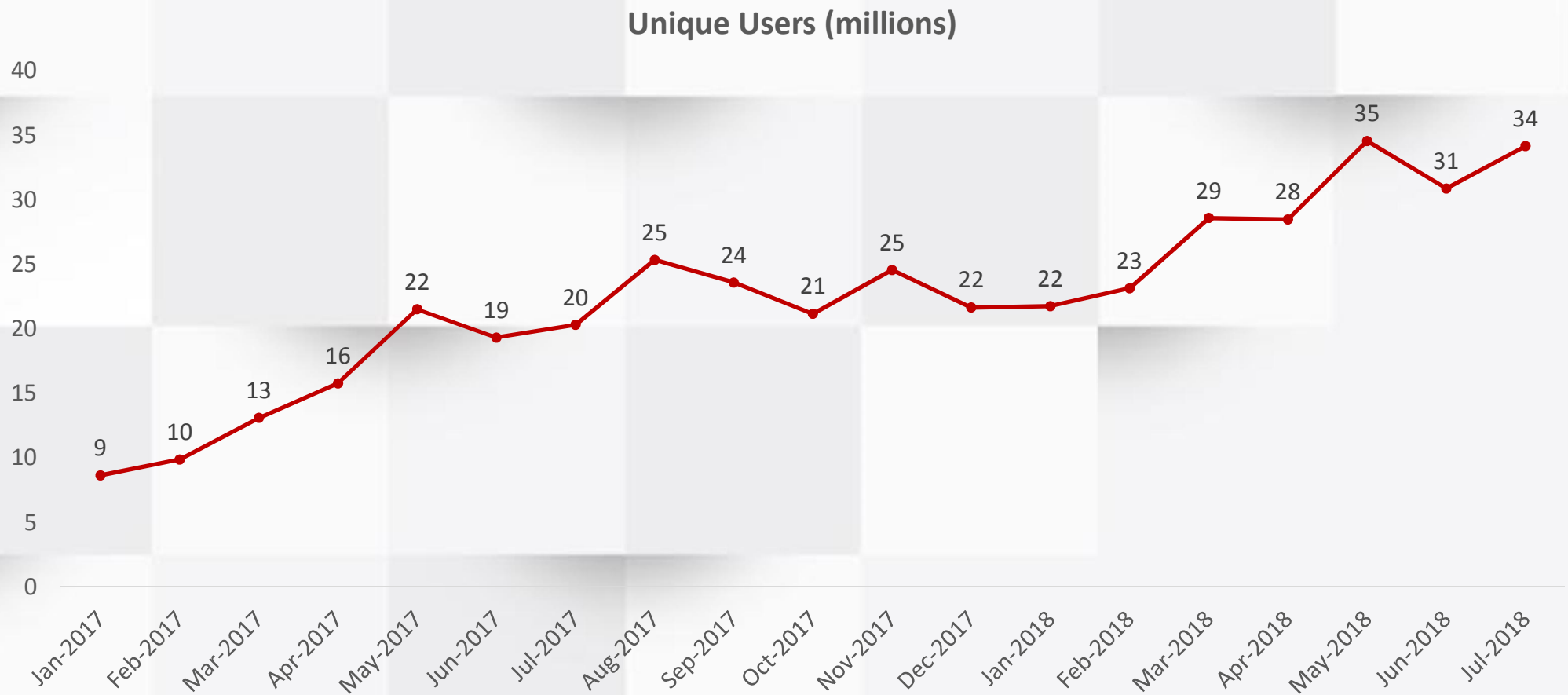
ZEE DIGITAL: HIGH GROWTH, STRONG POSITION



AMONGST TOP 4 NEWS PUBLISHING GROUPS IN INDIA

News/Information	Jul-17	Jul-18	Growth%
The Times of India Sites	86.7	111.7	29%
NDTV	50.8	77.8	53%
The Indian Express Group	63.7	76.2	20%
ZEE DIGITAL	50.8	69.1	36%
India Today Group	62.1	67.3	8%
Network 18 Sites	58.9	60.6	3%
HT Media Group	53.1	57.3	8%
OneIndia.com Sites	41.1	43.0	5%
Jagran Sites	38.3	38.1	0%
Bhaskar Group Sites	40.5	26.3	-35%
ABP News Network	25.2	24.6	-3%

ZEENEWS.COM: CHARTING EXPONENTIAL GROWTH TRAJECTORY

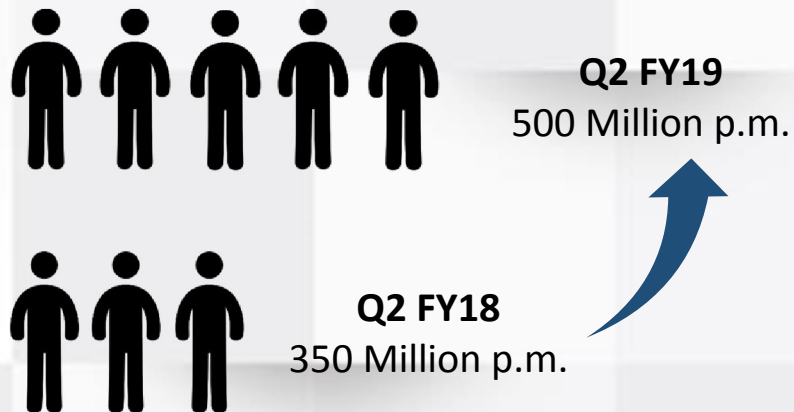


Source: comScore, Mobile + Desktop Users

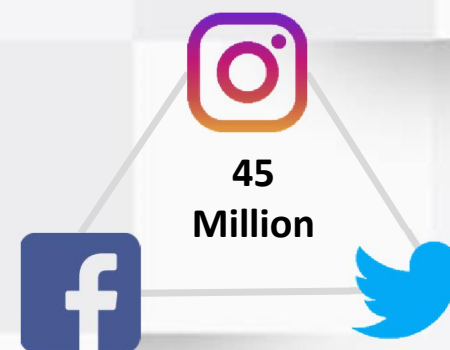
ZMCL: INCREASINGLY DELIVERING EYE-BALLS TO ADVERTISERS

ZEEMEDIA

Monthly Average Page Views



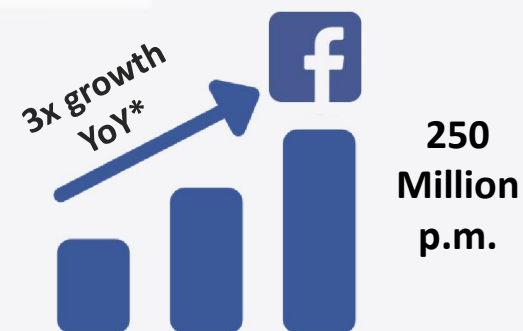
Social Media Followers



Youtube Video Views



Facebook Video Views

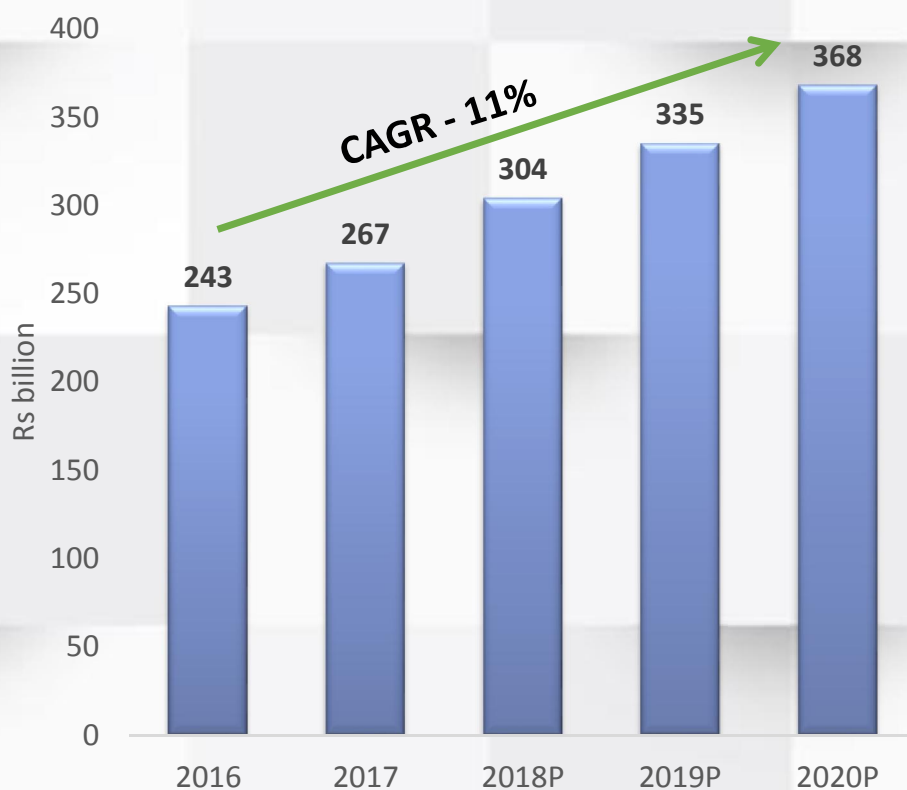


FINANCIAL HIGHLIGHTS

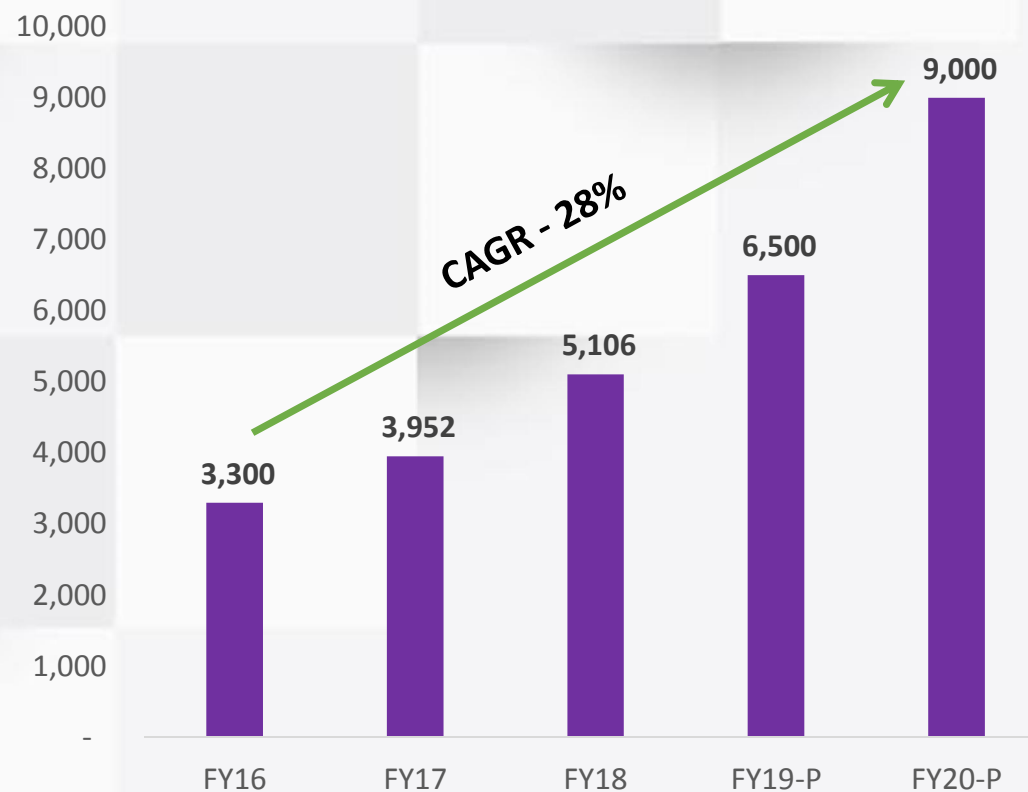
BEATING THE INDUSTRY ADVERTISING REVENUE GROWTH



Television Advertising Revenues

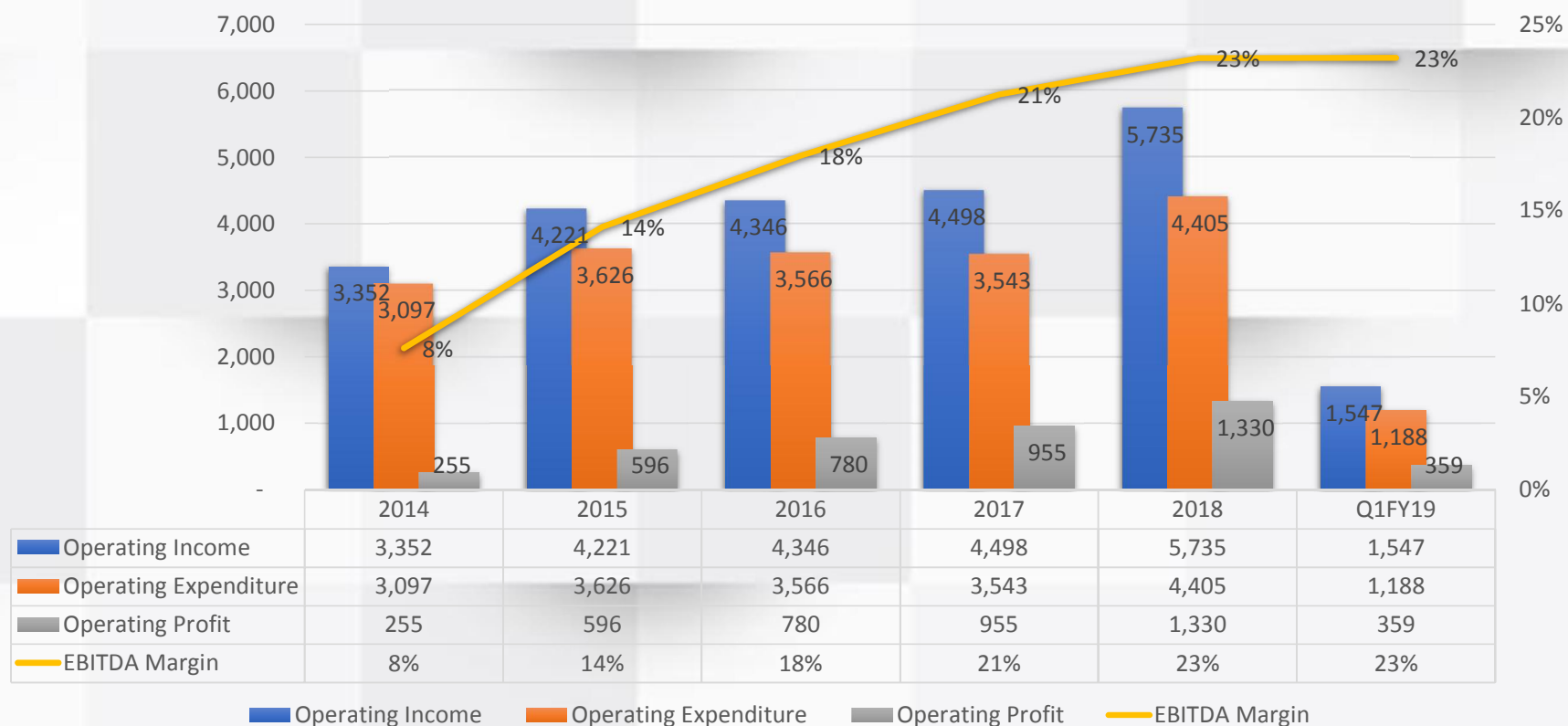


ZMCL Advertising Revenues



IMPROVING PROFITABILITY

TV Business - KPIs



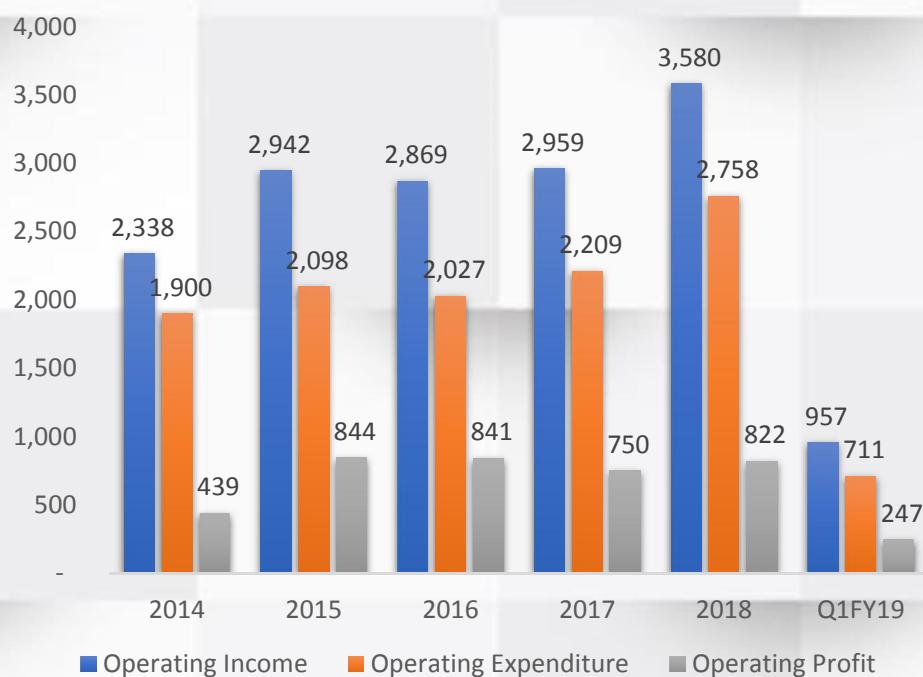
EBITDA margin has improved from 8% in FY14 to 23% in Q1FY19

WHOLISTIC GROWTH



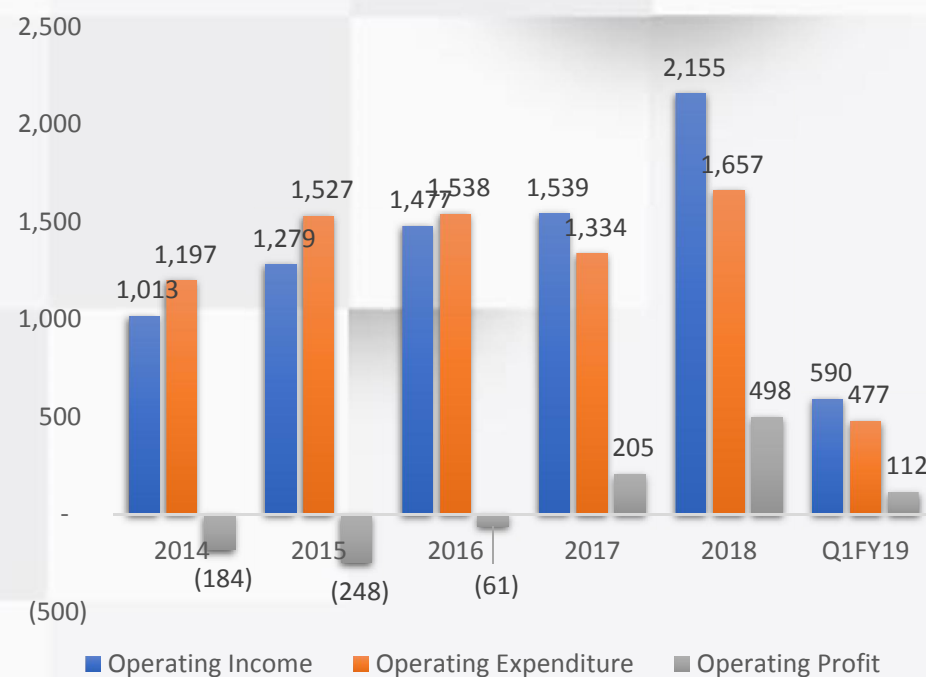
IMPROVED PROFITABILITY IN NATIONAL AS WELL AS REGIONAL CHANNELS

National Channels



National Channels – Zee News, Zee Business, Zee Hindustan, WION (Q4FY17 onwards)

Regional Channels

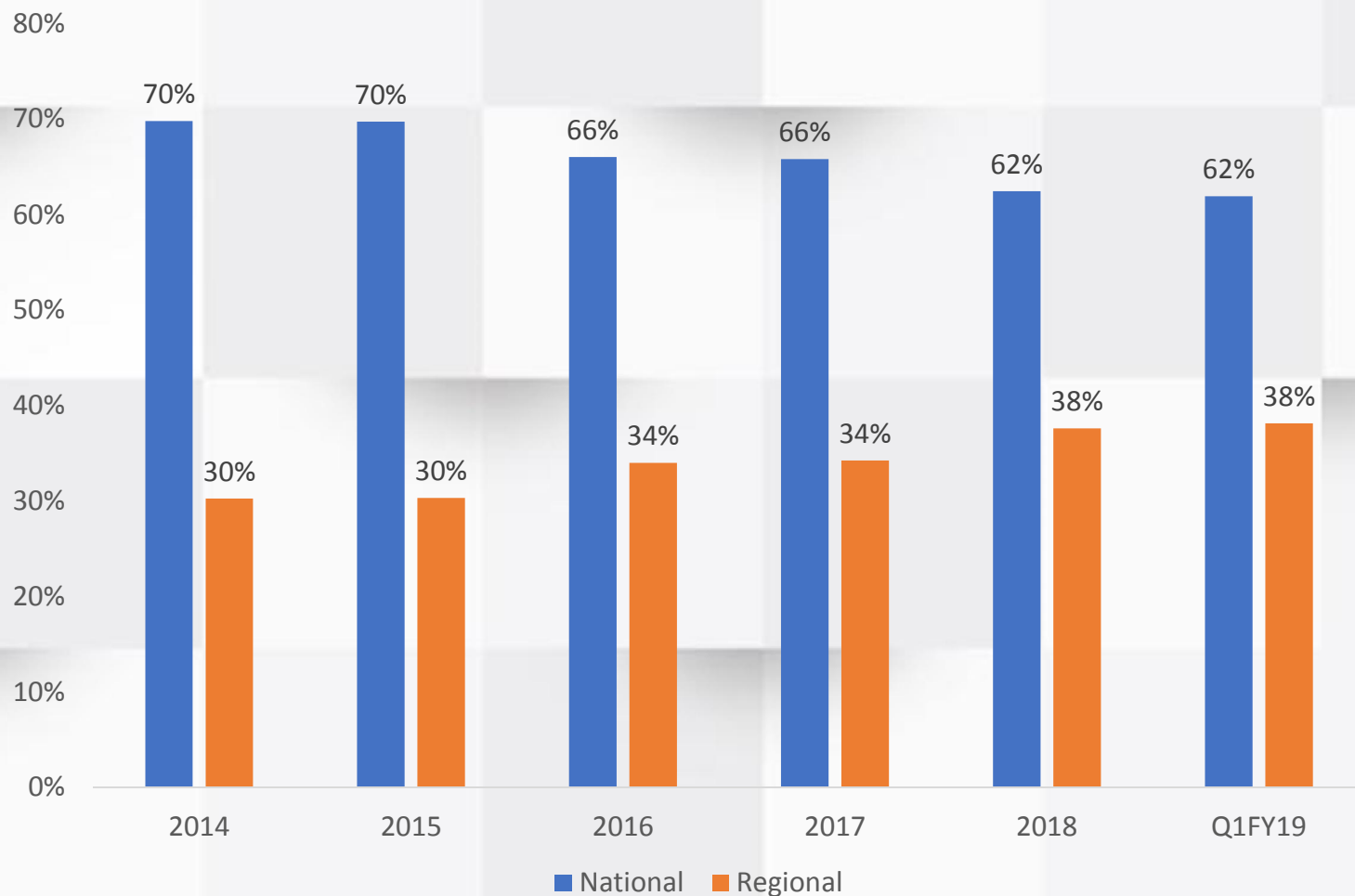


Regional Channels also include new launches Zee Salaam, Zee 24 Kalak and Zee Uttar Pradesh Uttarakhand

WHOLISTIC GROWTH



REDUCING RELIANCE ON NATIONAL CHANNELS; UNLOCKING POTENTIAL OF REGIONAL PORTFOLIO





THANK YOU

OUR MANAGEMENT TEAM



Ashok Venkatramani
Managing Director

Broadcast media & FMCG veteran with 30 years' experience in various leadership, sales, marketing and general management roles. Also served as member of Digitization Task Force by Government of India.

Featured twice in World CMO Council's list of India's 75 top marketers. Awarded 'CEO with best HR Orientation' by The World HRD Congress and as 'Media Person of the Year' by The World Brand Congress in India.

Entered 'Hall of Fame' of News Television Awards for successful rebranding of Star News to ABP News.



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



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, EY, CBRE and Deloitte.



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