

ABOUT 'Z'

Framing stories. Powering change.

For over 30 years, 'Z' has shaped the cultural fabric of entertainment – reaching 1.3+ billion viewers across 190+ countries. From India's first private satellite TV channel to a digital content powerhouse, our journey blends legacy with reinvention.

VALUES

- A**
Accountability
 for results
- C**
Customer
 first
- H**
Humility,
 respect and
 integrity
- I**
Innovate
 and solve
 big problems
- E**
Endeavour
 for big, hairy,
 audacious
 goals
- V**
Velocity
 and agility
- E**
Embrace
 frugality



PURPOSE

To enrich the lives of people around the World, by creating extraordinary moments, which celebrate the power of optimism and togetherness.



VISION

To bring about a positive change in people's lives through purposeful entertainment.



MISSION

We will consistently strive towards creating value for all our stakeholders, with a sharp focus on keeping our consumers entertained & informed through world-class infotainment platforms.

Strengths framing our future

- 01** / **A diversified content powerhouse**
 A wide array of offerings across genres, platforms, and languages – engaging audiences across segments and markets.
- 02** / **Positioned for India's M&E growth**
 Strong legacy of quality storytelling and an experienced leadership team ready to capture future growth in a high-potential market.
- 03** / **OTT-ready and investment-complete**
 With foundational investments in place, ZEE5 is poised for profitable scale and category leadership.
- 04** / **Synergised for scale and monetisation**
 Integrated strategy across TV, digital, music and studio business – maximising reach, content value, and revenue streams.
- 05** / **Expanding with intent**
 Entering new business lines with a clear focus on content-driven innovation and entrepreneurial agility.
- 06** / **Disciplined financial foundation**
 A healthy balance sheet, sustained profitability, and enhanced cost leadership position 'Z' for long-term value creation.

Sharpening our edge for tomorrow

REFRESHING AND SHARPENING CONTENT OFFERINGS ACROSS LINEAR AND DIGITAL BUSINESSES

 - New show launches in Hindi and regional markets
 - Marketing investments for brand building
 - Content experimentation
 - Selective new content/IP acquisition

INVESTING IN HIGH-GROWTH SEGMENTS

 - Digital ('ZEE5')
 - International business
 - Music
 - Other language markets

MONETISATION OF EXISTING IP AND CONTENT

 - Exploring monetisation avenues for 'Z's rich content library
 - Balancing long-term strategic priorities through selective content syndication