

Celebrating excellence across the network

Continuing its legacy of creative excellence, 'Z' was recognised across leading industry forums in FY25 for its standout content, marketing innovation, and regional impact.

BROADCASTER OF THE YEAR

For the third consecutive year, 'Z' was named Broadcaster of the Year 2025 at the Abbys at Goafest – a resounding testament to its consistent creative excellence across genres and platforms.

REGIONAL BRILLIANCE RECOGNISED

'Z's regional channels took home 14 Gold and Silver awards at the GEMA Regional Awards, winning across categories spanning marketing, content innovation, and social impact. The wins reaffirmed 'Z's leadership in regional entertainment and community resonance.



ZEE TV: CONTENT AND MARKETING INNOVATION

Zee TV's bold, engaging campaigns earned significant recognition across multiple platforms:

E4M Indian Content Marketing Awards

Gold – Best Use of Digital Content (Short Form Video): **#SahiJagahJudgeKaro – Sa Re Ga Ma Pa**

Gold – Best Content Marketing for Launch/Relaunch: **#JabVasuMetOrry**

Bronze – Best Use of Celebrity in Content Marketing: Main Hoon Saath Tere

E4M Indian Marketing Awards

Gold – Best Use of Content Marketing: **#JabVasuMetOrry**

Silver – Best Use of Technology: SRGMP X Bobble

E4M Prime Time Awards

Gold – Best Launch/Re-Launch of a Programme: **#JabVasuMetOrry**

Silver – Entertainment & Media: **#JabVasuMetOrry**

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Silver – Best Integration of Digital Content with TV: Jagriti Ek Nayi Subah

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Silver – Best Marketing Strategy (Integrated): SRGMP 360° campaign

Bronze – Best Integration of Digital Content with TV: **#SahiJagahJudgeKaro**

Bronze – Best Program Promotion on TV: **Jagriti Ek Nayi Subah**

ZEE TELUGU

E4M Maddies

Silver – Best Use of Mobile Integration: **Hanuman**

E4M PRIME TIME

Silver – Best Integration of Experiential Marketing: **Maa Annayya**

E4M INDIAN MARKETING AWARDS

Silver – Best Use of OOH: BRO – World Television Premiere

Bronze – Best Use of TV: **Jagadhatri**

E4M HEALTH & WELLNESS AWARDS

Gold – Best Use of Celebrity/Influencer: **Arogyame Mahayogam**

Bronze – Best Moment Marketing: **Arogyame Mahayogam**

Bronze – Best Use of Traditional Media: **Arogyame Mahayogam**

AFAQS MEDIA BRAND AWARDS

Bronze – Best OOH Campaign: **Jagadhatri**

Bronze – Best Online Campaign: BRO – World Television Premiere

E4M ICMA AWARDS

Gold – Best Influencer Collaboration (South): **Maa Annayya x Phani**

Silver – Best Content Marketing (OOH): **Jagadhatri**

Silver – Best Content Marketing (South): **Maa Annayya**



ZEE KERALAM

E4M IMA SOUTH MARKETING AWARDS

Gold – Best Integrated Marketing Campaign: Brand Refresh + Combo Launch
Gold – Customer Relationship Marketing: Valentine's Day Digital Campaign

Gold – Sustainable Marketing: Valentine's Day Digital Campaign

Silver – New Product Launch: Mangalyam

Silver – Best Use of TV: Idents – Brand Refresh

ENGLISH MOVIE CLUSTER

PROMAX INDIA 2024

Gold – Best Clip-Based Promo: Breaking Bad Song Promo

Gold – Best Special Event Promo: Anime Fan Fest Mumbai Promo

Silver – Best Copywriting: Flix Halloween

PROMAX ASIA 2024

Gold – Best Factual Promo: Prive Unscripted S2

Gold – Best Work Never Seen: &PriveHD Image Spot

Silver – Best Clip-Based Promo: Flix Halloween

Silver – Best Use of Budget (Something for Nothing): Flix for All

GLOBAL ENTERTAINMENT AWARDS 2024 (ASIA)

Winner – Best Sound Design: Action Packed Café

Winner – Best Teaser: Infinite Storm

Winner – Best Visual Design: Prive Unscripted S2

Winner – Best Trailer: Flix Happy New Fear

GLOBAL ENTERTAINMENT AWARDS 2025 (WORLD)

Winner – Best Sound Design: Action Packed Café

Waves India Summit 2025

3rd Place – Waves AV Promo Challenge

