



Music

The sound of India, everywhere

Zee Music Company (ZMC) has rapidly grown into India's leading music label—largest music label. With a catalogue spanning 22 Indian languages and over 18,000 tracks, ZMC continues to build a truly pan-Indian presence – shaping listening habits across regions, genres and platforms.



HOW THE BUSINESS PERFORMED

In FY25, ZMC achieved a significant milestone by surpassing 100 million subscribers on its Hindi YouTube channel – becoming one of only two music channels globally to cross this mark. Across all channels, ZMC now commands a cumulative subscriber base of ~164 million and generates ~190 billion annual video streams, reaffirming its position as a market leader in digital music consumption.

Driven by new acquisitions and a growing catalogue, the year saw 14.7 million new subscribers added. ZMC maintained healthy profitability, supported by selective rights acquisition and a strong licensing model. Looking ahead, ZMC will sharpen its focus on high-growth language markets such as Punjabi and Telugu to further accelerate scale in both domestic and global markets.



FY25 HIGHLIGHTS

14.7 million
new subscribers
added during the year

**Rights acquired: Hindi
47, Other Languages 57,
Singles / Albums 593**

**ZMC (Hindi)
awarded the
prestigious YouTube
Ruby Button, for
being one of only
two music channels
globally to have
surpassed 100
million subscribers**

**Healthy profitability
sustained amidst
industry shifts**