

ABOUT 'Z'

Legacy. Evolution. Leadership in Entertainment.

Zee Entertainment Enterprises Limited ('Z') is one of India's leading content and technology companies, with an integrated presence across broadcast television, digital entertainment, studios, music and sports. For more than three decades, we have created and distributed stories rooted in culture, language and lived experience for audiences in India and international markets.

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.

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

Our journey began with the launch of India's first private satellite television channel and has evolved into a multi-platform entertainment ecosystem. Today, our extensive content library, strong Indian-language capabilities, creative talent and technology-led platforms enable us to serve audiences across television, connected devices, mobile screens, cinemas and digital platforms.

Across formats, languages and geographies, we remain focussed on creating purposeful entertainment that inspires optimism, brings people together and generates enduring value for our stakeholders.