



Zee Live

Z Live operates as the live entertainment division of the group with an integrated presence across the live entertainment value chain. The business functions across content creation, event execution, audience engagement, digital amplification, and monetisation, supported by synergies across broadcast, OTT, live, and digital platforms.

The division focusses on developing and scaling live intellectual properties ("IPs") across multiple formats, including music, devotional content, comedy, cultural events, spoken word, poetry, regional entertainment, and community-driven experiences spanning both domestic and international concepts.

Z Live continues to strengthen audience engagement through multi-format entertainment platforms, talent partnerships, and collaborative associations with event promoters and content creators. The business also works closely with partners to deliver large-scale live entertainment experiences across markets.

In addition to consumer events, Z Live provides integrated brand solutions through the development of on-ground IPs, customised experiential formats, and large-format live events designed for brand engagement and audience interaction across India.

EVENTS EXECUTED IN FY26

- Music & Culture – Supermoon ft Hanumankind HomeRun Tour
- Spirituality – Bhajan Clubbing
- Music & Community Festival – NH7 Weekender And Marathi Vaajlach Pahije (MVP)

Zee Syndication

Zee Syndication Business plays a strategic role in connecting content with audiences by acting as an agile bridge between premium content supply and diverse demand across hyper-local and international markets. Designed as a unified distribution engine for Indian and global content creators, the syndication vertical enables scalable reach while adapting to varied consumption patterns across regions and platforms. Through this approach, the business supports cultural exchange by ensuring content travels efficiently across geographies, formats, and audience segments.

The Syndication Business operates across three core verticals: licensing of 'Z's own content, third-party content distribution, and a growing Multi Channel Network (MCN) business.

