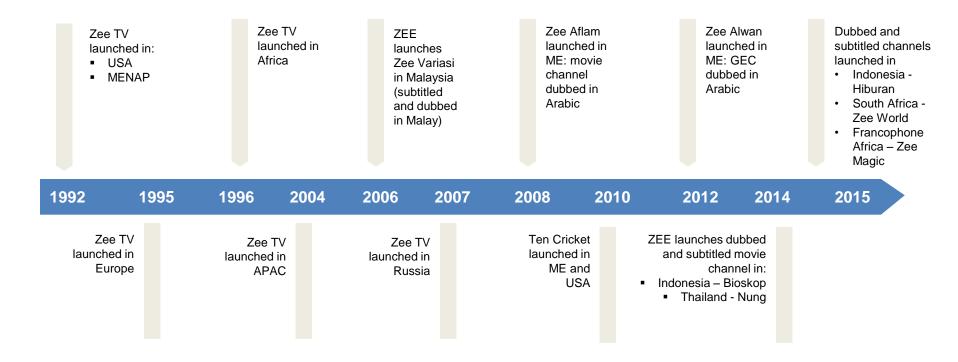


# ZEEL INTERNATIONAL BUSINESS OVERVIEW

Oct 2015

### **ZEEL – Evolution into a global player**





Expanding across territories and product portfolio: from South Asian diaspora to mainstream audience

## **ZEEL – Comprehensive International Offerings**























169 countries















































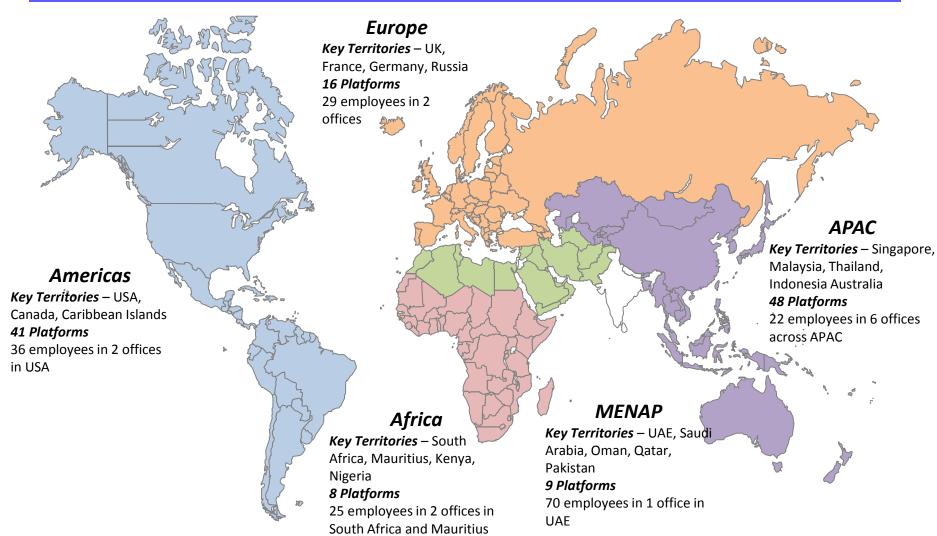






#### **Zee Entertainment – Global Reach**





ZEEL Channels reach more than 360 Mn viewers across the world in 168 countries

#### **Digital Presence**





- India's first OTT service available in 176 countries across the world
- Offers more than 150 channels comprising premium live TV channels
- Available on iOS, Android and Windows devices



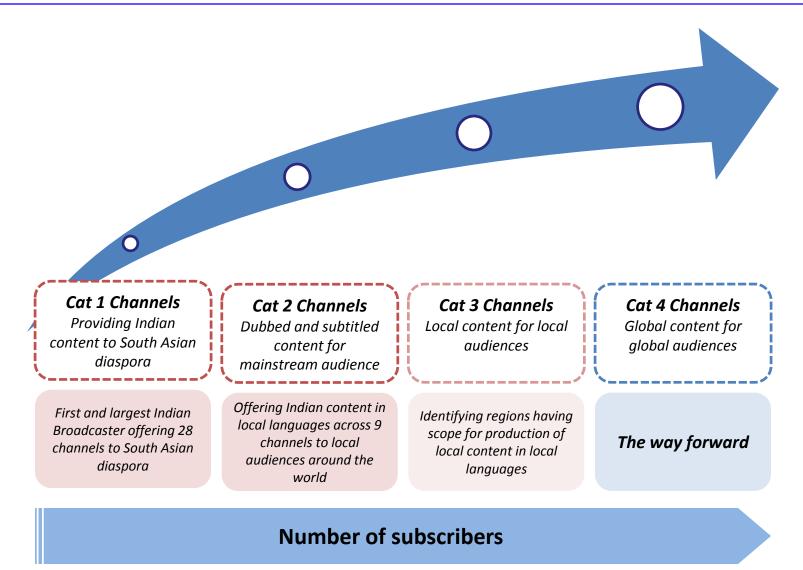
- Web portal comprising email services multimedia and thematic content
- Popular content related to health, sports, entertainment and other new age content



- Dedicated OTT platform for USA territory
- Offering more than 20 ZEEL channels including linear channels as well as on demand content in Hindi and regional languages
- Rich mix of movies and GEC content

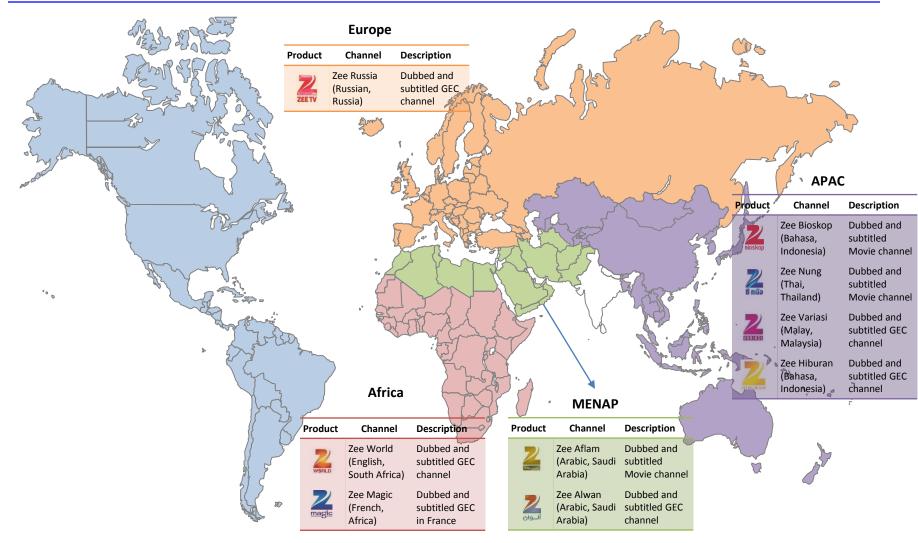
# **International Business Strategy**





#### **Recent Initiatives**





Global Reach: New Products targeting the mainstream audience

#### **Key Management**





Amit Goenka

CEO – International Broadcasting Business
Successfully led various business initiatives for
the Group such as urban infrastructure, online
gaming, payment solutions and others new
media initiatives



**Rajeev Kheror** 

Head - International Strategy and Planning
Specialist in managing strategy for television
broadcasting networks with more than 26 years
of experience



**Sameer Targe** 

Business Head - Americas

More than 12 years of experience in international sales and strategy in the American territory



Neeraj Dhingra

Business Head - UK

20 years of international experience in Sales, Distribution, Marketing and Partner Development based in UK, Europe, Dubai and India



**Mukund Cairae** 

Business Head - Middle East

Associated with Zee for over eleven years in senior positions, Mukund has expertise in broadcast media business with over 15 years of industry experience



Sushruta Samanta

Business Head - APAC

More than 17 years of international experience. Instrumental in growing ZEEL's subscriber base and launching various channels across key markets in APAC



Sunita Uchil

Business Head - International Ad Sales and Syndication

Veteran media professional with 20 years of global and domestic experience across large media houses



**Harish Goyal** 

Business Head – Africa

20 years of rich experience and cross culture exposure from managing business across over 60 countries



# Thank You!