

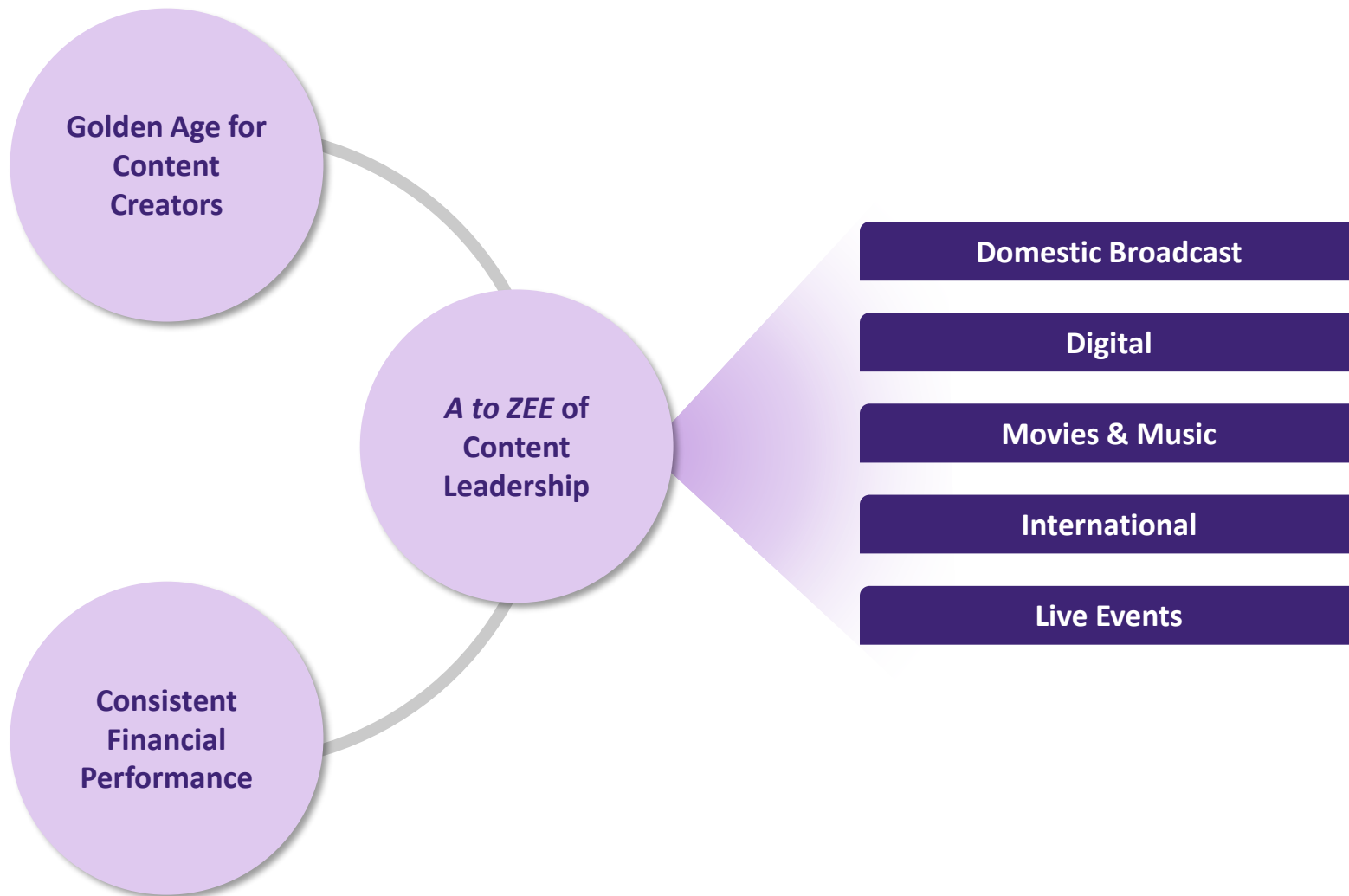


Extraordinary Together



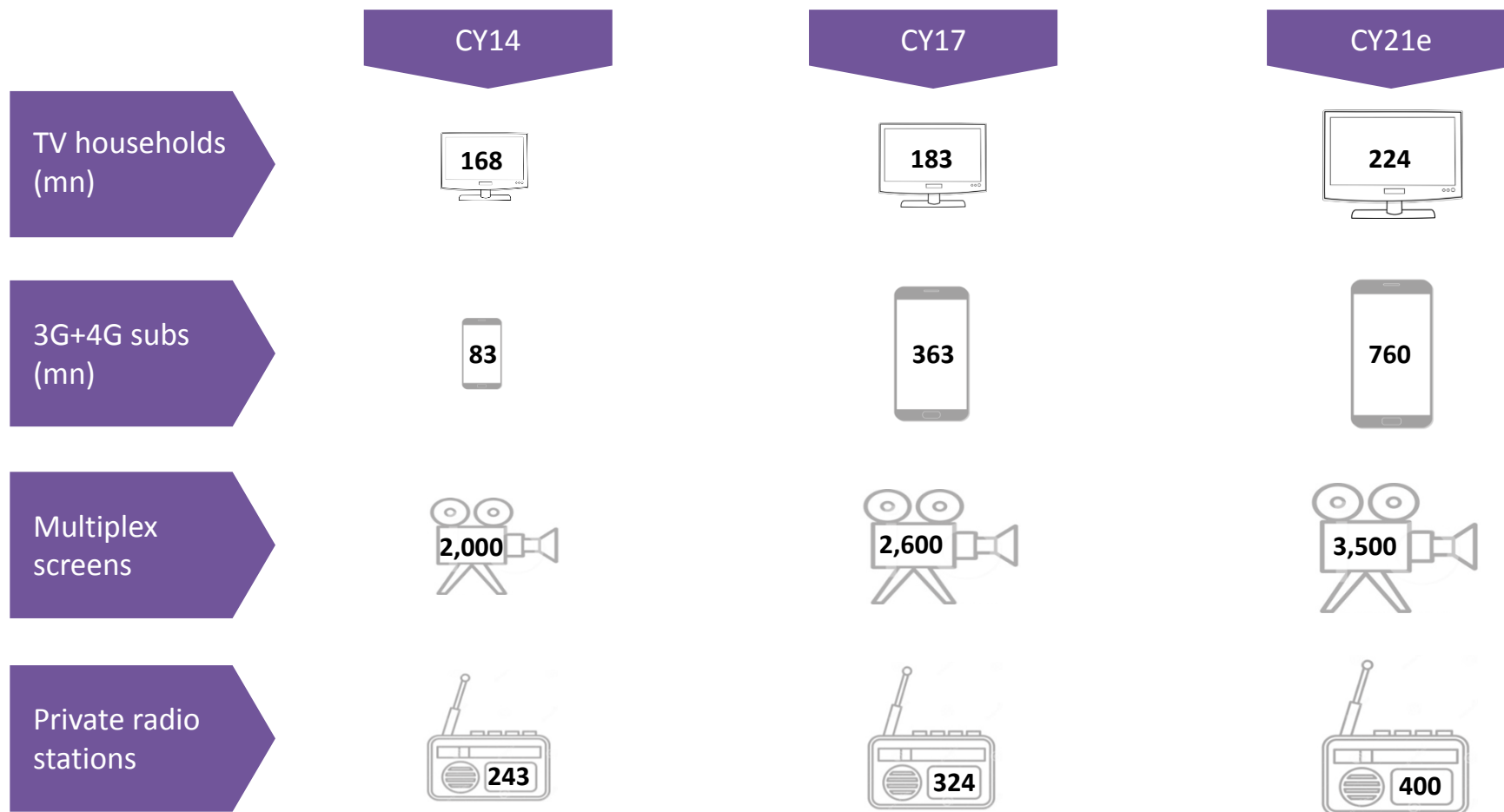
Zee Entertainment

360° Entertainment Content Company



Content consumption is at an inflection point...

ZEE

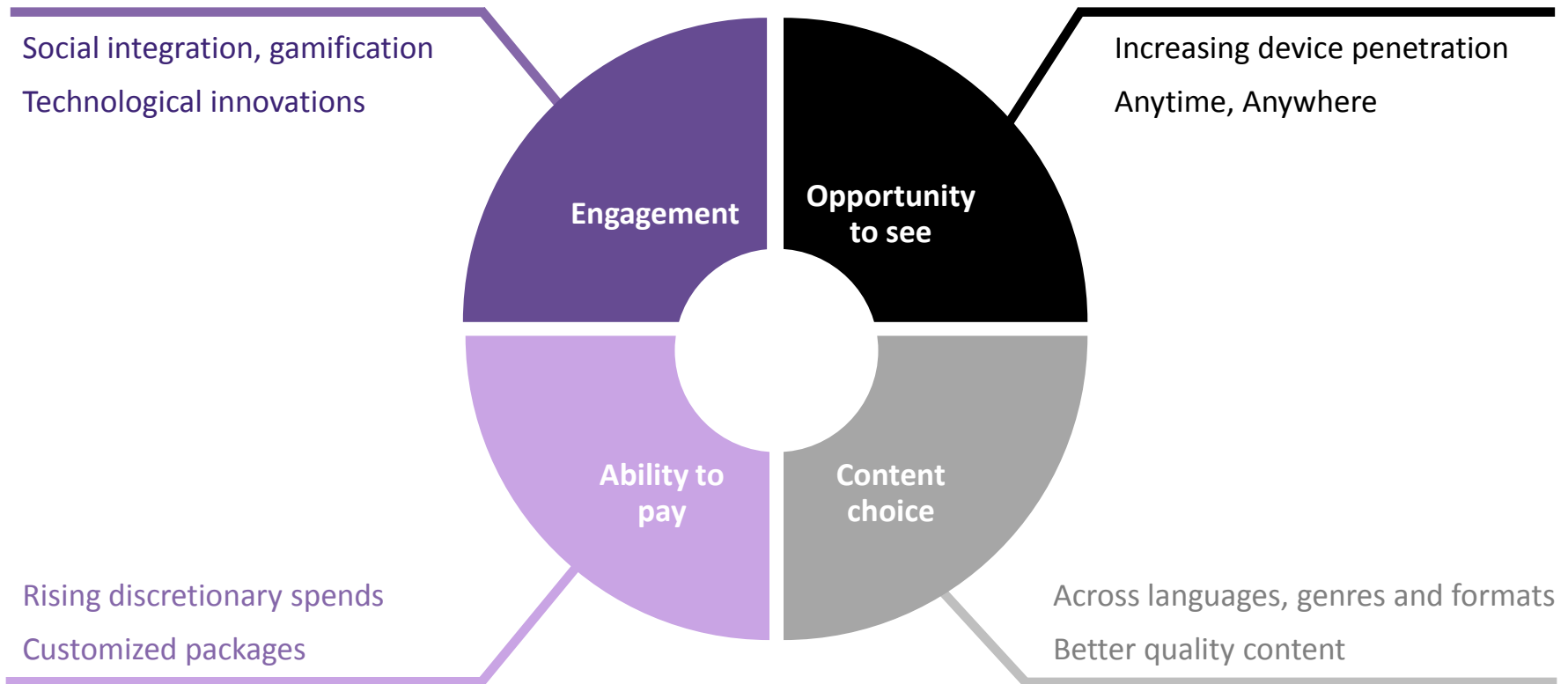


Source: TRAI, FICCI M&E report, Industry estimates



Content availability has increased across all mediums and is expected to continue to grow

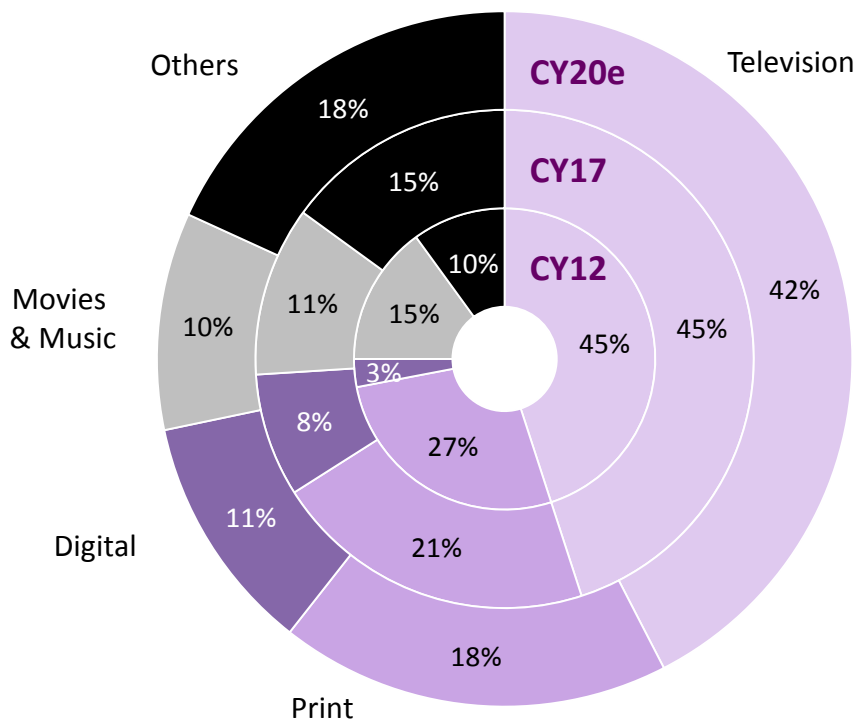
...with multiple levers for growth acceleration



Growth drivers in place to boost India's low per capita entertainment consumption

M&E is witnessing an all-round growth in India

M&E industry revenue break-up



Category	CY12-17 CAGR	CY17-20e CAGR
Television	12.3%	9.3%
Print	6.2%	6.8%
Digital	40.5%	23.5%
Movies & Music	6.6%	7.5%
Others*	22.0%	18.2%
M&E industry	12.4%	11.3%

Source: FICCI-EY M&E Report 2018; FICCI-KPMG M&E Report 2017

* - Others include Radio, Animation, VFX, Gaming and OOH

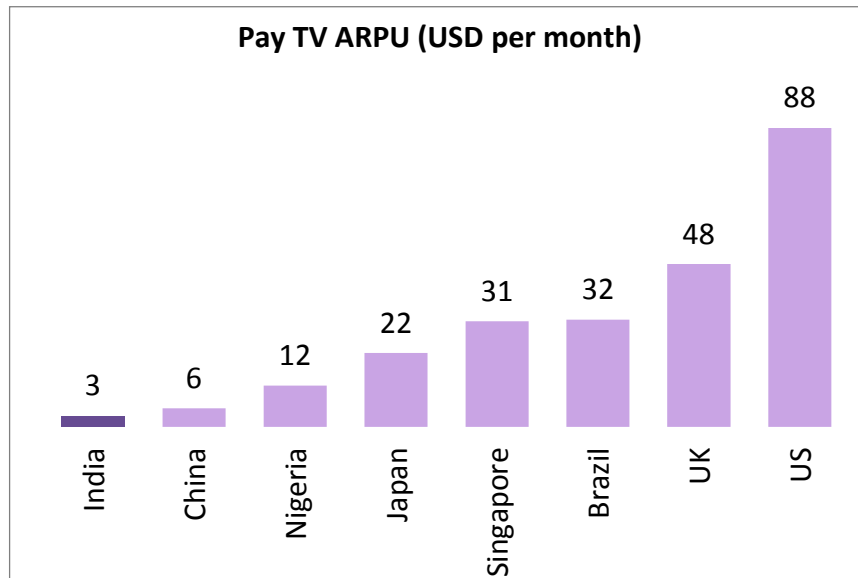


Television to remain the largest medium while Digital will continue to lead the growth

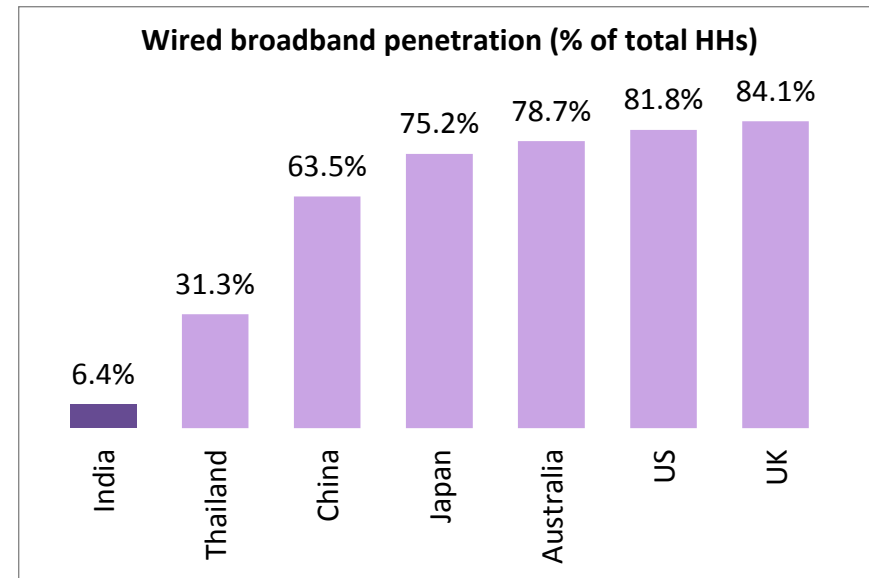
The big debate – TV *or* Digital?

Indian market is different on two key parameters

Low TV ARPUs and wired broadband penetration make TV the preferred medium for content consumption



Source: OFCOM Market Report 2016



Source: BofAML Research Report



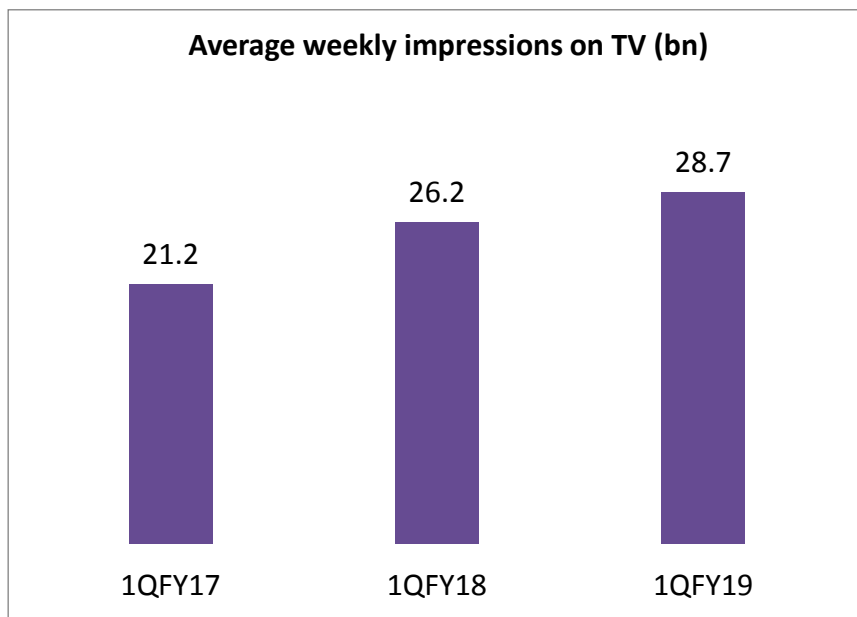
Wired broadband is a prerequisite for digital to become the mainstay for content consumption

Mobile broadband is driving the digital content consumption in India

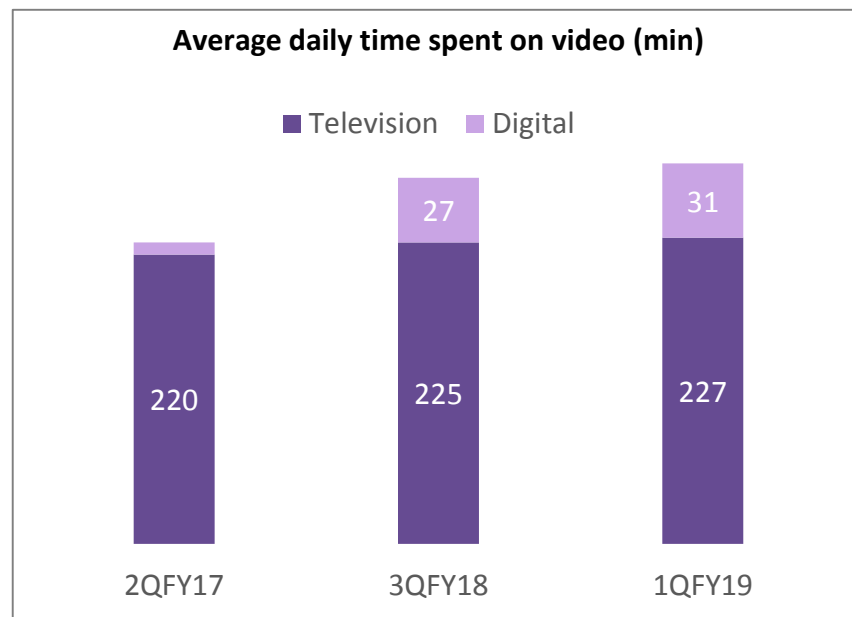
Pay TV in India offers unlimited content (200+ channels) at ~3 USD per month

TV and Digital are growing in tandem

Since 4G roll-out, TV viewership has grown by 35% and video consumption on mobile has become substantial



Source: BARC data



Time spent on TV based on BARC data representing universe of 836mn individuals;
Time spent on mobile based on data of a leading telco; Total 3G+4G subs ~400mn



Mobile data consumption has grown by ~17x over the past two years, primarily driven by video

Television viewership has seen healthy growth across age groups over the last two years

Digital - A new growth opportunity



**>95% single TV
homes**

**Mobile becomes
second screen**

**Content for
audience not
available on TV**

New viewers

**On the go,
on demand**

More viewership

Incumbents to have an edge in the OTT space

ZEE

Collaborative process for content creation



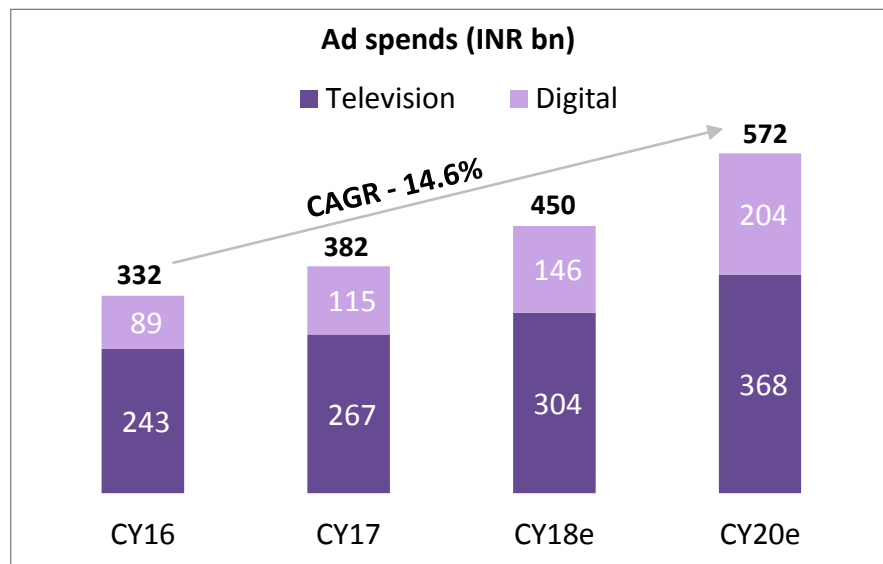
Broadcasters retain the IP rights of their content; no market for content aggregation

Building a sizeable library for the multi-lingual Indian market is a long-drawn process

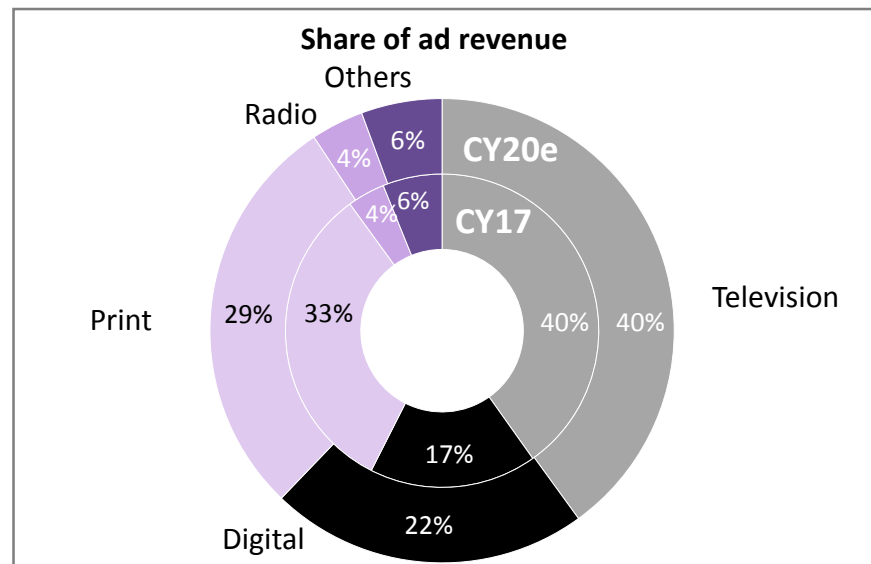
Original content created for TV seamlessly moves to broadcasters' OTT for on-demand viewing

TV + Digital to contribute over 60% of ad spends

Digital expected to grow at ~2x of M&E ad growth, TV to maintain share



Source: FICCI EY M&E Report 2018



Source: FICCI EY M&E Report 2018

Double-digit nominal GDP growth

Increasing discretionary spends

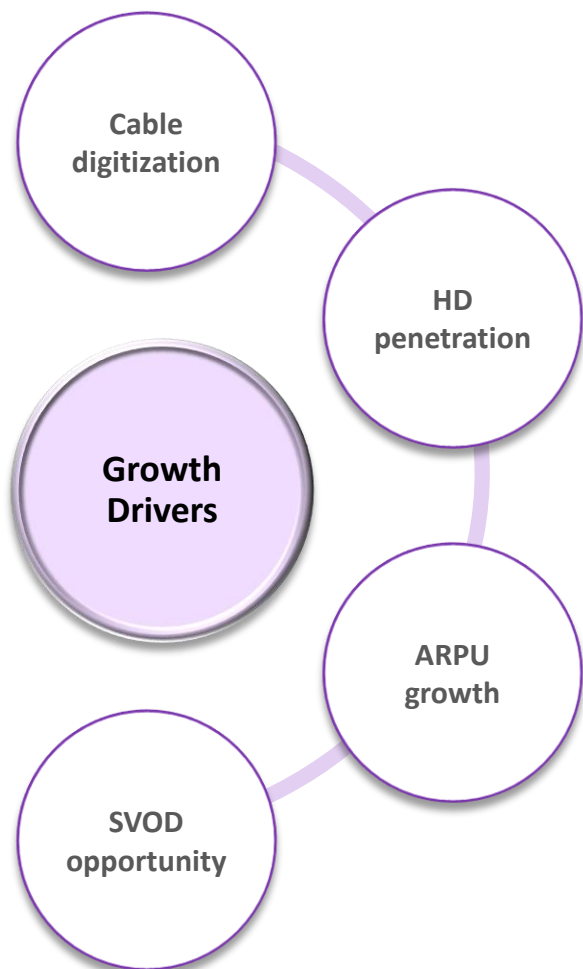
Organized sector gaining share

New categories like BFSI, Pharma, Travel

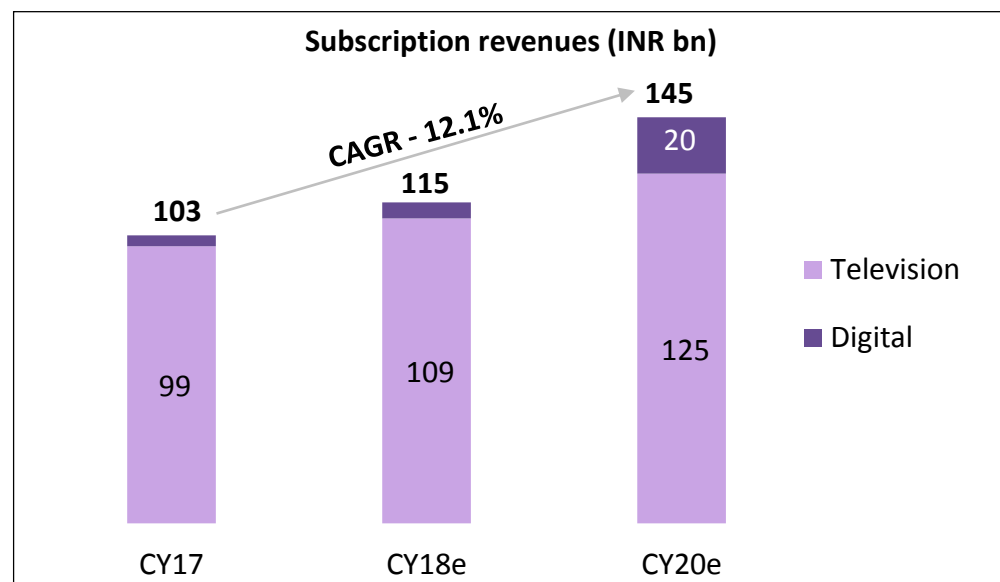
Digital bringing new advertisers

Multiple drivers for ad spend growth

Drivers in place for subscription revenue growth



TV subscription growth to continue, digital a new opportunity



Source: FICCI EY M&E Report 2018, TV subscription revenue represents Broadcasters' share



TV ARPU growth can accelerate with the implementation of the new Tariff order

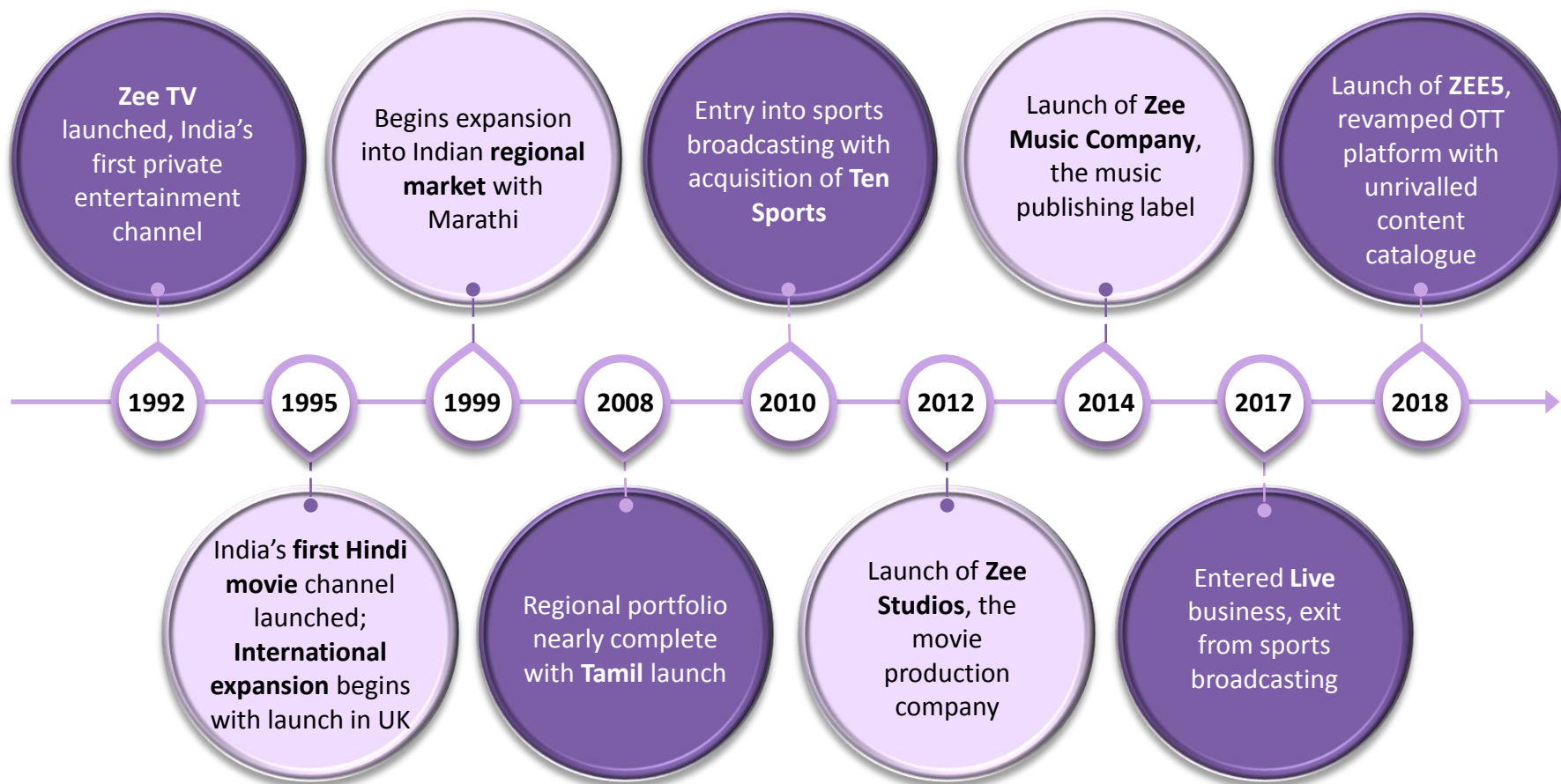
SVOD will ramp up as a substantial revenue stream as digital exclusive content catalogue builds-up



A to ZEE of Content Leadership

ZEEL has evolved into a 360° entertainment content company

ZEE



With many firsts to its credits, ZEEL is the biggest homegrown entertainment network

Content for all

ZEE

Scripted fiction content in 8 languages

Soap operas,
differentiated content
in each language
Primary Target: 25+
women



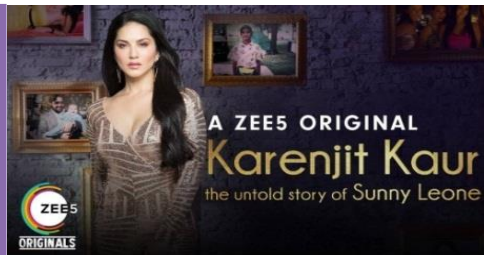
Homegrown reality shows



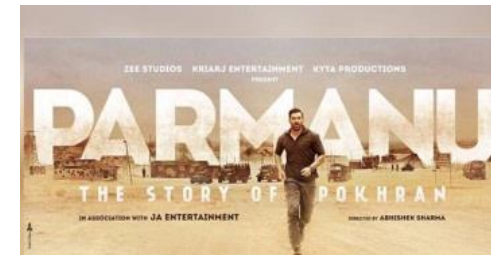
Weekend family
entertainment
Primary Target: Family
viewing

Digital original content in 6 languages

Edgy, finite-format
content
Primary Target: Male,
youth (18-34)



Movie and music catalogue across languages



One of the biggest
movie libraries and
music catalogues
Primary Target: All age-
groups

International content from around the world

Curated global content
Primary Target:
Premium audience



Live entertainment across genres



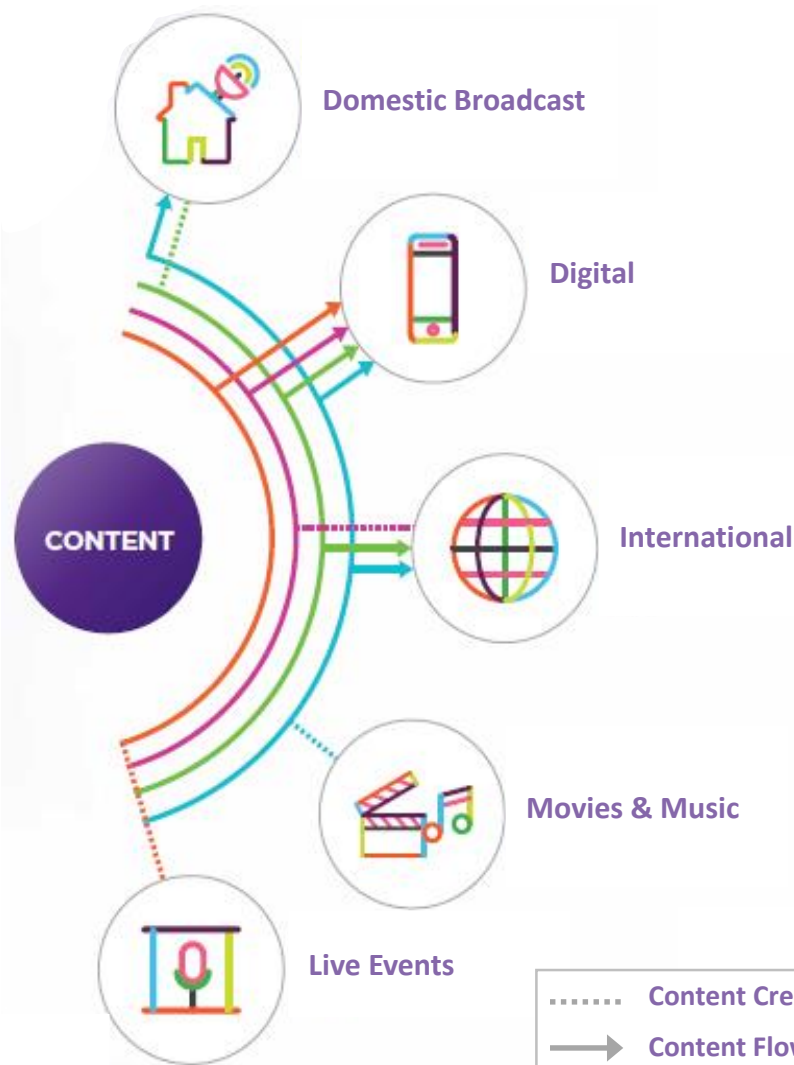
Theatre plays, music
events etc.
Primary Target: Youth

➤ ZEEL offers compelling content to audience across diverse demographics

Strong position in the M&E eco-system

ZEE

ZEEL Business Overview



Strong content creation expertise

- ❖ ~500 hours of content every week across 8 languages
- ❖ 25 years of institutional learnings and consumer insights

Strong partnerships across the value chain

- ❖ Long-standing relationship with talent – writers, directors, actors
- ❖ Strong partnership with distributors and advertisers

Synergy

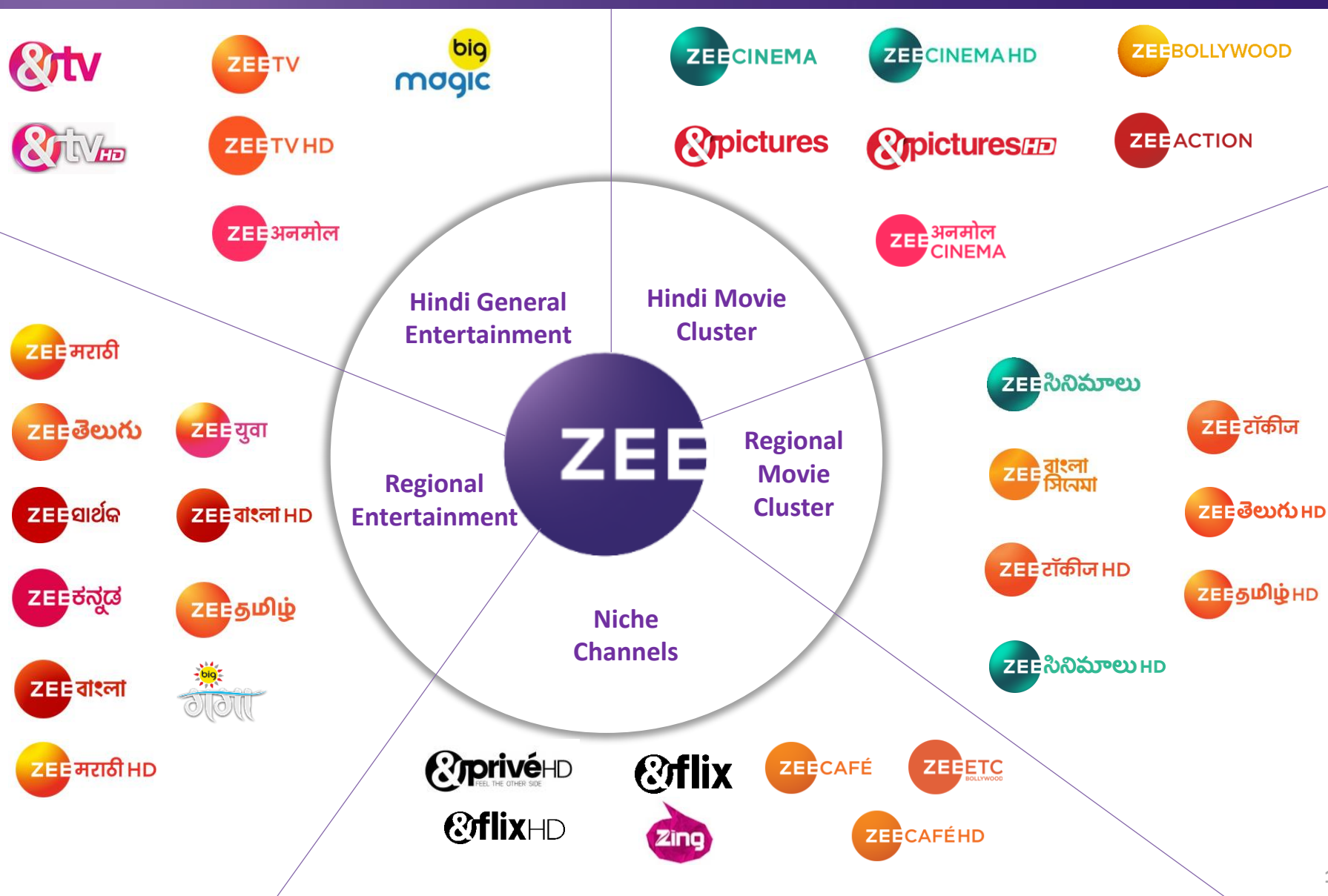
- ❖ Content created by one business monetized by others
- ❖ Content creation and marketing synergy with presence across verticals

Domestic Broadcast



Pan-India Network - 37 channels, 9 languages

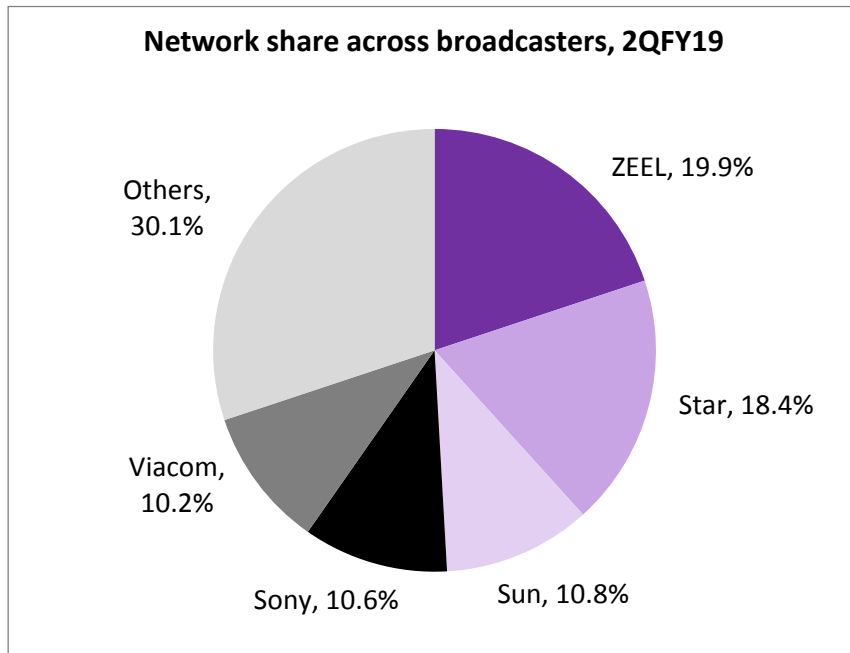
ZEE



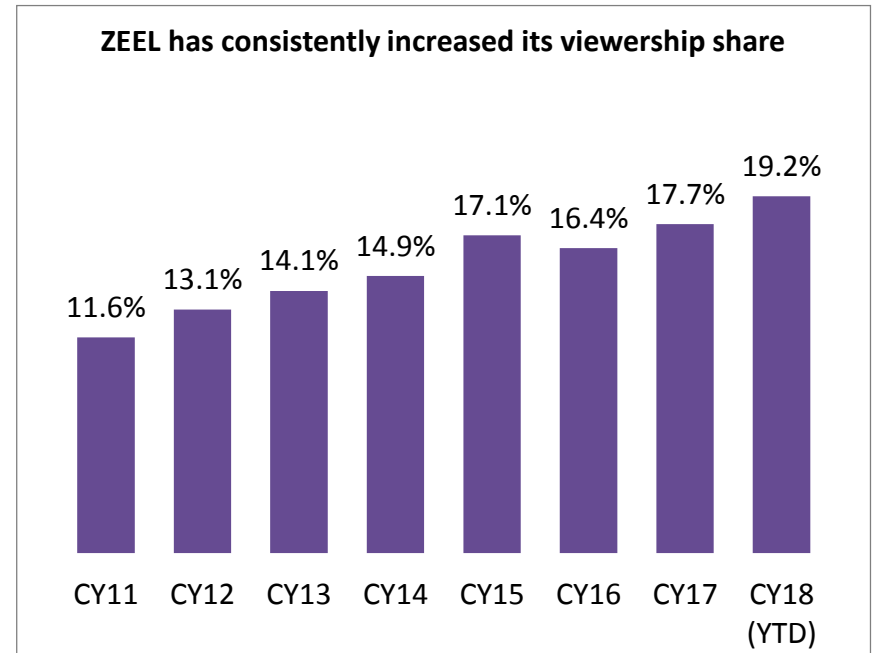
Continuously improving viewership



India's #1 entertainment network gaining market share across markets



Network share excludes News and Sports channels

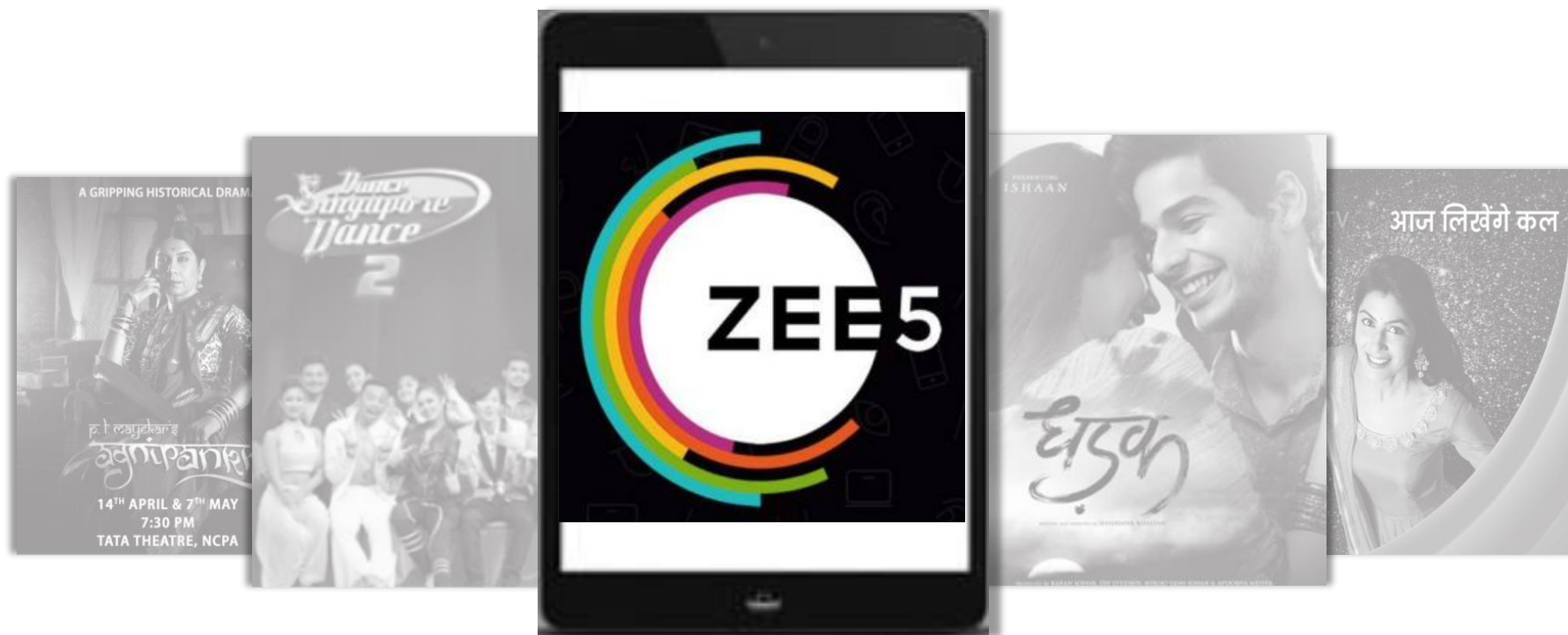


Data as per TAM upto March 2015 and as per BARC from April 2015 onwards



ZEEL has established a strong market position across Hindi entertainment, Regional and Movies

Digital

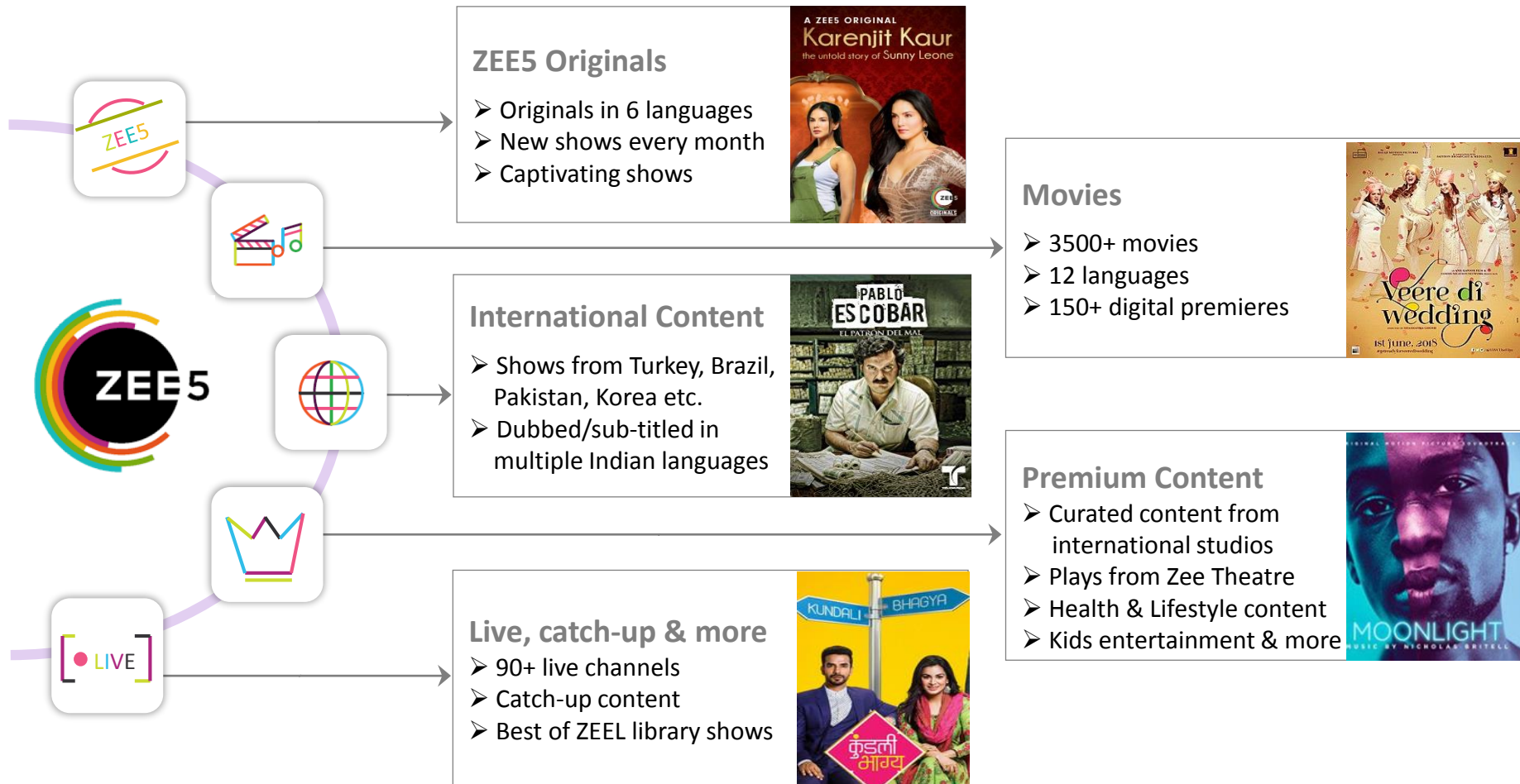


ZEE5 – the ultimate digital entertainment destination



ZEE5's content and technology has been customized for the Indian consumer

ZEE5's unrivalled content catalogue

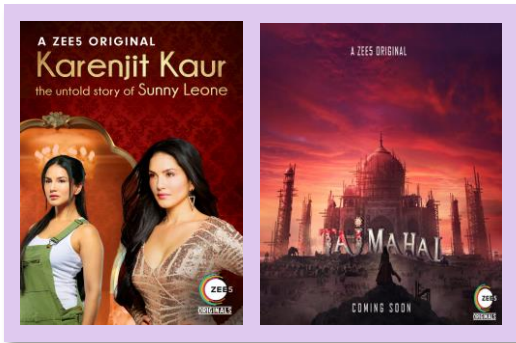


ZEE5's 100,000+ hours of content caters to the varied entertainment needs of Indian audience

Largest producer of original content across languages

ZEE

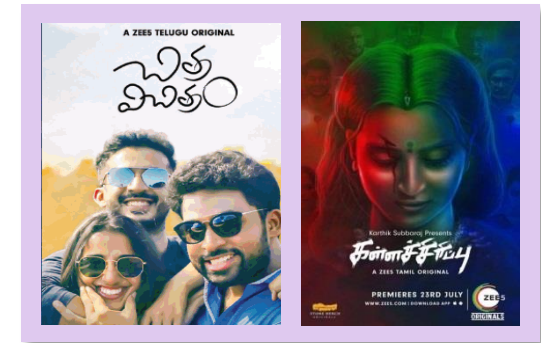
Tentpole shows



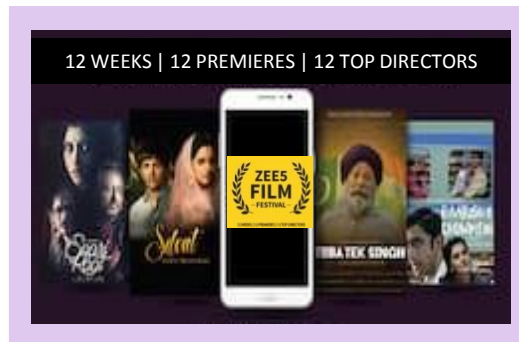
Engaging reality shows



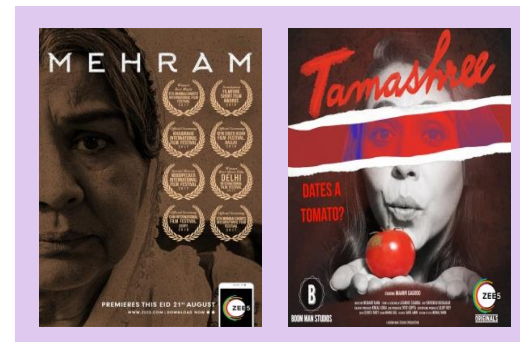
Regional shows



Never seen before movies



Short-form content



29 original content released in 6 languages till date; plan to release ~90 in FY19

Differentiated content targeted at the youth and male audience that are under-served on TV

ZEE5 – 2nd largest digital entertainment platform in India



Strong start
to ZEE5

41.3mn MAUs in Sep'18 (190% growth over Apr'18)

340% growth in videos viewed per user over Apr'18

31 mins average time spend per user per day

Original
content &
movie
premieres

Partnerships
and alliance

Technology
features

Drivers for ZEE5 to be the #1 entertainment app over next 12 months

Movies and Music



Zee Studios' approach to movie production

ZEE

Focus on script and execution

A strong script is the most important criteria for movie selection and not the cast

Involvement in every step of movie making with control on costs and execution

Portfolio approach

Produce movies across budgets and multiple languages to reduce risk

Profit sharing with key talent

Strive to engage with key talent on a profit sharing basis

Reduces the financial risk should the movie fail

Leverage presence across verticals

Presence across verticals provides useful consumer insights and helps promote films

Other business are natural buyers of movie rights

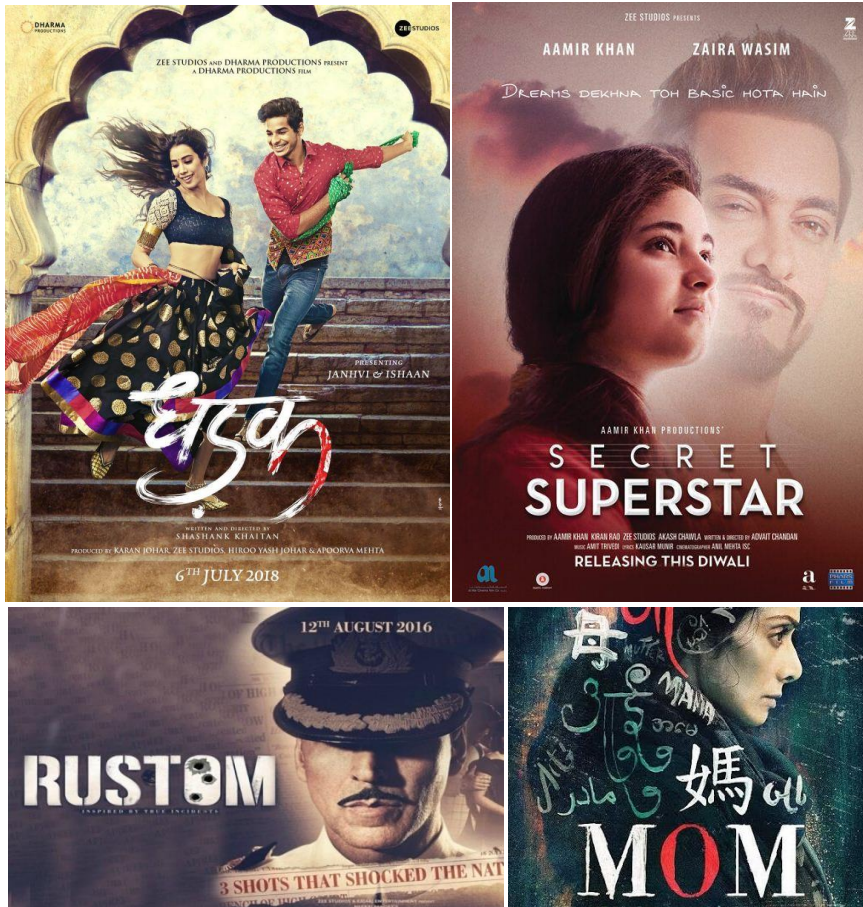


Zee Studios plans to make 10-12 movies a year which entails working capital investments of ~INR1.5-2bn

Leading movie production studios in India

ZEE

Hindi Movies



Regional Movies



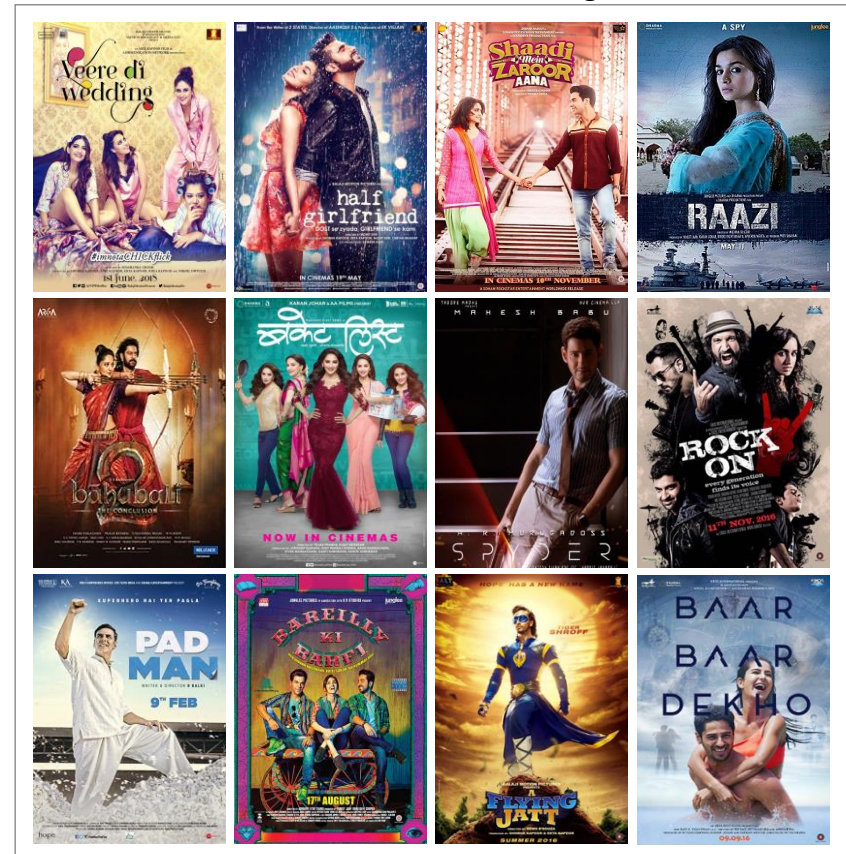
Zee Studios has established itself as one of India's leading movie production studio in a short time

Zee Music Company – India's fastest growing music label

ZEE



Diversified Music Catalogue

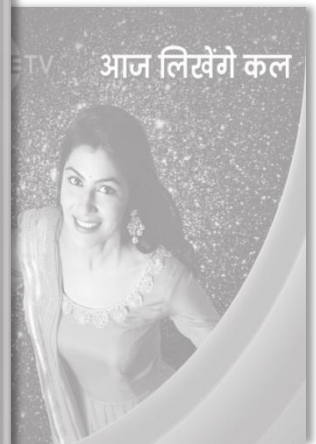


Digital streaming is the primary revenue source, contributing ~70% of the revenues of music labels

Zee Music Company (ZMC) is building a strong portfolio in regional markets

ZMC Youtube channel is the third most subscribed Indian channel

International



International portfolio serving diaspora and local audience



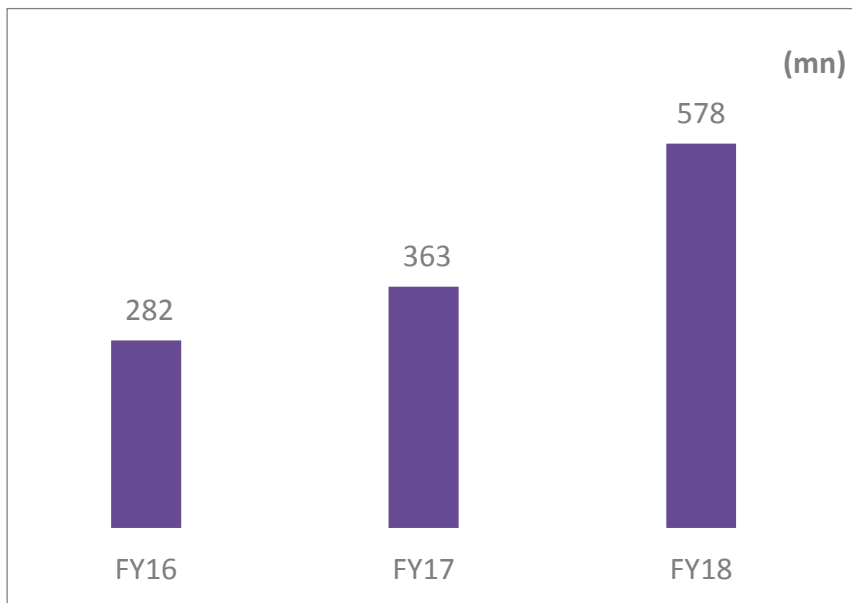
Presence in 170+ countries with reach of 578mn

39 international channels with 13 channels in 9 non-Indian languages

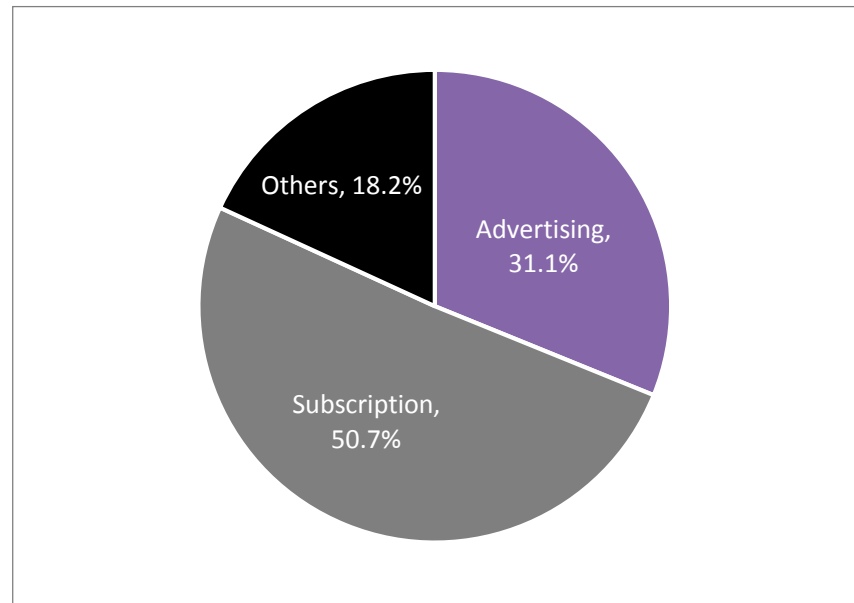
Serves South Asian diaspora as well as local audience in select countries

ZEE5 being rolled out in 190+ countries

Increasing reach of ZEE's international portfolio



FY18 International revenues break-up (INR 7,683 mn)



A strong global presence



39 International Channels

13 Local Language Channels



Logos of ZEE's channels in local languages

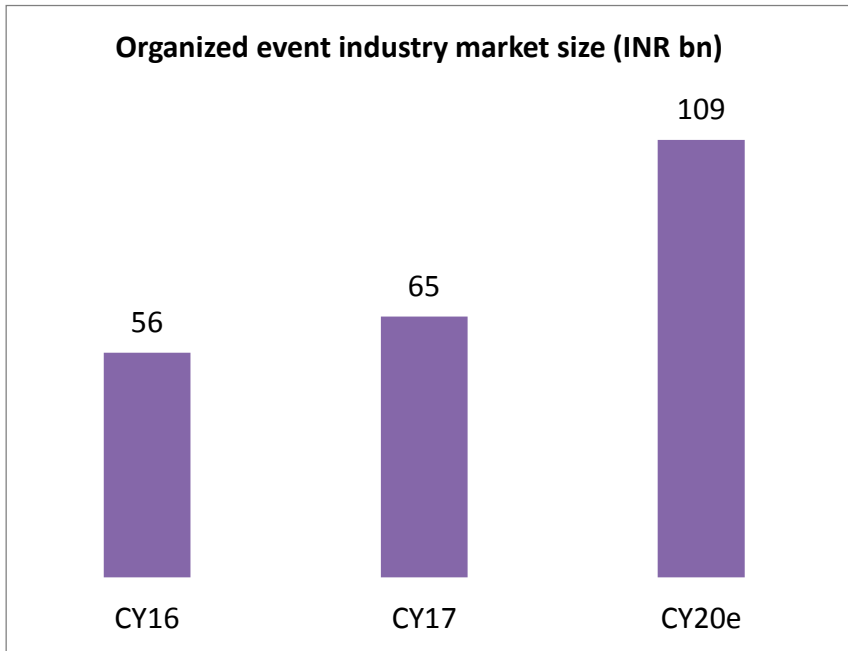
Live Events



Live events are taking off

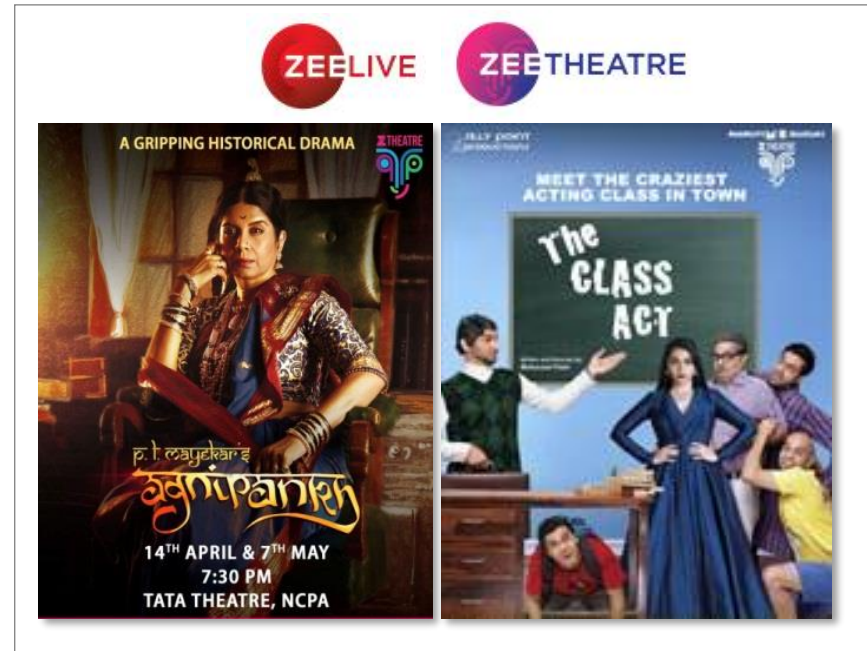
ZEE

Organized events industry set to grow



Source: FICCI-EY M&E Report 2018

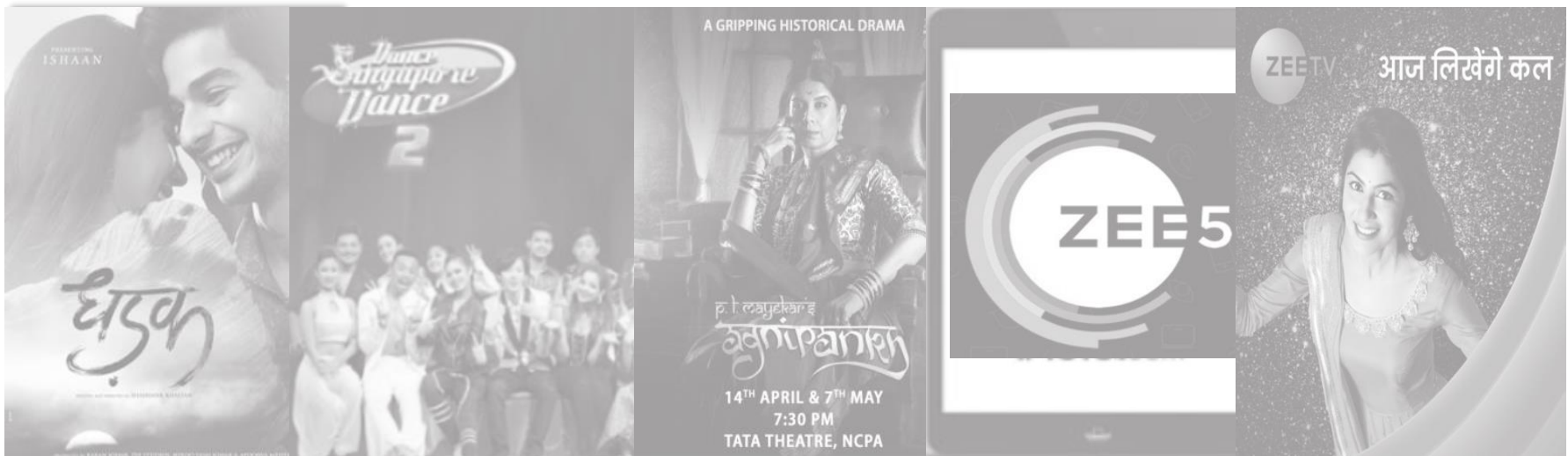
Live events offer another touchpoint with audience



India is opening up to ticketed live events which presents a growth opportunity

Zee Live is dedicated to all forms of live entertainment including Festivals, Theatre, and Concerts

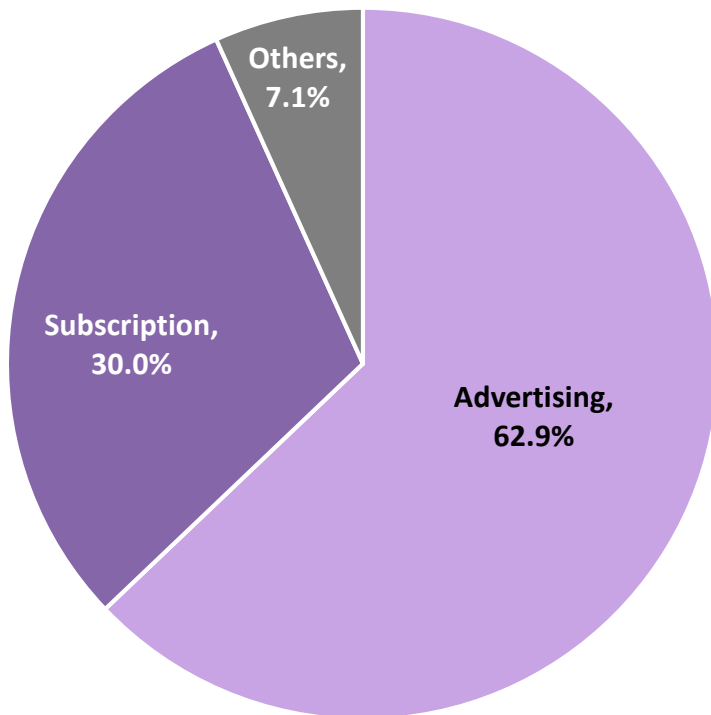
Financials



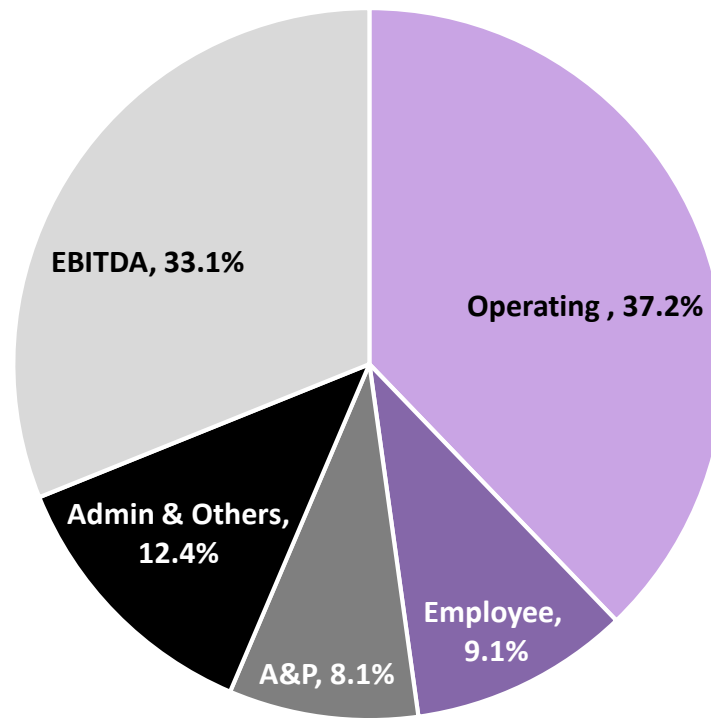
H1FY19 breakdown of revenues and costs

Revenues and EBITDA (adj. for sale of Sports) have grown at 16% and 17% CAGR respectively over the past 5 years

Revenue breakdown – INR 37,479 mn



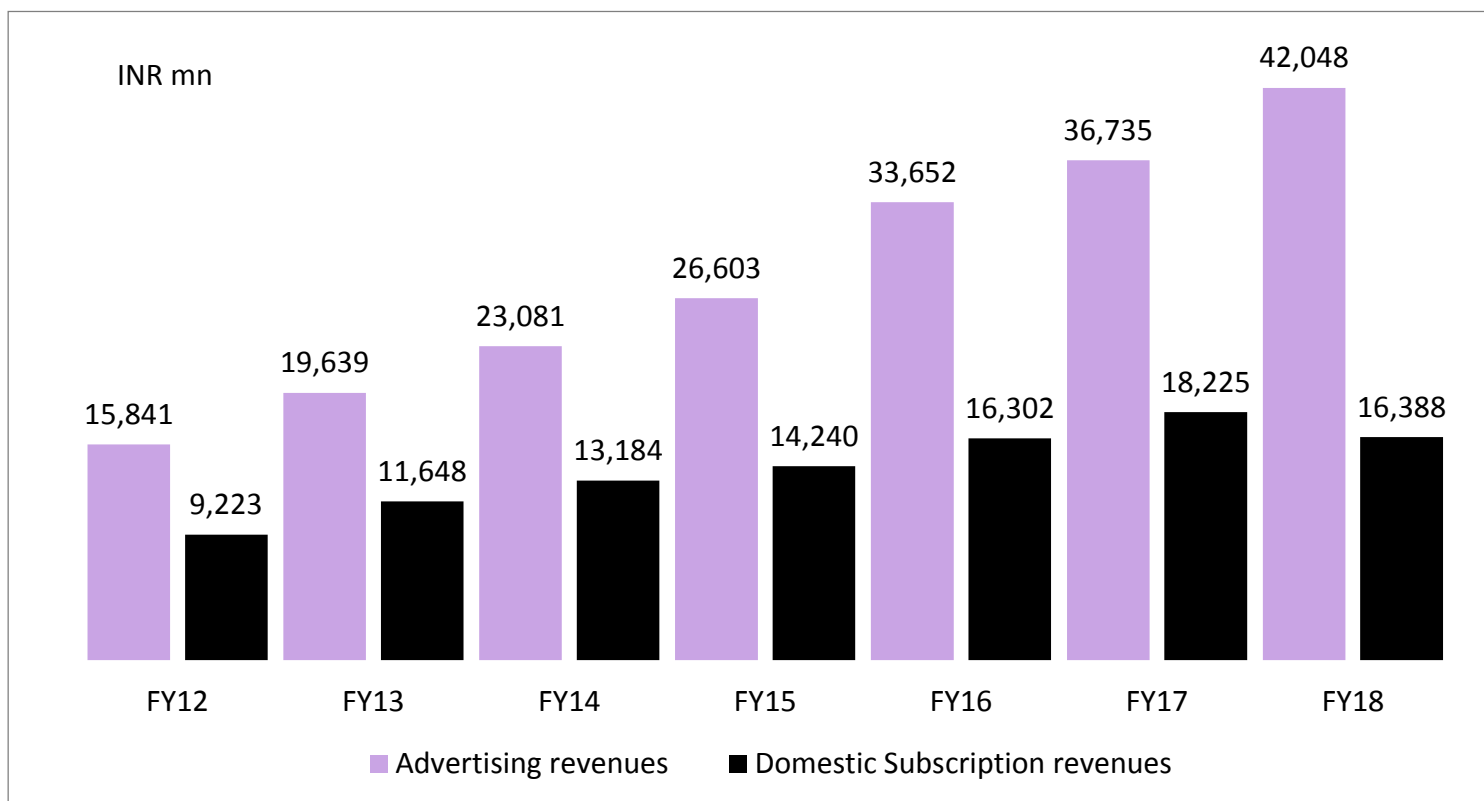
Costs breakdown – INR 26,065 mn



Robust growth in advertising and subscription revenues

ZEE

Industry-leading advertising revenue growth continues; Steady growth in subscription



** FY18 subscription revenue declined as ZEEL divested its sports business in FY17 which was primarily a subscription driven business. On a like to-like basis, domestic subscription grew 11.8% in FY18.*

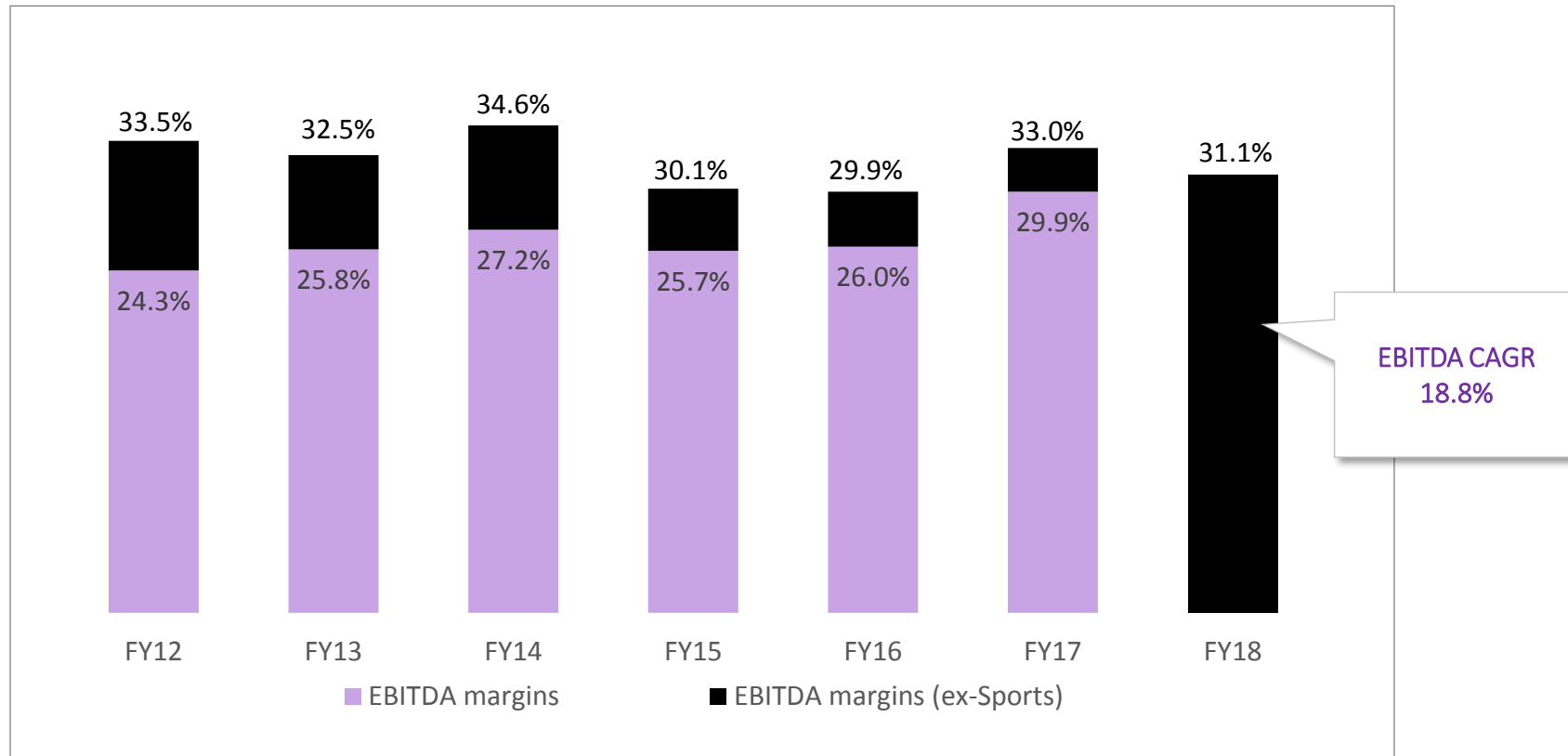


Domestic ad grew by 23% and domestic subscription grew by 19% in 1HFY19

Consistent profitable growth



ZEEL's EBITDA margins at 30%+ is amongst the best in the M&E industry

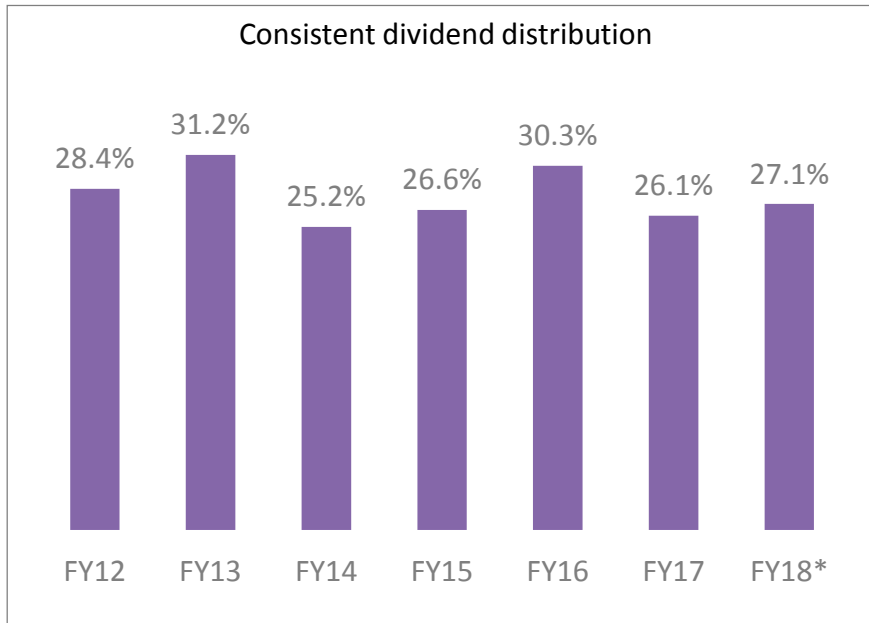


**ZEEL divested its sports business in FY17*

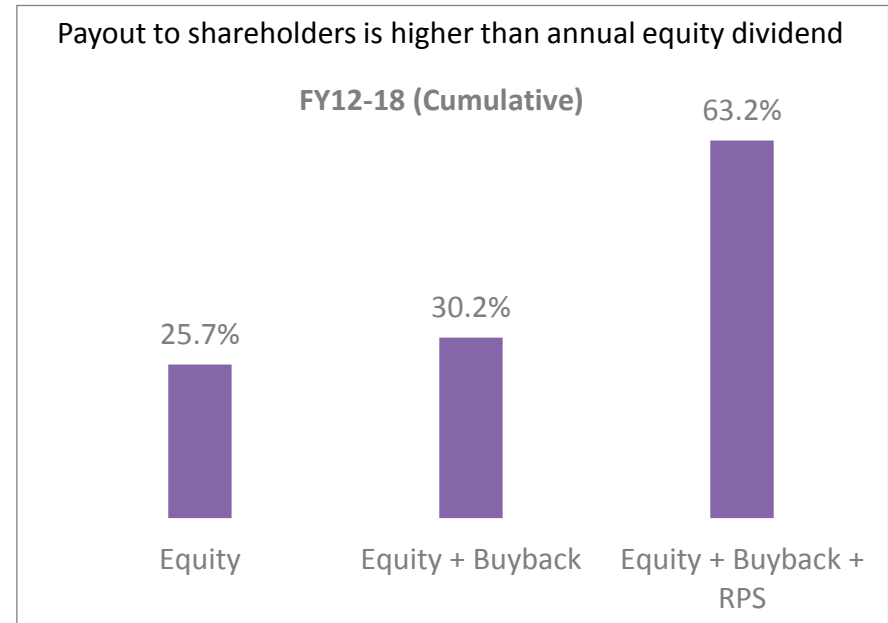
Consistent payout to shareholders



ZEEL's dividend payout has been consistent at 25%+ over the past 5-6 years



- Dividend payout is calculated on profit after tax (excluding exceptional items)
- FY18 payout is calculated on PAT after adjusting for exceptional items and other non-recurring gains



Redeemable Preference Shares (RPS) worth INR 21 bn issued in 2014



As per Dividend policy, ZEEL will pay 25-30% of Consolidated profits or 1/3rd of Standalone profits, whichever is higher

ZEEL has used buyback and bonus preference shares in the past to boost payout to shareholders



Thank You