



## Earnings Update for Q3 FY25

Zee Entertainment Enterprises Limited – 23 January 2025

Extraordinary Together

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This document should be read in conjunction with the published financial results. Certain analysis undertaken and represented in this document may constitute an estimate or interpretation and may differ from the actual underlying results.

**Use of Operating Metrics:** The operating metrics reported in this presentation are calculated using internal company data. While these numbers are based on what we believe to be reasonable estimates for the applicable period of measurement, there are some inherent challenges in these measurements. The methodologies used to measure these metrics are susceptible to source issues, calculation or other technical errors. We regularly review our processes for calculating these metrics, and from time to time we may discover inconsistencies in our metrics or may make adjustments to improve their accuracy, which can result in adjustments to previously disclosed metrics. In addition, our metrics will differ from estimates published by third parties due to differences in methodology.

## Profitability driven by effective cost management

## Healthy Balance sheet and cash generation



16.1%

EBITDA Margin, up 590 bps YoY;  
Q3 FY25 EBITDA of Rs 3,184 Mn

207%

YoY Growth in Q3 FY25 PAT from  
continuing operation to Rs 1,636 Mn

Rs 17.0 Bn\*

Cash and Cash  
Equivalent as of Dec'24

0.9x

FCF/ PAT in 9M FY25

## ZEE Network gains share in key language markets

## Steady performance in digital continues



16.9%

Q3 FY25 All India TV  
Network Share;  
Up 40 bps YoY



8%

ZEE5 YoY Revenue Growth;  
Q3 FY25 Revenue Rs 2,413 Mn

1,078 Mn

Reduction in Q3 FY25  
EBITDA losses YoY

14

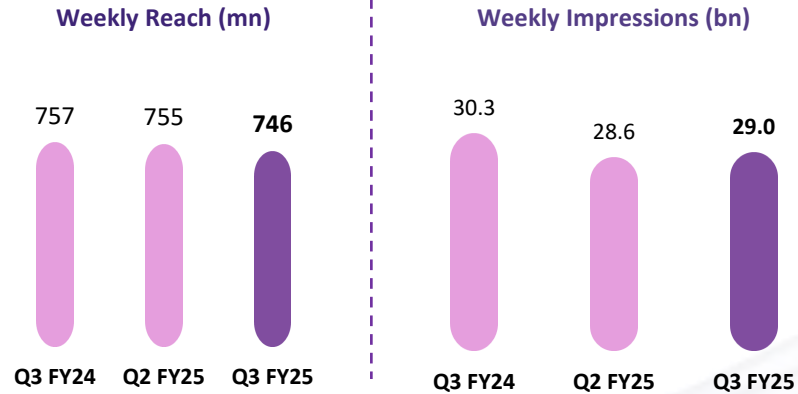
Shows and Movies  
(Incl. 7 Originals)  
Released in Q3 FY25



# Domestic Linear: TV Landscape Stable with 1.4% Viewership Growth QoQ Zee Network Share Up 40 bps YoY, Driven by Hindi Movies & Marathi

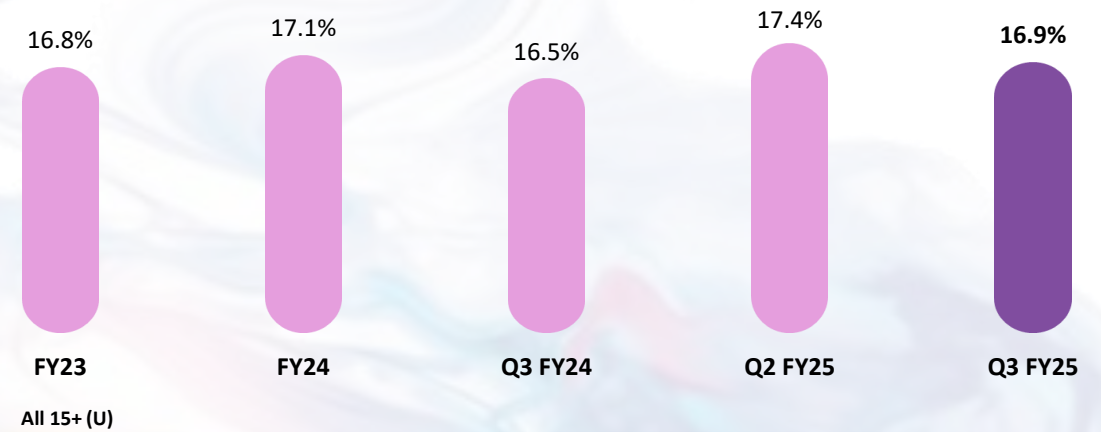
ZEE

## Industry TV Reach and Impressions



Total TV viewership grew by 1.4% QoQ

## ZEE Network Share



## Invest & Grow



## Strengthen & Monetize



### Viewership Focus:

Zee TV, Zee Marathi and Zee Tamil

### Monetization Focus:

Zee Kannada, Zee Bangla, Zee Sarthak, Zee Punjabi, Zee Telugu & Hindi movies/ Cinema

## Key Launches in Q3 FY25



Jaane Anjaane Hum Mile  
(Zee TV)



Lakshmi Nivas  
(Zee Marathi)



Parineeta  
(Zee Bangla)



Chamanthi  
(Zee Telugu)



Nawa Mod  
(Zee Punjabi)



Saregamapa Lil Champs 4  
(Zee Bangla)

## Key Highlights

- Healthy YoY growth in usage and engagement metrics during the quarter.
- Revenue growth during the quarter was impacted due to delay in the renewal of a B2B deal. Renewal discussions are underway.
- Expect performance improvement momentum to sustain with growth providing some operating leverage.
- 14 shows and movies released during the quarter including 7 originals

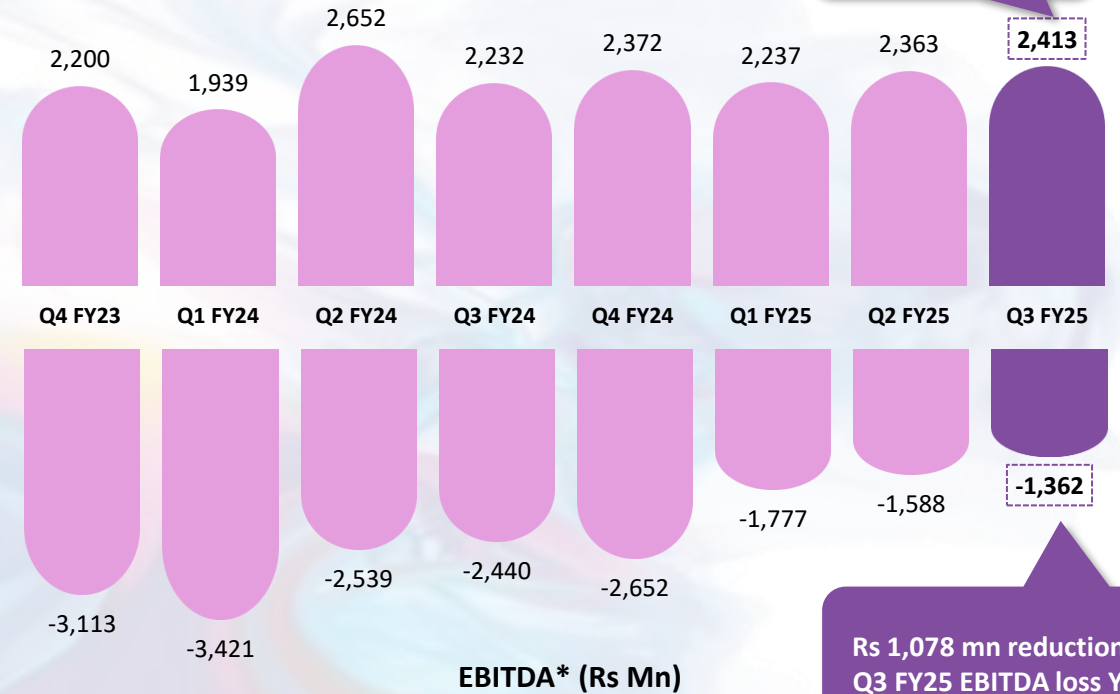
## Q3 FY25 Impact Releases



## Q4 FY25 Slate



## Total Revenue (Rs Mn)



Q3 FY25 revenues up 8% YoY

Rs 1,078 mn reduction in Q3 FY25 EBITDA loss YoY

\*EBITDA loss excludes costs incurred by the business on ZEEL network;  
ZEE5 Revenue and EBITDA includes Zee's other digital businesses



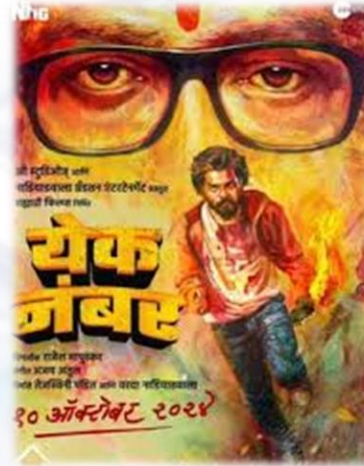
Hindi  
Movies



Distributed by  
ZEE Studio



Distributed by  
ZEE Studio



Distributed by  
ZEE Studio



Distributed by  
ZEE Studio

Other  
Language  
Movies



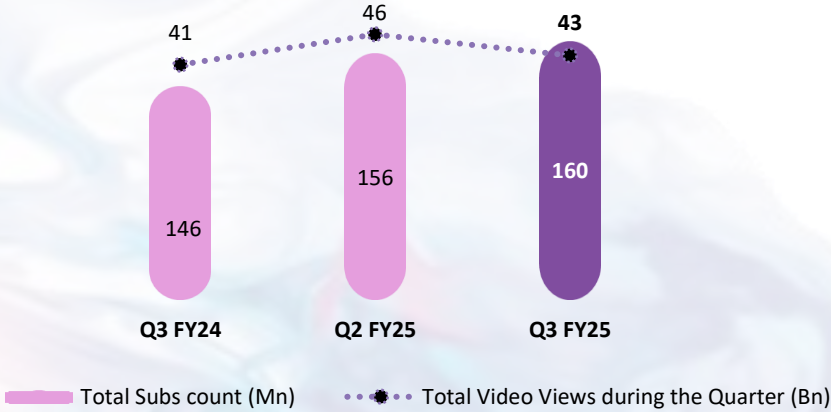
Distributed by  
ZEE Studio



Q3 FY25 Key Catalogue Additions



All ZMC YouTube Channels Video Views & Subscribers Count



ZMC added 3.6 Mn YouTube subscribers across channels during the quarter on back of new acquisition and catalogue

Rights Acquired in Q3 FY25	Hindi	Other Languages	Singles / Albums
	12	9	131



We have published our first **ESG Report 2024** on 18<sup>th</sup> Nov'24



## E<sub>nvironmental</sub>

- 11% YoY decrease in per day shoot carbon emissions in FY24.
- Achieved 71% increase in waste recycled quantity & 33% decrease in waste diverted to landfill in FY24.
- Water intensity per employee reduced by 16.8% in FY24.



## S<sub>ocial</sub>

- Encouraging a culture of upskilling and excellence at every level of employee development. Received 8 awards for Learning and development platform "Zeecademy" in FY24.
- 21% Full-time Woman employees. Median gender pay gap is -6.3 in FY24.



100

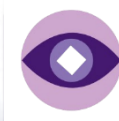


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Median gender pay gap Rebased to 100 for FY24

- Fostering a diverse media landscape through our inclusive content formats. Our diverse viewers are entertained through impactful storytelling that brings ESG relevant issues to the forefront.



## G<sub>overnance</sub>

- Independent, diverse and skilled Board of Directors.
- Robust cybersecurity program based on ISO 27001:2013 standard framework to safeguard consumer data.
- Strong culture of compliance with 100% completion of compliance training of employees on Code of conduct, information security & data privacy, and Prevention Of Sexual Harassment (POSH) at workplace .

ZEEL ESG progress is Reflecting in its Improved Third-Party External ESG Ratings and Scores





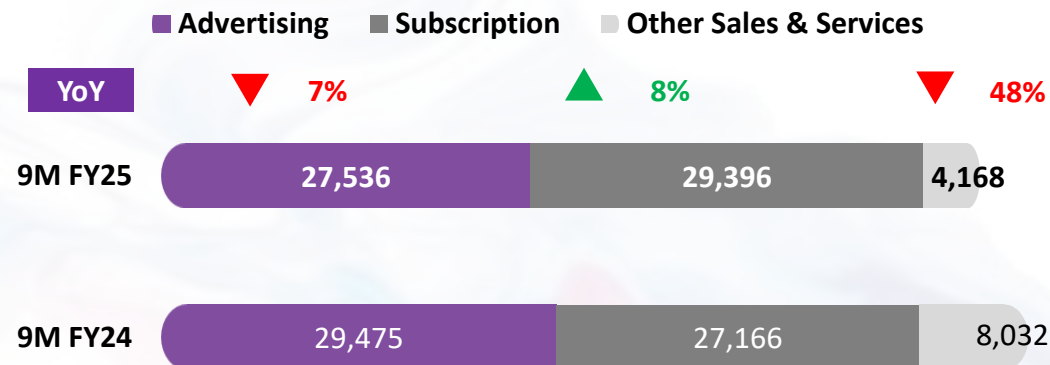
**9M & Q3 FY25  
Financial  
Performance**

## 9M FY25 EBITDA Margin at 14.9%; YoY Increased by 410 bps, Significant Progress Made Towards Profitability Enhancement Despite a Weak Advertising Environment

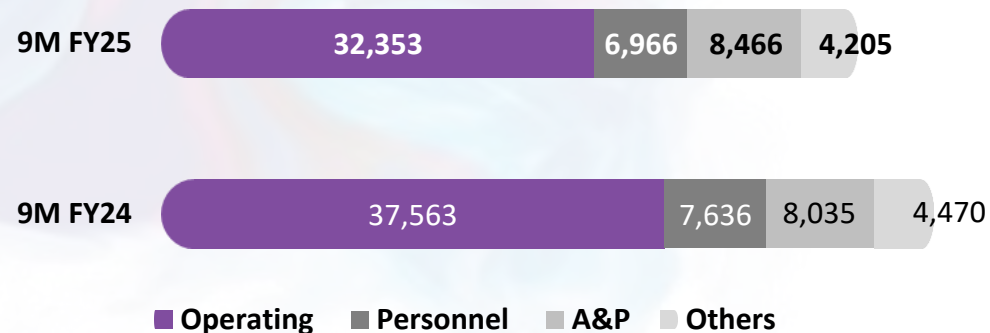


(INR Million)	9M FY24	9M FY25	YoY
Operating Revenue	64,673	61,100	-6%
Expenditure	-57,704	-51,990	-10%
EBITDA	6,969	9,110	31%
EBITDA Margin	10.8%	14.9%	
Other Income	1,139	872	
Depreciation	-2,319	-2,146	
Finance cost	-652	-246	
Fair value through P&L	38	34	
Exceptional Items/ JV & Associate	-2,504	-983	
Profit Before Tax (PBT) from continuing operations	2,671	6,641	149%
Provision for Tax	-800	-1,653	
Profit after Tax (PAT) from continuing operations	1,871	4,988	167%
Profit from discontinuing operations	-590	-77	
Profit for the period/year	1,281	4,912	283%

### Operating Revenue Breakup (Rs Mn)



### Cost Breakup (Rs Mn)



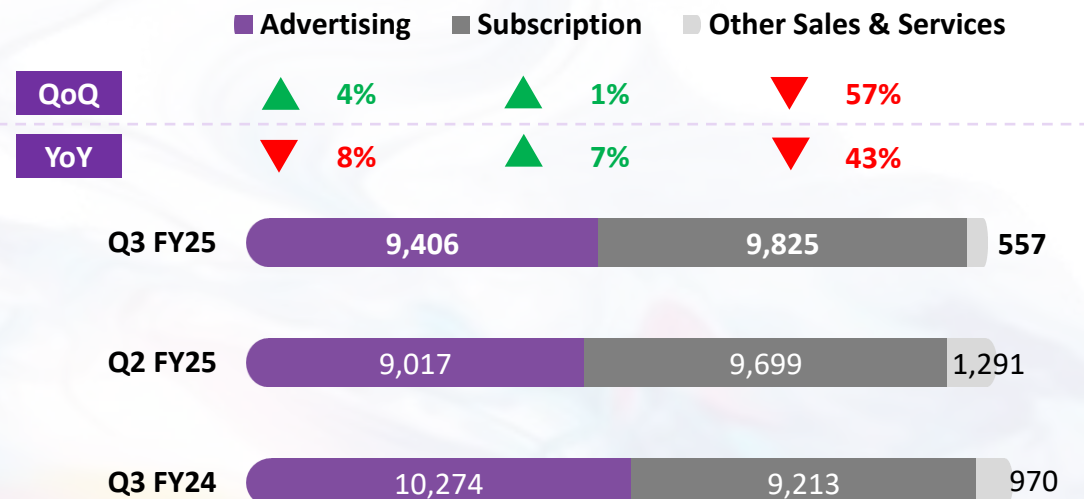


## Q3 FY25 EBITDA up 52% YoY; Healthy Subscription Revenue Growth and Effective Cost Management Aiding the Performance

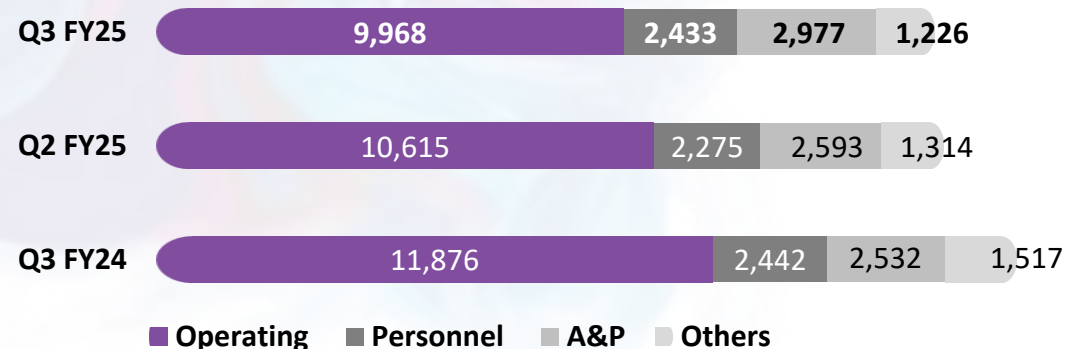


(INR Million)	Q3 FY24	Q2 FY25	Q3 FY25	QoQ	YoY
Operating Revenue	20,457	20,007	19,788	-1%	-3%
Expenditure	-18,367	-16,797	-16,604	-1%	-10%
EBITDA	2,090	3,210	3,184	-1%	52%
EBITDA Margin	10.2%	16.0%	16.1%		
Other Income	277	337	345		
Depreciation	-761	-732	-658		
Finance cost	-183	-83	-108		
Fair value through P&L	0	22	23		
Exceptional Items/ JV & Associate	-602	110	-808		
Profit Before Tax (PBT) from continuing operations	821	2,864	1,978	-31%	141%
Provision for Tax	288	769	342		
Profit after Tax (PAT) from continuing operations	533	2,095	1,636	-22%	207%
Profit from discontinuing operations	52	-1	0		
Profit for the period/year	585	2,094	1,636	-22%	180%

### Operating Revenue Breakup (Rs Mn)



### Cost Breakup (Rs Mn)



### Advertising revenues

- Advertising revenue for the quarter improved by 4% QoQ, and declined by 8% YoY due to sluggish festive season
- Sustained consumption slowdown is resulting in lower FMCG Ad spending

### Subscription revenues

- YoY Growth driven by both Linear subscription revenue and ZEE5.

### Other Sales & Services revenues

- Other sales and services declined YoY due to leaner movie calendar and lower syndication revenue.

### Operating cost

- Decline in operating cost YoY was driven by lower programming and technology cost.
- Continue to maintain strong cost discipline across every element of cost structure and selectively investing for future growth.

### A&P and Other expenses

- Increase in A&P and Other expenses led by increase in marketing towards new launches.

### EBITDA

- EBITDA for the quarter came at Rs 3,184 Mn;
- Q3 FY25 Margin at 16.1%;

### International revenue break-up

- Q3 FY25 Advertising revenue : Rs 600 Mn, Subscription revenue : Rs 866 Mn, Other Sales & Services : Rs 208 Mn

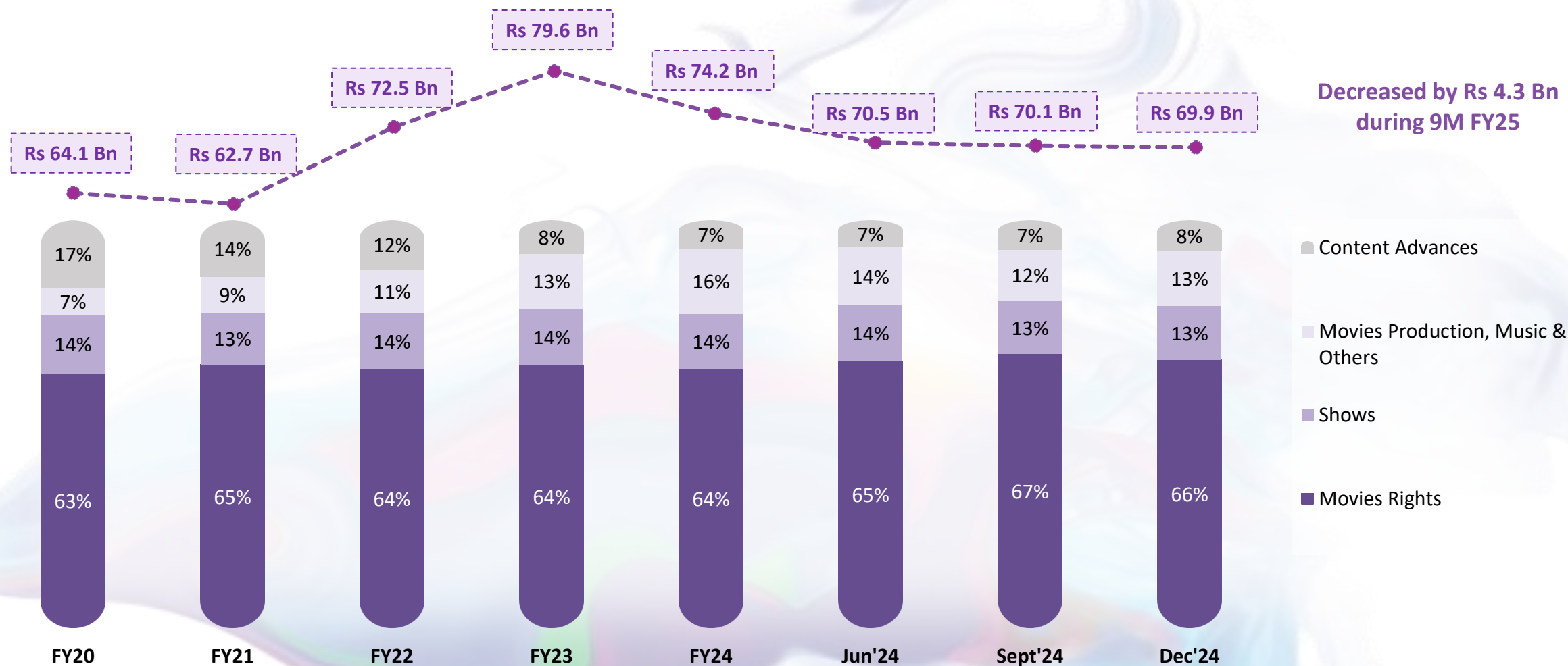


Assets (Rs. Mn)	Mar'24	De'24
<b>Non-Current Assets</b>		
Fixed assets	12,137	10,414
Investments	391	382
Other financial assets	603	1,366
Income tax & Deferred tax assets	9,023	9,604
Others Non-Current Assets	65	85
<b>Current Assets</b>		
Inventories	69,129	64,612
Cash and other investments	11,932	17,025
Trade receivables	17,016	18,471
Others financial assets	3,630	3,287
Other current assets	9,725	9,448
<b>Non-current assets - HFS</b>	<b>846</b>	<b>36</b>
<b>Total Assets</b>	<b>1,34,497</b>	<b>1,34,730</b>

Liabilities (Rs. Mn)	Mar'24	De'24
<b>Equity Capital</b>	<b>1,08,728</b>	<b>1,13,417</b>
<b>Non-Current Liabilities</b>		
Lease Liab/Other borrowings	1,621	2,312
Provisions	1,671	1,576
<b>Current Liabilities</b>		
Lease Liab/Other borrowings	682	888
Trade Payables	14,356	10,770
Other financial liabilities	2,816	2,058
Other current liabilities	4,421	3,471
Provisions	172	171
Income tax liabilities	12	37
<b>Liabilities associated with assets- HFS</b>	<b>18</b>	<b>31</b>
<b>Total Equity &amp; Liabilities</b>	<b>1,34,497</b>	<b>1,34,730</b>

\*The cash & treasury investments of the company as of Dec'24 stood at Rs 17,025 Mn, including Mutual Fund of Rs 5,744 Mn, Bank FDs of Rs 7,121 Mn and Cash balance of Rs 4,160 Mn. The closing cash balances as on 31<sup>st</sup> Dec'24 includes proceeds from first tranche of FCCB issued amounting to Rs 2,000 Mn.

# Content Inventory and Advances Continues to Decline in 9M FY25 Driven by Optimised Acquisition





# Growth Strategy



## Refreshing & Sharpening content offerings across linear and digital business

- New Show Launches in Hindi and language markets
- Marketing investments for brand building
- Content experimentation
- Selective new content/ IP Acquisition



## Investing in high growth segments

- Digital (ZEE5)
- International Business
- Music
- Language Markets



## Monetisation of existing IP & Content

- Monetization avenues for our rich content library while balancing our longer-term strategic objectives through content syndication

Extraordinary Together

THANK  
YOU

