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Board of Directors

Subhash Chandra
Chairman
Laxmi Narain Goel
Director
Ashok Kurien
Director
B.K. Syngal
Independent Director
Dr. M.Y. Khan
Independent Director
Nemi Chand Jain
Independent Director
Rajan Jetley
Independent Director
Sir Gulam Noon
Independent Director
Prof. R. Vaidyanathan
Independent Director
D.P. Naganand
Independent Director
Punit Goenka
Wholtime Director
M. Lakshminarayanan
Company Secretary
M/S MGB & Co.
Auditors

Registered Office

Continental Building,
135, Dr. Annie Besant Road,
Worli, Mumbai, 400018, India

Bankers

BNP Paribus
ICICI Bank Ltd.
IDBI Bank Ltd.
ING Vyasa Bank Ltd.
Standard Chartered Bank
Axis Bank Ltd.

Senior Management

Pradeep Guha
CEO
Amitabh Kumar
Technology
Bharat Ranga
International Operations
Dilip Roy
Human Resources
Himanshu Mody
Zee Sports & Ten Sports
Hitesh Vakil
Finance & Operations
Irshwin Balwani
Zee Muzic
Joy Chakraborty
Sales & Revenue
Mohan Gopinath
Zee Cinema
Neil Chakravarty
Zee Studio, Zee Café & Zee Trendz
Tarun Mehra
Zee TV

Our values

Customer Focus: Our Company's strategies are driven by the needs of the customer. Our success can be measured by the satisfaction achieved by our customers. **Excellence:** We accord a high premium to maintaining superlative standards throughout our company. We encourage our employees to come up with smarter ideas within the fastest possible time. **Creativity:** The key to our value system is innovation and originality. We recognize and have a high regard for individual expression and creative freedom in our quest to provide customer satisfaction. **Integrity:** We observe strict ethical standards through editorial independence and creative expression in order to earn the trust of our viewers and subscribers. **Growth Driven:** We are committed to delivering consistent revenue and cash flow growth in order to provide our shareholders a good return. Our objective is to grow our people, markets and businesses around the world.

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Our Mission

To be the leading round-the-clock airtime properties provider and delight the viewers not only through our general entertainment and infotainment channels, but also through quality cinema from our new movie banners.

As a corporation, we will be profitable, productive, creative, trendsetting and financially sound with care and concern for all our viewers and stakeholders namely advertisers, cable operators, producers and production houses.



Chairman's Letter





Sometimes the progress of a nation is not only quantified by cold numbers. Rather, it is reflected in the quality of life of its citizens.

Everyone has aspirations – from the Corporate Czar in his ivory tower to the vagrant on the street. Aspiration is what drives people to work harder and pursue dreams. Aspiration is about constantly moving to the next higher level. Moving to the next higher level is reflected by the way people live, the things they purchase and the way they entertain themselves.

Few things have reflected improving lifestyles as entertainment. As far as television goes, no more are the people of India satisfied with tepid fare and boring reruns. It has resulted in a media boom. In 16 years the television industry has zoomed 22%, CAGR today standing at Rs.26600 crore. From two state run channels, some 20 years ago, the media space has become a veritable flood with over 340 channels, and new ones being launched on a regular basis. All of these impregnating the airwaves with 24x7x365 programming.

A big indication of the magnitude of scale of the entertainment boom is the increased penetration of cable & satellite platforms. As the customer base grows and matures, it has necessitated the emergence of more advanced distribution platforms – digital cable, Direct-to-Home (DTH) and IPTV. Such has been the frenzy, that it has even compelled faster digitalisation of cable.

Part of everyday lives

Today, television entertainment is no more a luxury. In fact, it could not be classified thus for the past decade and a half either. Television has long become an inextricable part of the daily lives of Indian citizens across the socio-economic divide. Given the varied inclinations, channels across entertainment categories have proliferated.

Everyone predicts a shakedown at some point in time, with only the biggest and the fittest surviving – or more accurately, mergers and acquisitions coalescing into a few solid and

mega channel empires. If ever such realignment comes to pass, you should be secure in the knowledge that your company ranks amongst the most solid media empires in this part of the world.

The true television 'portal'

At Zee Entertainment the consolidation began unfolding a long time ago. Visionary, as always, your company accurately estimated the way the industry would progress, and took early steps to ride these waves of change. Today, Zee Entertainment rates amongst the strongest 'portals' in television entertainment. Catering to inclinations cutting across socio-economic, gender and age divides. The flagship Zee TV channel is virtually something to set household clocks by. For the movie buff, Zee Cinema and Zee Studio are a staple, with Zee Premier, Zee Classic and Zee Action, further segmenting the broad movie audience. Sports fans have more to cheer with the acquisition of a majority stake in the premier sports channel Ten Sports – complementing the already existing platform Zee Sports. While Zee Café recognizes the ever increasing need for quality English programming, other niches are sufficiently addressed through channels such as Zee Music, Zee Trendz and Zee Jagran.

Looking Forward

Growth has happened not just on the airwaves, but on the land as well, and way beyond domestic shores – our channels are seen in 500 million homes across 167 countries abroad. Whichever way you look at Zee Entertainment is a global entity.

In the media entertainment business, future success is only guaranteed by programming. We are planning to launch India's first High Definition channel in both Hindi & English. Also riding on the success of our channels, Zee Network has now ventured into Film Production with its new division Zee Entertainment Studios, which will have 2 banners, Zee Motion Pictures for mainstream films & Zee Limelight for films targeted at niche audiences. Zee Network

also launched the second GEC, Zee Next targeted towards younger audience.

Simply put, giving people what they want to watch. With all the pillars in place in terms of captive viewership, the key to retain this audience and attract further eyeballs lies in program content. Needless to say, this has been an ongoing activity – but such is the nature of the business that it has to be a perennial activity. We simply cannot afford to take our foot off the accelerator.

Maximum overdrive

Operating at maximum overdrive always brings in just rewards. It's seen devour huge distances in terms of TRPs to attain leadership or near leadership status in our representative channel categories. Our flagship Zee TV for example has grown by 56% to account for 26% of the general entertainment segment. Zee Cinema has been the No.1 Hindi movie channel in the country for some time now. The alignment of Ten Sports has seen our share of sports viewership market surge to 35%. All this is due to strategic programming. For example, with over 100 matches telecasted live from across the world in football alone, including the prestigious Champions League, Zee Sports and Ten Sports have ensured a huge surge in captive audience loyalty. We all know that with audience loyalty, comes better advertising numbers.

It's the story across our bouquet of channels. Which fits in well with our stated mission to become the leading round-the-clock airtime properties provider, while simultaneously providing value to advertisers. The future looks pregnant with possibilities. The seeds that we have painstakingly sowed over the past decade or so are now bearing the proverbial hundredfold.

As media entertainment in India continues to boom beyond all expectations, Zee Entertainment is at the fountainhead of this boom. Like they say in the world of entertainment... the show has only just begun.



Banoo Mein Teri Dulhann

Zee TV, known for its bold portrayal of social issues tackles the issue of illiteracy very deftly in the leading prime time show Dulhann. It is the story of a quintessential small town girl Vidya whose fairytale wedding with Sagar Thakur turns into a nightmare when the family takes objection to her illiteracy. Dulhann is the story of a determined woman in the Indian society and her fight to reclaim her lost pride and dignity in the society.



Saath Phere

This is the show that changed the definition of meaningful entertainment with its message. Saath Phere is the story of a dark girl Saloni who, despite the perceived drawback of her colour, makes a name for herself in a society prone to colour discrimination.



Maayka

Maayka is a story that every mother and daughter can relate to. It's the story that captures a daughter's memories and emotions as she steps in to a new life with marriage. The show reflects bitter, sweet moments in parents' life when they give away their daughters' hand in marriage, only to be struck by the new worry of her adjusting in her new household.



Ghar Ki Lakshmi... Betiyaan...

Being the torchbearer for issues related to Indian society, Zee TV brings the rampant issue of gender discrimination through the saga of four daughters who belong to the conservative Kutchi community in Gujarat. The show is about a daughter's fight for equality and a rightful place for women in the patriarchal Indian society.



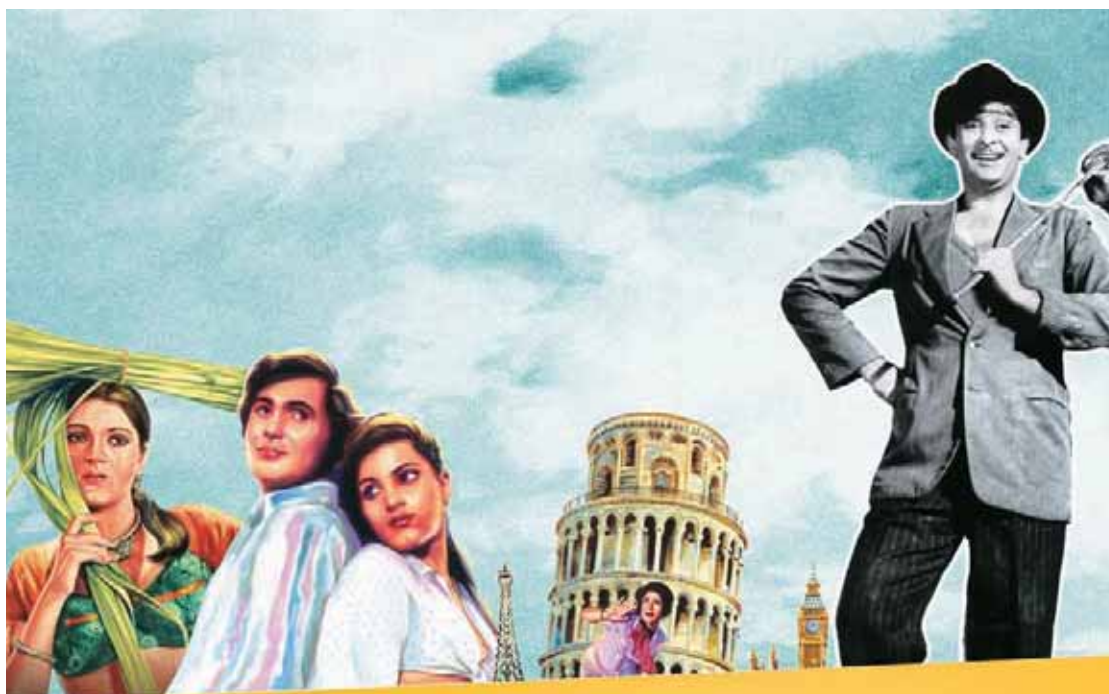
Naaginn

Zee TV has always believed in creating subjects that generate interest in the viewers. Indian viewers have always been allured to the mystical world and the realm of unknown. The concept of Naaginn has thus managed to strike a chord with its viewers and the popularity of the show is ample proof of its wide spread appeal.



Aladdin

The launch of Aladdin in the weekend primetime is a part of Zee's constant endeavour to innovate and enter fresh domains of entertainment. Fantasy as a genre is relatively unexplored and Aladdin with its magical appeal, novel treatment and exciting special effects is definitely a way to connect with the audience. The show brings alive the popular story of Aladdin with amazing graphics that have become an instant hit with the viewers.



The Showman Show

'The Showman Show' is an ode to the biggest dream weaver and the original Showman of the industry – Raj Kapoor. It showcased a historic series which profiled his biggest contributions to the Hindi film industry.

The legacy continued with the contributions of the other Showman of the industry – Subhash Ghai. It showcased some of his biggest Bollywood hits.



Bhakti Ki Shakti

Bhakti Ki Shakti is Zee Cinema's first mythological branded time slot which caters to the spiritual quotient of all its religious viewers on Sunday mornings. It showcases the best of Indian mythological movies.



Blockbuster Movies

All the Zee Cinema viewers got their bigger dose of entertainment with blockbuster movies of 2007 like Vivah and Jab We Met. Vivah which premiered on 1st December 2007, delivered a rating of 3.9 TVR.





Hollywood 24x7

Subtitling initiative:

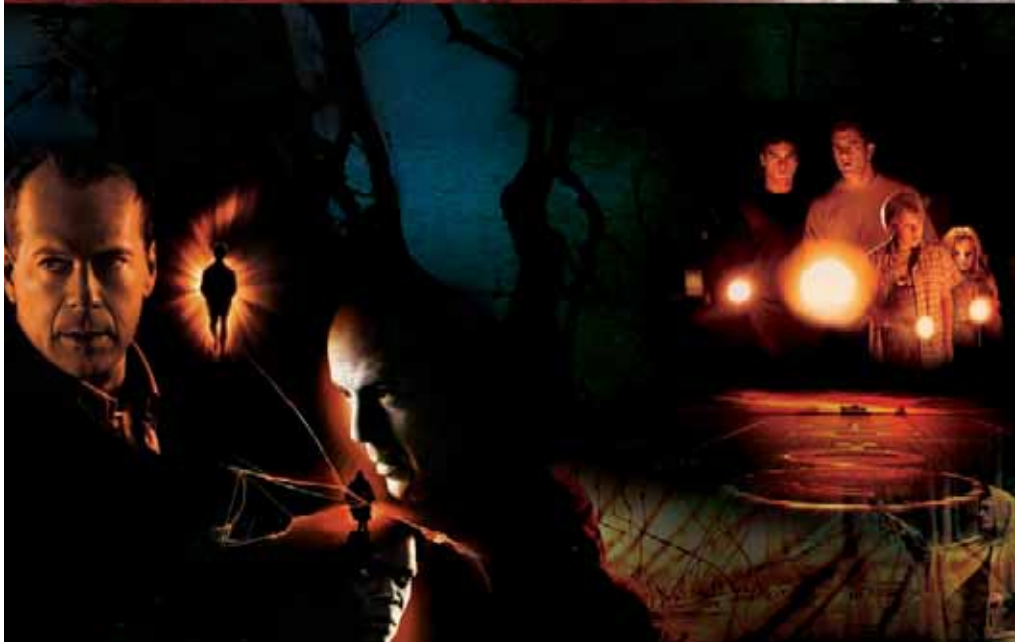
In order to enhance the viewing experience of the audience and to enlarge the viewer base, Zee Studio introduced a category innovation of airing all English movies with English subtitles. The move has been highly appreciated by the viewers and made competition take notice.

Mad About the Movies?

With the objective of creating a Hollywood association with the channel, Zee Studio carried out a movie-based contest hosted on the Zee Studio website. People had to answer a set of simple questions on movies and Hollywood stars. Lucky winners won various prizes like a sponsored trip to Hollywood, ipods, movie DVDs and others.

Saluting Satyajit Ray

Continuing its quest to bring the best of cinema (irrespective of language & country), Zee Studio launched Saluting Satyajit Ray – the legendary filmmaker from Bengal - an icon for many including a lot of famous Hollywood directors.



M. Night Shyamalan Festival

Zee Studio showcased the best movies of M. Night Shyamalan, director of the acclaimed Sixth Sense.



Ek Thi Rajkumari

Ek Thi Rajkumari is a story of an 18 year old princess who is overly-sheltered and closeted in a palace outside the city. She connects with the outside world through the internet. Her passion to explore the world is so immense that she decides to revolt against her dominating mother. Along comes a conman who convinces her that he is her Prince Charming! Catch the anticipation, impulsiveness and expectations of this nubile youngster and her maiden trip in to the big wide world.



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Jhoom Jiiya Re

'Dabboo' is and always will be! There is only one thing that she knows in her life and that is to keep trying. But dance changes it all. Jiiya aka 'Dabboo' realizes her true calling is to become a dancer and starts moving towards her ambition of becoming one. This is the journey of Dabboo to Jiiya and Jiiya to a dancing superstar.