



Zee Entertainment Enterprises Limited  
Annual Report 2009-10

# Taking entertainment places



## FORWARD LOOKING STATEMENTS

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievements of results are subject to risks, uncertainties, and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

# contents

## 01-15 TAKING ENTERTAINMENT PLACES

### Where are we?

- 02 Zee Network
- 04 Hindi GEC
- 06 Cinema

- 08 Regional GEC
- 10 Sports
- 12 International
- 14 Taking Entertainment Places

## 16-48 OPERATIONAL REVIEW

- 16 Chairman's Message
- 18 MD & CEO's Review
- 20 Corporate Information
- 21 Mission & Values
- 22 Financial Highlights
- 24 Operational Highlights
- 26 ZEE - The 5 Minute Read
- Business Division Summary
- 28 Hindi GEC
- 30 Cinema

- 33 Alternate Lifestyle
- 34 Sports
- 36 Regional GEC
- 43 International Presence
- 44 Music
- 46 English Content
- 48 Our People

## 49-172 GOVERNANCE & FINANCIALS

- 49 Notice
- 55 CFO Certification
- 56 Directors' Report
- 66 Statement Pursuant to Section 212
- 70 Report on Corporate Governance
- 81 Shareholders' Information
- 88 Management Discussion and Analysis

- 103 Standalone Financial Statements
- 141 Consolidated Financial Statements
- Attendance Slip and Proxy Form



# 12

INTERNATIONAL PRESENCE



# 16

CHAIRMAN'S MESSAGE



# 56

DIRECTORS' REPORT

Where  
are  
we?



we  
are  
here.



**It is the entertainment buffet extraordinaire of the century, and everyone is invited.**

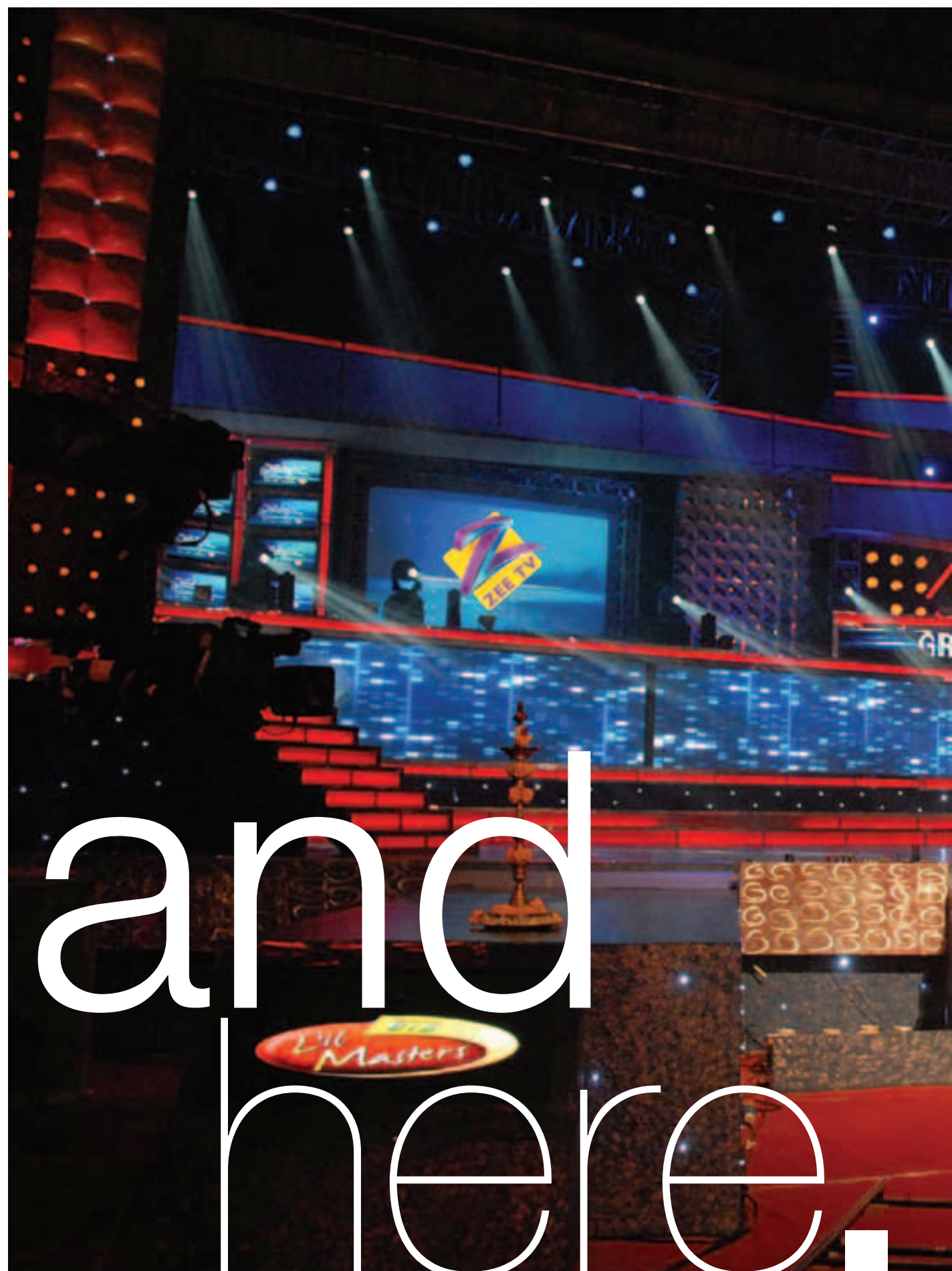
We offer one of the largest spreads in the business with innumerable flavours, exciting genres, as well as a mouthwatering array of programming.

The medium, the message and the media – we have a major presence in each. We bring entertainment to people in 167 countries across the globe. We are the destination for seekers of ‘Indian flavoured’ entertainment as well as global programming. We appeal to the intellect, as well as the emotion. We deliver fact as well as fiction. Our eclectic programming range includes prime time drama series, reality shows, television movies, theatrical films, specials and daytime dramas, sports coverage, regional and international language based entertainment. We are here to provide the best in entertainment. We have made people recognise entertainment as Zee Entertainment.

**We are Zee Network.** With innovative shows, culturally relevant content, aesthetic presentation and a truly multi genre buffet of entertainment that suits every palate...

## ...We are here to stay!





and  
here.

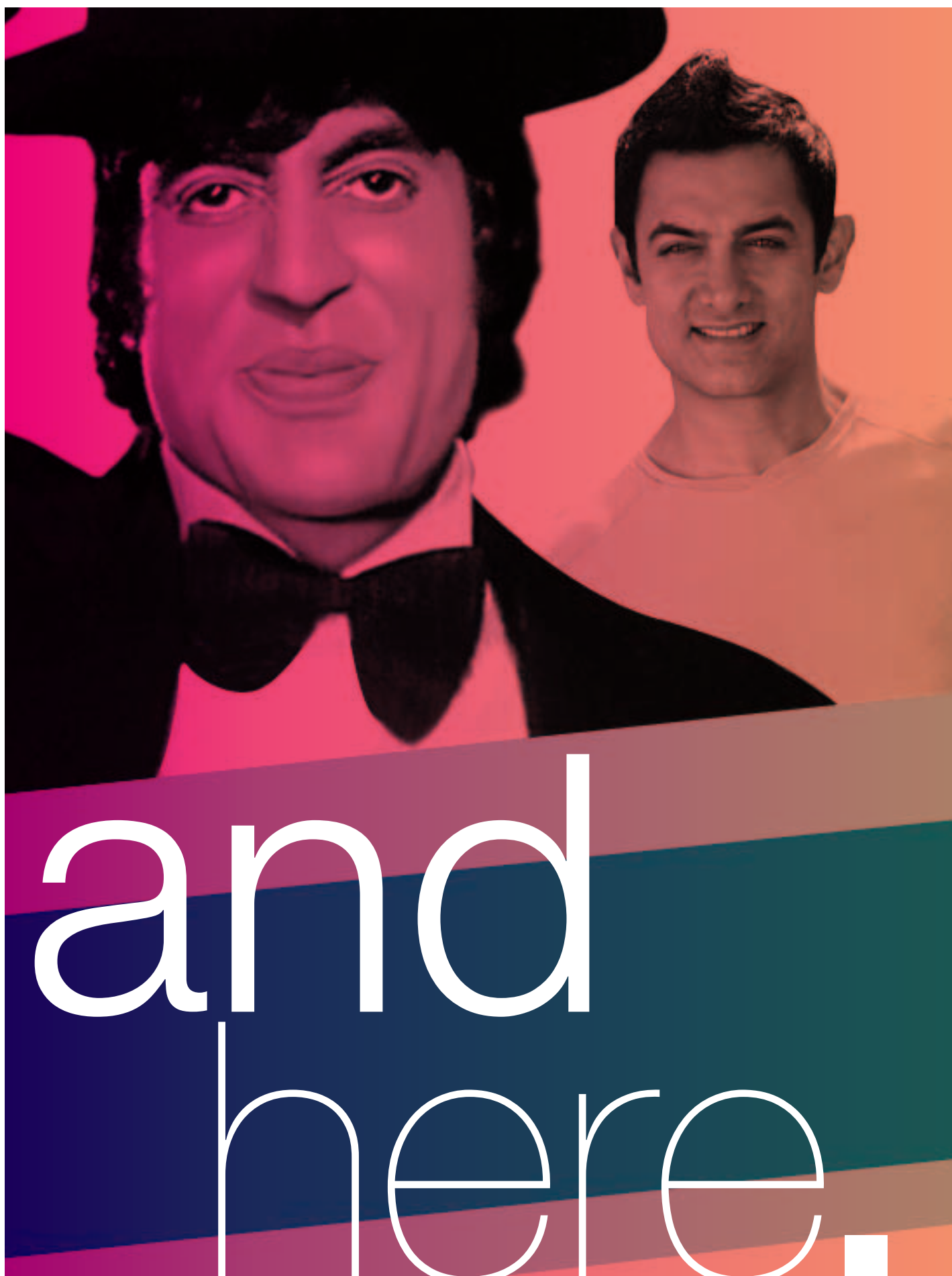


## **We were the first to be here. We are still the first choice of audiences in the Hindi GEC genre.**

As a pioneer and the flagship channel of the group, Zee TV had a headstart in the Hindi Entertainment Channel business. It is a lead we have maintained over the past eighteen years, across continents. Zee TV is the first choice Hindi entertainment channel for the South Asian diaspora worldwide. Our popularity is a testimony to the consistent innovation and freshness we bring to our programming. From the very beginning we introduced a variety of programming like prime time drama series, television movies, theatrical films, specials and daytime dramas, each appealing to a segment of the audience. Even today our popular reality shows such as *Sa Re Ga Ma Pa* and *Dance India Dance* are redefining “entertainment” and connecting with audiences. For millions of people who love Hindi entertainment around the world...

**...We are here to sustain their interest!**





and  
here.





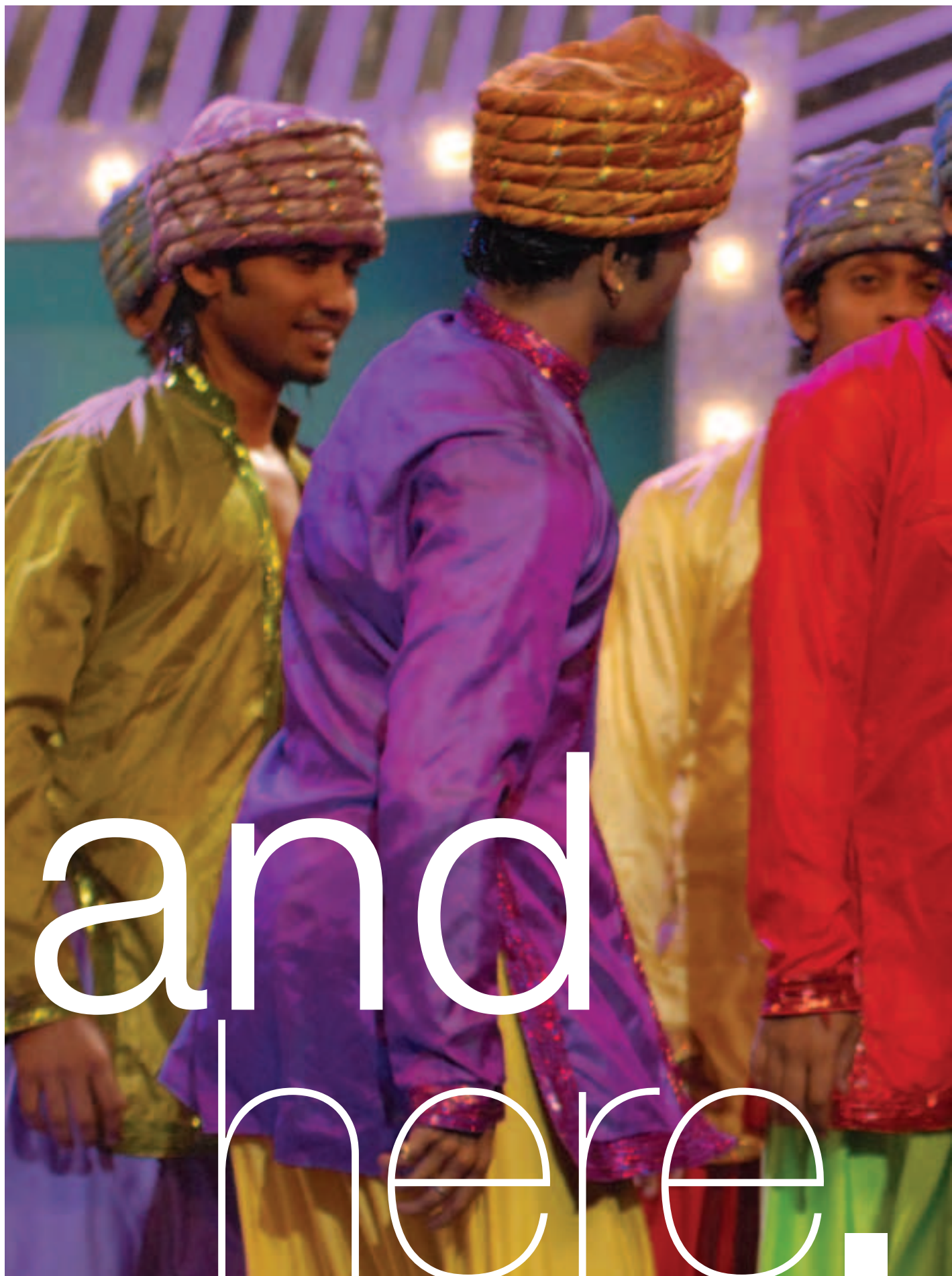
## Lights. Camera. Action. Roll. Edit. Release. Zeetelecast.

It is an ongoing festival of films everyday on ZEE Entertainment Cinema channels.

Zee is the one of the most favored home viewing channel for people seeking quality film entertainment. We have different cinema channels dedicated to specific genres such as - Zee Cinema, Zee Premier, Zee Action and Zee Classics. Together these channels cater to a variety of audiences, and it's your own personal festival of films running on your TV. These channels command a sizeable lead in terms of eyeballs, over their nearest rivals.

With a variety of channels, some of the best and most loved old and new films, and an ever increasing viewership...

**...We are here to expand!**



and  
here.