




**THE THE  
BUSINESS TRUTH OF  
OF TRUTH BUSINESS**



Truth does  
not have colours.  
It does not  
come in different  
shades like  
half-truths.  
Like alt-truths.  
Like opinions  
that are coloured.  
Coloured by judgements.  
By fears.  
By vested interests.  
Truth does not  
care about  
any of those.  
We are in the business of truth.  
And truth is black  
and white.



**KILIMA → 47.77 KM**  
**NIRAG → 76.00 ''**  
**CHILLING → 120.00 ''**  
**NIMU → 150.00 ''**  
**LEH → 165.00 ''**

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“Engaging &  
inspiring  
content”

## TRUTH BE TOLD

“It takes lasting courage to show the truth as is, sans the layers of lies, manipulation or the fear of confronting the army of falsehood. We, at Zee Media, have always stood up to our firm belief of telling nothing but the truth. And this unwavering belief has taken us to where we stand today, at the pinnacle of **THE BUSINESS OF TRUTH**. As we grow together as a tree, spreading our roots firmly into the world of news and infotainment with a proverb of 'Truth Be Told'. That is the **TRUTH OF OUR BUSINESS**, which must be told. ”

Living up to the commitment of telling the truth with engaging content, enlightening stories and gripping narratives, we have grown stronger ever since our inception, touching countless lives and creating a deep-rooted base in millions of hearts with the content we serve. During the financial year 2018-19 (FY19) too, we made our mark with insightful, engaging and impactful content and proving our mettle as democracy's fourth pillar. From live programmes like 'The Election Conclave 2019' on the 2019 general election, to bringing out the plight of economy's growth drivers – the truck drivers through 'Transform Truckers Abhiyaan' – what keeps us going is the urge to unveil the truth.

During FY19, Zee Media Network won 7 awards on the prestigious ENBA platform. These included 'Best Continuing Coverage by a Reporter – Hindi (Rahul Sinha and Pooja Makkar - Kathua Gangrape and Murder Case, Zee News)', 'Best In-depth Series - Hindi (Toxic vegetable Cancer Story, Zee News)' and 'Business Channel of The Year – Zee Business', among others.

We are in business of truth and an engaging & awakening content is truth of our business.

### Transform Truckers Abhiyaan

A 5,000 km long truck journey connecting with truck drivers with a focus on their health & fitness, road safety, financial planning, and new age trucks.

### ENBA - Best Continuing Coverage by a Reporter - Kathua Gangrape and Murder Case

The Kathua (J&K) Gangrape and Murder Case coverage on Zee News won ENBA's Best Continuing Coverage by A Reporter – Hindi award. Covered by Rahul Sinha and Pooja Makkar, this story provided a deeply satisfying outcome when the culprits were sentenced. We at Zee News were appreciated by one and all for our committed efforts to unveil the chilling truth.

### The Election Conclave 2019

At The Election Conclave 2019, leading parties' representatives faced questions from a jury and the audience about the existing governance and the future plans of each party.

“A stellar performance”





## TRUTH PAYS OFF

“In the business of truth, a lie is like a bee in a silent prayer room. The truth of our business is to protect the business of truth incessantly from the evil of falsehood and present what is pure, crystal, unadulterated, Truth. No matter how grinding and exhausting the way of truth is, the truth pays off eventually. Being at the forefront of serving people around the world with gripping content, engaging stories, and providing platforms to state the truth, Zee Media stands tall amongst its counterparts, with an impressive growth in FY19 over the previous year, which is an epitome of not only success but also the trust millions bestow upon us for showing nothing but the truth.”

We made history when we achieved our highest revenue ever – ₹ 6,869.2 million at a growth of 19.8% Y-O-Y. We outdid ourselves with an impressive 30.6% growth in EBITDA to clock ₹ 1736.4 million. We are way ahead of the industry in terms of revenue growth. While the industry clocked a CAGR of 11% (2016-2020), we grew 2½ times as fast with an astounding 26% CAGR (FY16 – FY20). Our TV viewership jumped to 345 million. We expanded our reach all across the Hindi speaking heartland and regional languages. We strengthened our international presence with WION. This stupendous growth is a fitting testimony to our commitment to truth and the effectiveness of our strategies.

Did we hear someone say TRUTH DOESN'T PAY? Well, for us it did pay and that too handsomely.

### Topline Growth

An impressive 19.8% Year-on-Year growth in topline, ahead of industry standards

### High Operating Profitability

A 30.6% Y-O-Y growth in EBITDA, a mark in operational & financial excellence.

### Widening Revenue Inflow

Zee Media converted all its network channels into Pay Channels, thereby monetizing the Network's reach & credentials.

## THE MOMENT OF TRUTH

“The truth of our business is that each and every endeavour we make is for the business of truth. Preserving the truth is not an easy task. A lot goes in to make truth come out. Ever since we commenced operations, we have advocated only the truth. Our moment of truth is here. As we unveil our truth of being the market leader registering a stupendous growth this year over the previous financial year, we reiterate our commitment to bring truth to our valued viewers with new and innovative approaches. Zee Media's very existence thrives on truth and we strive to keep on innovating to discover newer ways to take our mission forward.”

The year gone by saw us taking big strides in innovation across technology, business operations and strategies. During the year we launched India's first Anchorless News Channel – Zee Hindustan. We moved Zee Business operations to the nation's financial capital – Mumbai. We converted all our channels into Pay Channels thereby expanding our revenue streams. During the year, Zee Media test launched India's first Hyper-Local Channel, taking truth to the micro level reach.

### India's First Anchorless News Channel

Zee Hindustan 'India's First Anchorless News Channel', a voice of clarity in the clutter of anchors claiming celebrity or semi-celebrity status. This is an example of our innovation at its best.

### Continuing Success of IMN

One of our backend innovations was Integrated Multimedia Network (IMN) – a repository of all information flowing in from all Zee platforms across the country and the world. We are basking in the continued success of this initiative.

### Going Hyper-local

Zee Media, first time in India, launched a Hyper-Local channel property.