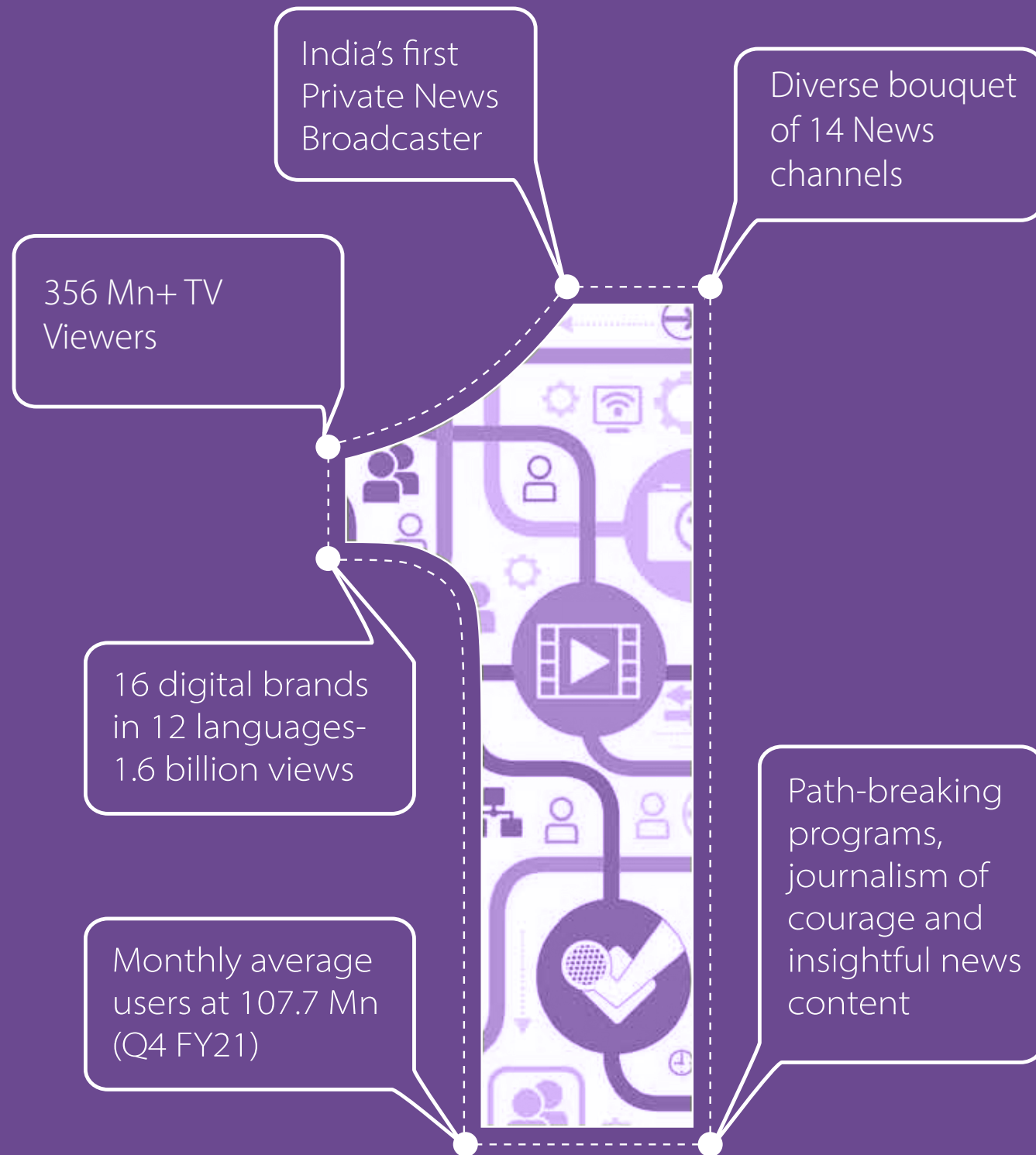


**One  
Nation  
One  
Network**

**Zee Media Corporation Limited  
Annual Report 2020-21**



At Zee Media, we are relentlessly working towards making our network the strongest in the country.

Our journey began 26 years back with the first private news broadcast of the largest democracy.

During this journey, we have built up on an envious bouquet of 14 channels and 16 digital brands, in 12 languages.

We have ventured to foreign shores and are today reaching an unprecedented number of viewers with stories that are both unique and fearless.

**The sole purpose of our initiatives is to establish a strong news network which is essential to build a strong nation.**

And for us, there can't be a higher purpose than this.

# One Nation One Network

**Zee Media Corporation Limited**  
**Annual Report 2020-21**

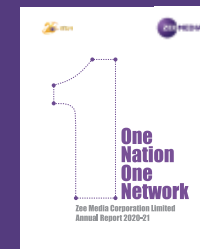
## Caution regarding forward looking statements

Certain statements in this annual report concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expect', 'project', 'intend', 'plan', 'believe' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, our actual results could vary materially from those anticipated, estimated or projected. Readers should bear 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.



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Annual Report 2020-21



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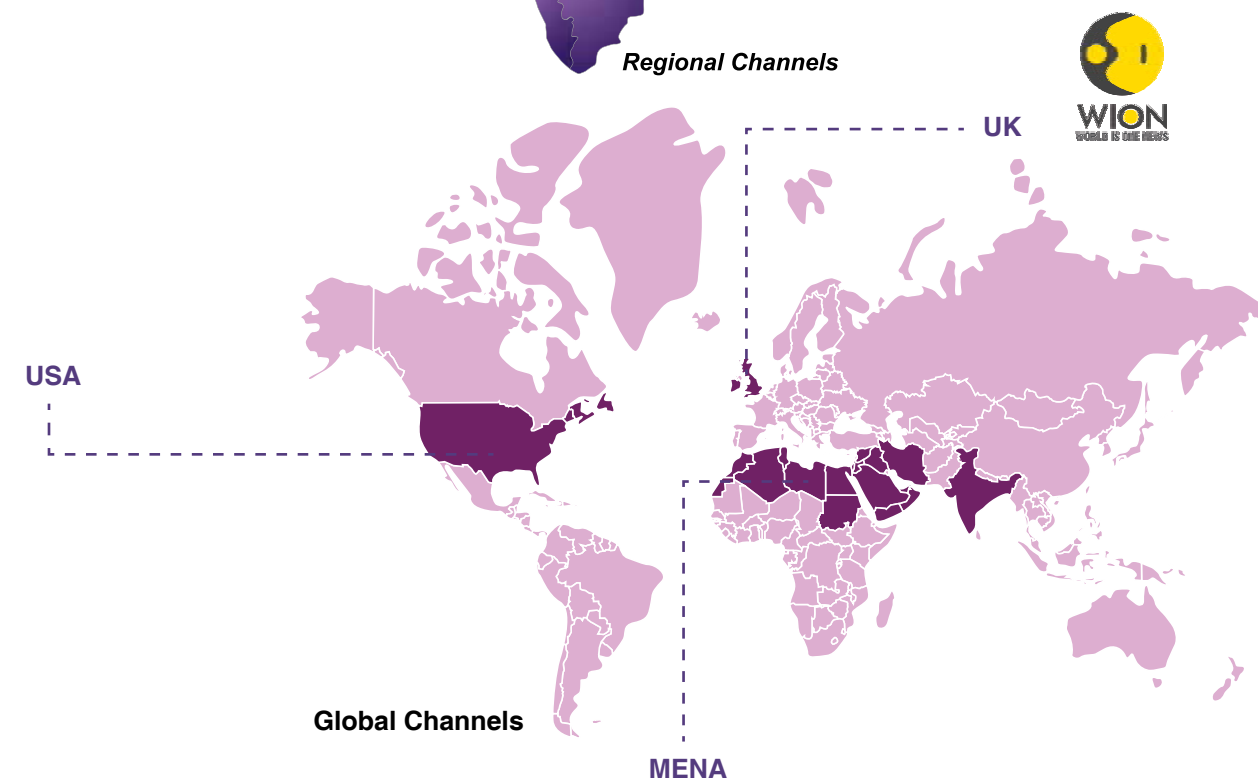
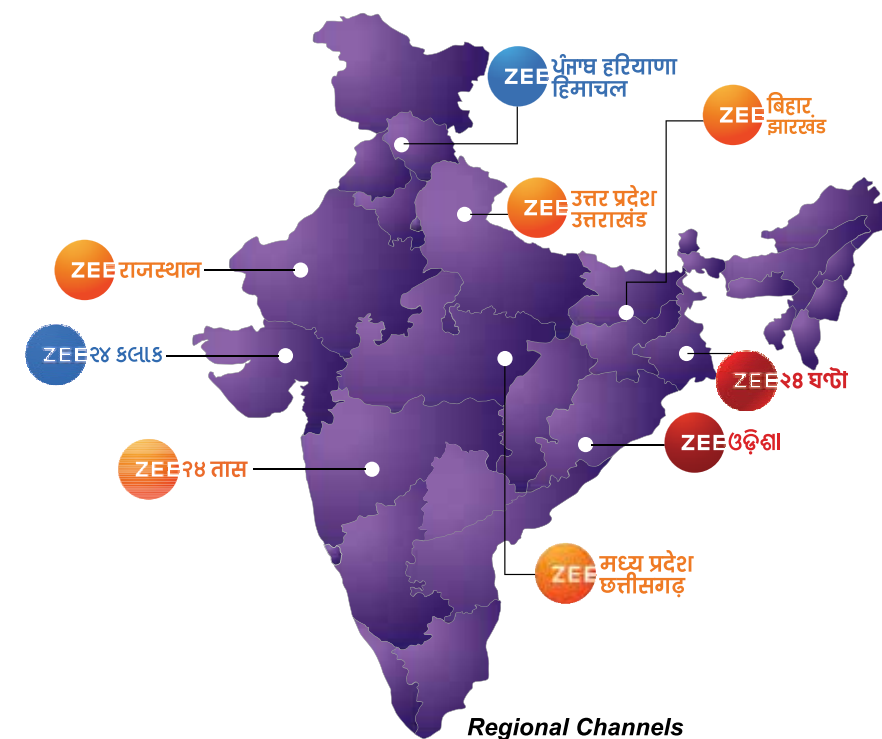
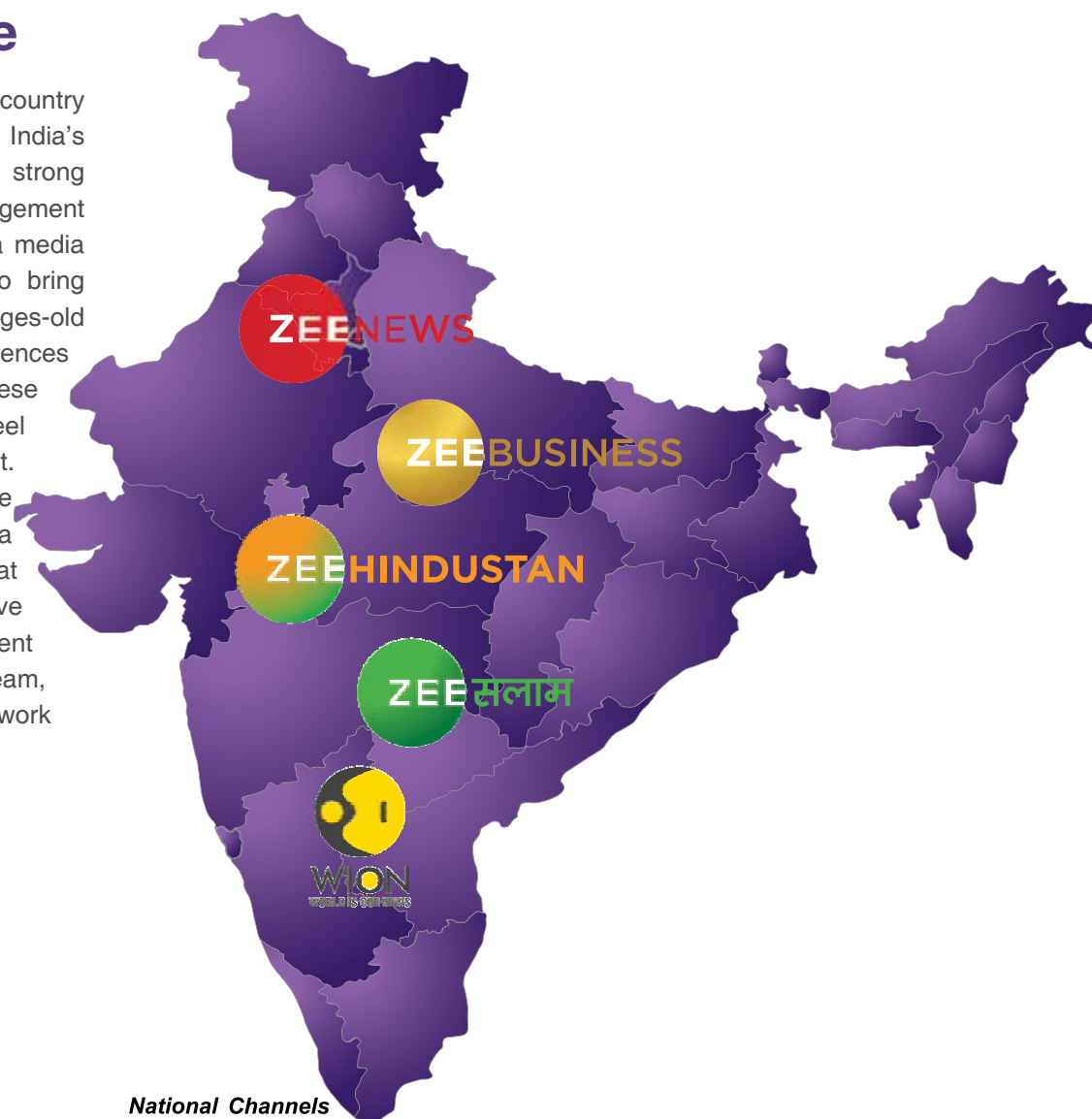
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# One Network Reaches The Nation

## Our Presence

When leaders across the country and globally talk about India's diversity being united by strong forces, we believe our engagement to be one such force. As a media network, if we are able to bring different cultures, ages-old traditions, lifestyles, experiences to one platform and make these stories relevant, then we feel a sense of accomplishment. When different corners of the country rely on Zee Media to know about stories that matter, stories that they have lived, stories that bring different identities to the mainstream, then it is indeed "One Network for One Nation".



# One Network Reflects The Nation

Zee Media  
Network  
reaches length  
& breadth of  
India and truly  
reflects each  
and every  
region of this  
incredible  
nation.



## ZEENEWS

**Zee News:** Zee News is India's first private 24/7 Hindi News Channel. The channel is flagship news channel of the network and leads the industry benchmarks.

**Language & Region:**  
Hindi - National

### KEY PROGRAMS:

**DNA:** Flagship prime time news show on current affairs that does in-depth analysis of topical issues.

**Taal Thok Ke:** Panel discussion program where the guests / stakeholders cover all possible viewpoints related to the important issues of the day.

**Deshhit:** A news show exploring nationalistic viewpoint that keeps the interests of the country and its citizens in the forefront.



## ZEEHINDUSTAN

**Zee Hindustan:** Zee Hindustan is a trend setter in the segment. Zee Hindustan covers India in Hindi language like no other channel.

**Language & Region:**  
Hindi - National

### KEY PROGRAMS:

**Hindustan 100:** A speed news program where two anchors present 100 news stories of the day in half an hour.

**Khabron Ka Top Angle:** Every important daily news story explained by an anchor with unique graphics.





## ZEE BUSINESS

**Zee Business:** India's 1st 24 hour Hindi Business Channel.

**Language & Region:**  
Hindi - National

### KEY PROGRAMS:

**Share Bazaar Live:** Prime Time show which analyses relevant data of equity & derivative markets and suggests viewers the strategies for the day.

**10 Ki Kamai:** In this segment of Dus ki Kamai, viewers get to know the Experts' stock picks from which you can make profit.

**Final Trade:** Know the Share Market situation, which shares have gained, and which shares have fallen. In this show get to know the stocks that impact the first hour of trade in the next day.



## ZEE सलाम

**Zee Salaam:** A dynamic channel which intends to earn gravitas of the Urdu speaking population & responds to diverse needs of its viewers. Has more than 60% market share in the genre.

**Language & Region:**  
Urdu - National

### KEY PROGRAMS:

**Kashmir Express:** Daily Bulletin of Jammu & Kashmir covering every news of the state

**Aaj Ka Mudda:** In-depth discourse on the biggest topic of the day with a panel of experts.

**World News:** A news bulletin covering the top highlights of the day, across the globe, especially middle east.

**Sadabahar Naghme:** A show based on evergreen songs, along with lesser known facts of those movies.



**WION:** India's 1st Global English News Channel with presence in South Asia, Middle East, Africa, USA and U.K.

**Language & Region:**  
English - Global

### KEY PROGRAMS:

**Gravitas:** Provides intelligent coverage of international events and analyzes global stories with relevant perspective

**World Is One Global Leadership Series:** Exclusive conversations with the world leaders and political influencers on international relations, domestic politics and views on India.

**WION Sports:** Daily in depth analysis of major sporting events and controversies.



## ZEE २४ तास

**Zee 24 Taas:** Maharashtra's leading Marathi News Channel catering to audience in Maharashtra and Goa.

**Language & Region:**  
Marathi - Maharashtra

### KEY PROGRAMS:

**Rokh Thok:** Quintessential debate show with panellists covering one relevant topic, which may be either political or entertainment or social.

**Mumbai, Pune, Nashik, Nagpur:** Specialised news program presenting happenings in the top four cities of Maharashtra, i.e. Mumbai, Pune, Nashik, and Nagpur.

**Aapla Jilha, Aapli Batmi:** District focused news stories from all the corners of the state.



## ZEE २४ घण्टा

**Zee 24 Ghanta:** A channel for the West Bengal region with 23% market share to cater to the needs of Bengali language.

**Language & Region –**  
Bengali - West Bengal

### KEY PROGRAMS:

**Cross Fire:** A hardcore political discussion show with experts focusing on socio-economic state of affairs & the burning issues of the day

**Page One:** News Bulletin that sums up all the most important news pieces of the day.

**'Apnar Raay'** moderated by Deputy Editor Moupia Nandy @ 8 - 9 PM, MON - SAT is one of the most prominent hardcore political news shows of Bangla News Genre. As the name of the show suggests, the verdict of the masses is the most important of all & through this show, Zee 24 Ghanta echoes the voices of the masses regarding various/ most pertinent issues.

## ZEE मध्य प्रदेश छत्तीसगढ़

**Zee Madhya Pradesh Chhattisgarh:** Zee MPCG – Leading the genre for more than 5 years.

**Language & Region:**  
Hindi - Madhya Pradesh & Chhattisgarh

### KEY PROGRAMS:

**Aapki Aawaz (8 PM):** A debate show that picks up the burning issues of Madhya Pradesh.

**Aapki Aawaaz (8.30 PM):** Debates the issues from Chhattisgarh with all stake holders on the panel.

**Khabar Apne MP Ki / Khabar Apne CG Ki (7 PM/7.30 PM):** Both bulletins showcase the big stories of Madhya Pradesh & Chhattisgarh respectively.

**Aaj ki Badi Khabar (10 AM):** Focuses on the developing big story of the day with an in-depth analysis.



## ZEE राजस्थान

**Zee Rajasthan:** The No. 1 news channel of Rajasthan with 66% market share.

**Language & Region:**  
Hindi - Rajasthan

### KEY PROGRAMS:

**Aapno Rajasthan:** Gives viewers a complete astute package around the latest and current happenings.

**News & Views:** A program featuring informal conversation, often on political topic between a host and, various guest celebrities and experts.

**150 Gaon 150 Khabar:** This speed news bulletin covers the news from village Panchayats and assures reach of the channel in the remotest part of the state.



## ZEE बिहार झारखंड

**Zee Bihar Jharkhand:** The biggest regional news channel catering to Bihar and Jharkhand Markets with 71% market share.

**Language & Region:**  
Hindi - Bihar, Jharkhand

### KEY PROGRAMS:

**Mera Desh Mera Pradesh:** Talking about the most important news of the nation.

**Khabar Bihar:** Prime-time show focusing on all the major events of the day in Bihar.

**Khabar Jharkhand:** Prime time show focusing on all the major events of the day in Bihar.

## ZEE ૨૪ કલાક

**Zee 24 Kalak:** The No.1 channel of Gujarat providing regional news for the state.

**Language & Region:**  
Gujarati - Gujarat

### KEY PROGRAMS:

**Editor's Point:** A Prime Time show hosted by the Editor where he analyzes certain important topics of the day with his expertise in Journalism.

**33 Jila 99 Khabar:** 99 news stories covering all the 33 districts of Gujarat.

**Vishesh Khabar:** News Bulletin with the latest updates from the late evening.



## ZEE उत्तर प्रदेश उत्तराखंड

**Zee Uttar Pradesh Uttarakhand:**

Fastest growing channel in terms of market share and reach. Became strong number 2 in a very short span of time.

**Language & Region:**  
Hindi – Uttar Pradesh & Uttarakhand

### KEY PROGRAMS:

**Janman (9 PM):** A debate show that discusses the biggest Political / Social story of the day with all stakeholders and subject matter experts.

**UP Maange Uttar (9 PM):** A debate show that discusses the biggest Political / Social story of the day with all stakeholders and subject matter experts.

**Uttarakhand Ki Aawaz (6 PM):** It articulates the voice of Uttarakhandis and discusses the most burning issue from the state.

**9 baje 9 Khabar:** The bulletin takes up 9 developing stories of the day with Live/Phone-ins from Reporters & experts (9 AM).



## ZEE ଓଡ଼ିଶା

**Zee Odisha:** A channel that believes in viewer empowerment for all its 15+ age group viewers and being the first one to serve their viewers.

**Language & Region:**  
Oriya - Odisha

### KEY PROGRAMS:

**Boro Bitorko:** Zee Odisha's primetime debate on key and relevant issues about the state & the people.

**Odisha Today:** Bulletin carries different stories from politics, sports & socio-economic condition of the state. It focuses on the headlines of the day.

**150 Gaon 150 Khabar:** Zee Odisha's Window to the villages of the state.

## ZEE ਪੰਜਾਬ ਹਰਿਆਣਾ ਹਿਮਾਚਲ

**Zee Punjab Haryana Himachal:** Through its path breaking initiatives and issue-based reporting the channel continues to be number one channel of the region.

**Language & Region:**  
Punjabi/Hindi – Punjab, Haryana, Himachal and J&K

### KEY PROGRAMS:

**Khabraan Punjab Di (9 AM):** News bulletin covering all updates and potential big stories from Punjab.

**Haryana Ka Rann (5 PM):** A debate show dedicated to the Political or Social Issue from Haryana.

**Mudde Ki Baat (8 PM):** One hour debate show to discuss the biggest issue from Punjab.

**23 Zile, 23 Khabar:** A packaged show showcasing one story from every district.





# One Network For Digital India

Zee Media Network is the pioneer of Indian News Industry, right from the very beginning when the first private News Broadcast was undertaken, 26 years ago. Since then Zee Media Network has been setting benchmarks like India's First Global News Channel – WION and spreading its presence globally.



The consumption of news and infotainment content is growing exponentially on digital platforms. The world is getting fast contracted to the screen of smartphone. Zee Media Network is well aligned to this new reality of the industry and has been adapting towards the same. The Network now stands strong with a diverse portfolio of digital news platforms that span across the lengths and breadth of the nation and of course across the world of internet. Zee Digital reported the 2nd Rank under News & Information Category recently, as per COMSCORE.

## DIGITAL NEWS PORTFOLIO

**Zeeneews.com:** Zee Media Network's digital language news properties span across 16 brands in 12 languages. These properties together received 1.6 billion views in Q4FY21 compared to 1.2 billion views in Q4FY20. The Monthly

Average Users (MAUs) for digital properties grew from 62.6 million in Q4FY20 to 107.7 million in Q4FY21. This platform takes the network even to the regions where the Network doesn't have a channel's presence.

**Zeebiz.com:** The Network's digital business news platform, grew to 102 million-page views during the Q1FY21 compared to 74 million-page views in same quarter previous year (2020). The Monthly Average Users (MAUs) grew from 11.7 million in Q4FY20 to 18 million in Q4FY21.

**24ghanta.com:** West Bengal's No. 1 Bengali news mobile site had 1.6 Billion page views and 147 million users as at end of FY21. (April 20 to March 21)

**ZeeOdisha.tv:** The Network's latest digital news offering in Odia language, stands among top 3

Indian Odia sites with 2.4 million visitors and 14 million page views as in Q4FY21 (Jan, Feb & March).

**Wionews.com:** The Global English news platform of Zee Media Network, grew more than 5 times to 67.8 million-page views in Q4FY21 compared to 13.1 million-page views in same quarter previous year. The Monthly Average Users grew from 0.9 million in Q4FY20 to 5.6 million in Q4FY21.

**Social Media & Mobile:** Zee Media network has strong Social Media presence on the leading platforms. The Social Media properties of the Network have an impressive reach and followership among the digital audience in India. The entire group of social media pages of the network channels have a combined total of 107.10 million followers with Facebook and YouTube being the leading platforms for engagement.

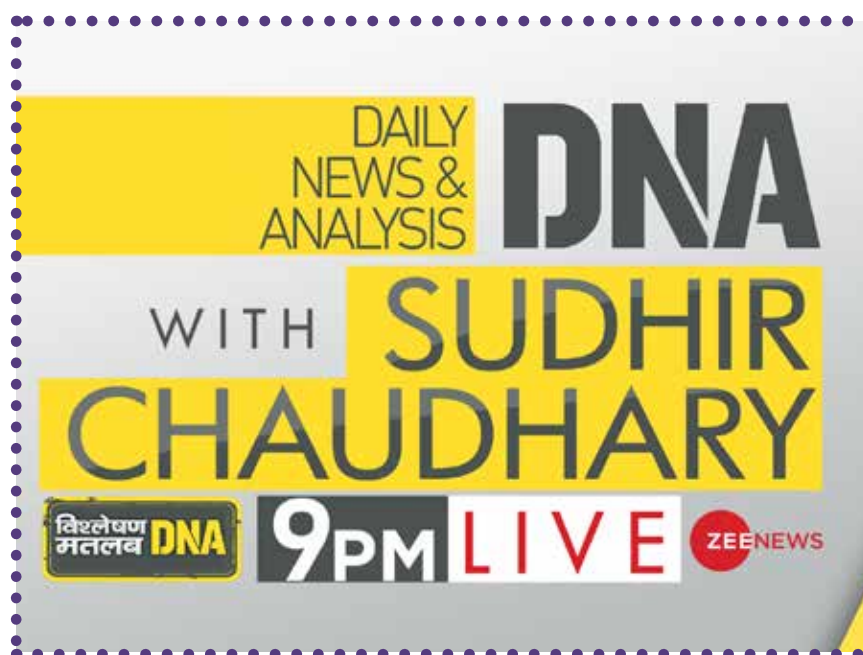


# One Network Voices The Nation

News beyond news – we make a point with viewpoints. At Zee Media, we serve our audience with content which is insightful, contemporary, relevant, addresses nation's real issues and brings the entire nation on one page. During FY21, we delivered some pathbreaking news content and following is a glimpse of some:

## Daily News & Analysis (DNA) - Zee News

DNA has been the most-watched show of the network and had been ranked as no. 1 primetime show in India for a consecutive 260 weeks over more than five years. The show, as the name suggests, analyses the news in details and dissects the various layers an important news has. The show is curated and anchored by Mr. Sudhir Chaudhary. The topics covered include History, Science, Technology, and Economy in addition to Politics. The show focuses heavily on all the exclusive news items that were broken by the network.



## US Election 2020 - WION

WION brought the biggest and the largest coverage of the US election 2020 to India. WION was also the first channel to cover the US presidential election at such a large scale, as it brought live coverage from various locations - where President Donald Trump was, where Democratic challenger Joe Biden was, Florida, California, and New York.

## Road to Recovery – Zee Business

After the 1st Wave of COVID-19, Zee Business curated show to focus on the Road to Recovery for Financial Markets. In this show the anchor interacted with leading names from sectors such as Health, e-Commerce, Auto etc. Guests who have come on the show include Brig. Dr. Arvind Lal, Executive Chairman, Dr. Lal Path Labs, Dr Narottam Puri, Chairman - Fortis Medical Council, Fortis Healthcare Ltd.; Mr Gautam Khanna, CEO, P D Hinduja Hospital & Medical Research Centre; Brig. Dr. Arvind Lal, Executive Chairman, Dr. Lal Path Labs; Mr. Arun Nanda, Chairman, Mahindra Holidays & Resorts India Ltd.; Mr. Vikram Kirloskar, President CII & Vice Chairman, Toyota Kirloskar Motor Pvt. Ltd.





### Operation Hafta Vasooli Part 2 & Part 3

An extension to the earlier Hit Show Operation Hafta Vasooli, Part-2 reviewed what all has happened and what still to be done. This episode 2 was built on the theme of exposing various fintech and small lending firms that forced Reserve Bank of India (RBI) to take action. Live calls from female callers were integrated in the show wherein they shared their experiences while dealing with fraudsters simultaneously messages & stories poured in from consumers pan India. Part-3 of Hafta Vasooli was aired in relation to digital small loan agencies who have a Chinese connection and how they are duping investors.

### RBI Governor Super Exclusive Interview on Zee Business



A special show with Anil Singhvi, Managing Editor and Zee Business and Shaktikanta Das, Governor, RBI when he completed 2 years as RBI Governor. This was a Super Exclusive show on the channel. In this show they discussed How RBI is to keep a keen look on the Business models of the Banks in India. How RBI takes decision in the best interest of the depositors.

### Hindustan-e-Vimarsh, Direct with CM – ZEE Hindustan

Zee Hindustan organized a nationwide E-Conclave with CMs of 14 states on 16th May, 2020 - Hindustan-e-Vimarsh, Direct with CM. The conclave was weaved around the views of the heads of these states on challenges,

solutions and future post COVID-19. The conclave was organized a day before the lockdown 3.0 in the aftermath of COVID-19 first wave. Heads of following states participated in the conclave – UP, Gujarat, MP, Punjab, among the 14 states participated.



### Real Heroes with Sonu Sood – Zee Hindustan, Zee 24 Ghanta, Zee Rajasthan, Zee Bihar Jharkhand, Zee 24 Kalak & Zee Odisha

During the difficult times of COVID-19, the leading channels of Zee Media network organized a talk show with Sonu Sood and Local Celebrities being on panel. Besides celebrities, the real corona warriors on ground who worked relentlessly and selflessly were invited. The idea behind the show was to recognize these corona warriors and motivate the people of the nation and that region to stay positive, contribute their best and with together.



### Durga Puja – Zee 24 Ghanta

Despite COVID-19 related restrictions, Zee 24 Ghanta flagged off its signature property SHAARAD ANANYA through various initiatives like Pujo Asche, Mahalaya, Pujor Fashion, Pujor Ranna Banna (home cooking based, since the restaurants were closed), Pujor Adda & Asche Bochor Abar Hobe, apart from various branding initiatives at various renowned community & apartment based puja pandals



### Ananya Samman 2020 – Zee Salaam, Zee PHH, Zee UPUK & Zee MPCG

The prestigious and much awaited Ananya Samman was organised on 30th Aug where the families of martyrs were felicitated. The awards were presented by Shri Anurag Thakur - MoS (Finance), Shri Mahesh Sharma, MP (Lok Sabha), Shri Manoj Tiwari, MP (Lok Sabha), Shri Bhagwant Mann, MP (Lok Sabha), etc. Renowned singers of Bollywood, Ankit Tiwari and Rinku Gira performed LIVE and gave a musical tribute to the brave hearts.



### Naya Savera – Zee Salaam

Jammu and Kashmir is on a new path of development. After removal of Article 370 and results of DDC election, a new era of socio-economic development has begun. The efforts of the LG have helped in restoring normalcy in the valley. NAYA SAVERA provided a platform to all stakeholders in this process of bringing back the glory of Jammu and Kashmir. Mr. Manoj Sinha shared his views and distributed awards

