

COMPANY OVERVIEW

JANUARY 2015



॥ VASUDHAIVA KUTUMBAKAM ॥
THE WORLD IS MY FAMILY

DISCLAIMER

Some of the statements made in this presentation are forward-looking statements and are based on the current beliefs, assumptions, expectations, estimates, objectives and projections of the directors and management of Zee Entertainment Enterprises Limited (ZEE) about its business and the industry and markets in which it operates.

These forward-looking statements include, without limitation, statements relating to revenues and earnings.

The words “believe”, “anticipate”, “expect”, “estimate”, “intend”, “project” and similar expressions are also intended to identify forward looking statements.

These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, changes in the regulatory environment and other business and operational risks. ZEE does not undertake to update these forward-looking statements to reflect events or circumstances that may arise after publication.

ZEE ENTERTAINMENT



Largest Indian TV Network in the World



Leading Hindi Entertainment Network

TEN CRICKET

TEN ACTION

TEN SPORTS

TEN GOLF

TEN HD

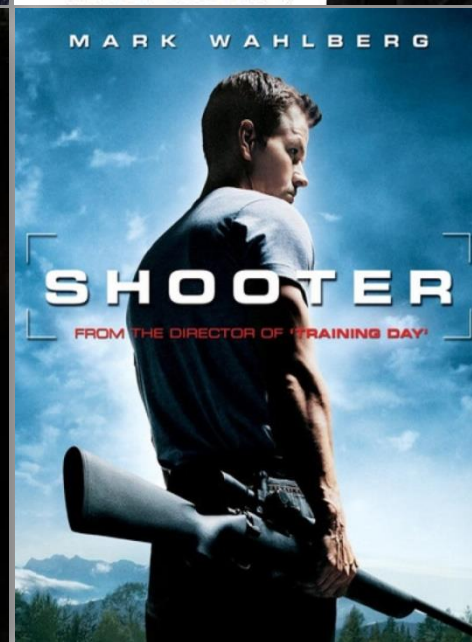


Leading Sports Network

Zee Marathi, Maharashtra's reason to smile!



Leading Regional Entertainment Network



English Entertainment

OUR
DRAMA
CHANNEL.

#music #fictionshows #bollywood #iamzinging

Zing
LIVE OUT LOUD!

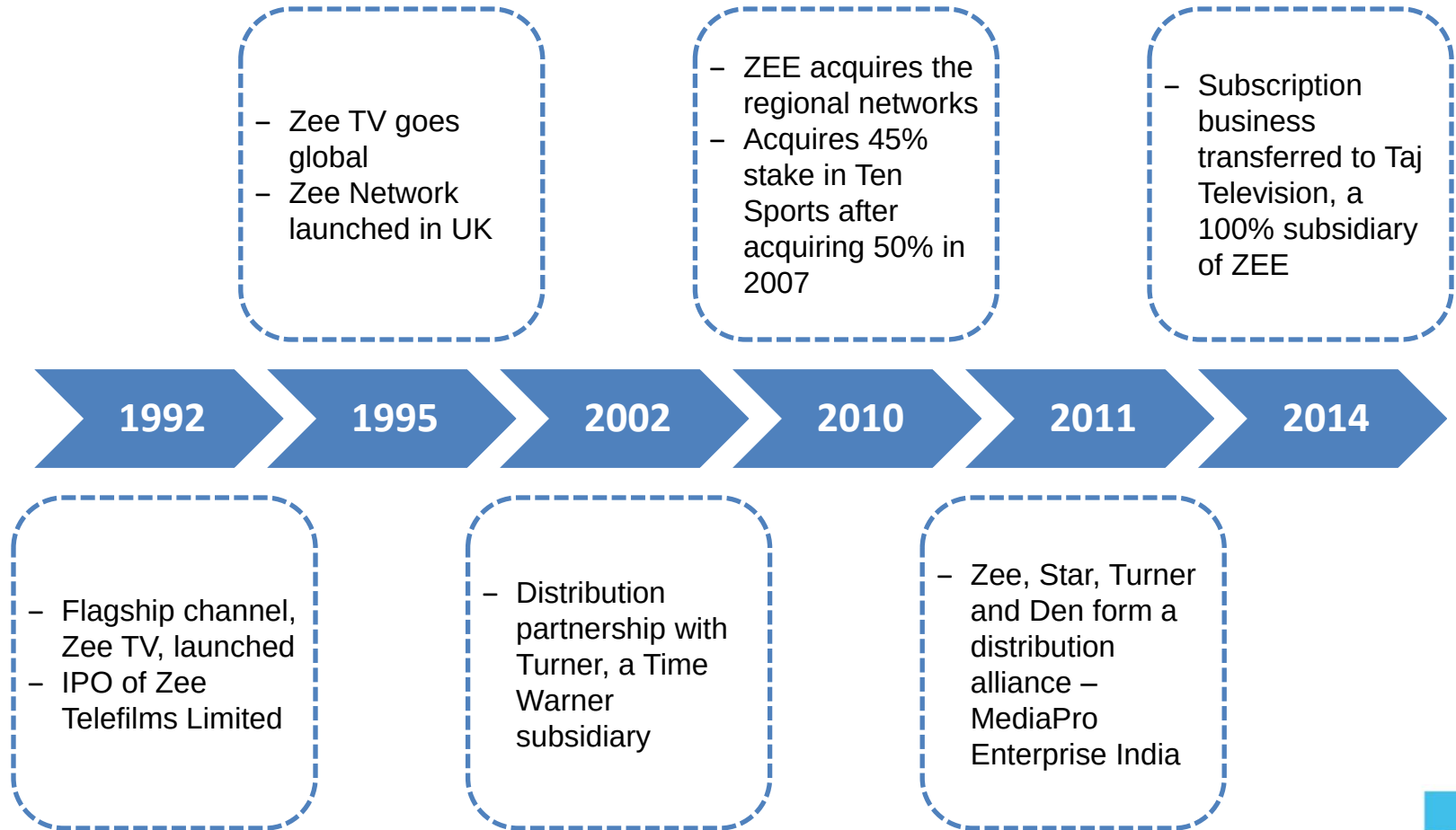
OUR
PARTY
CHANNEL.

#music #fictionshows #bollywood #iamzinging

Zing
LIVE OUT LOUD!

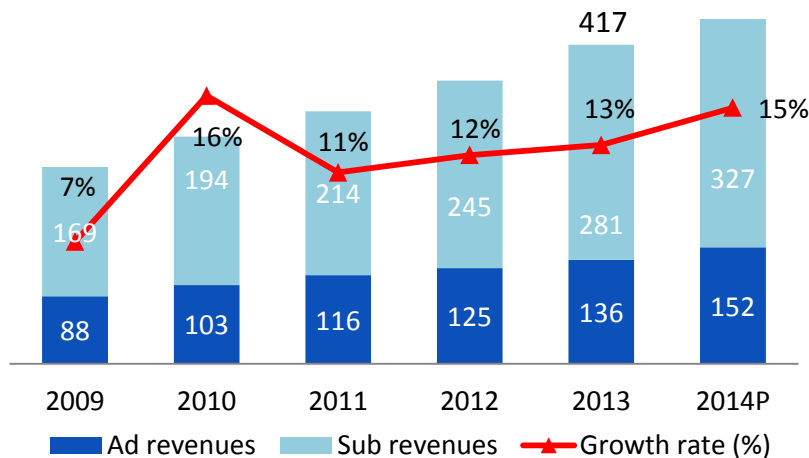
Indian Music & Lifestyle Network

OUR GROWTH JOURNEY



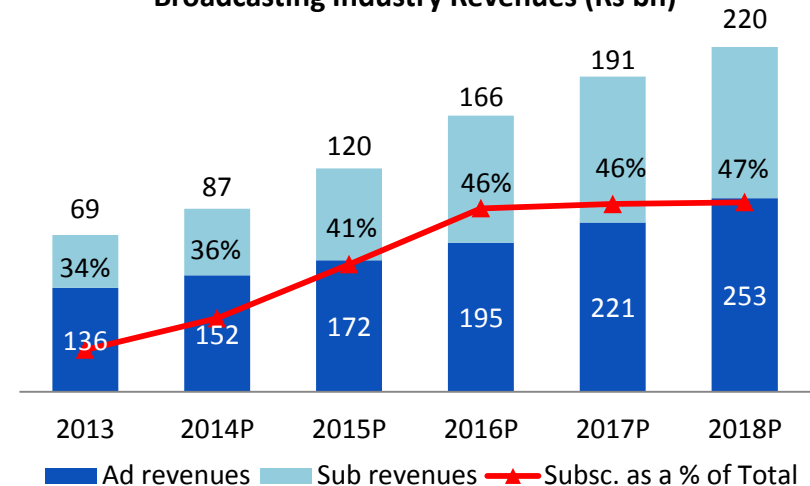
INDIAN MEDIA SECTOR

Television Industry Revenues (Rs bn)



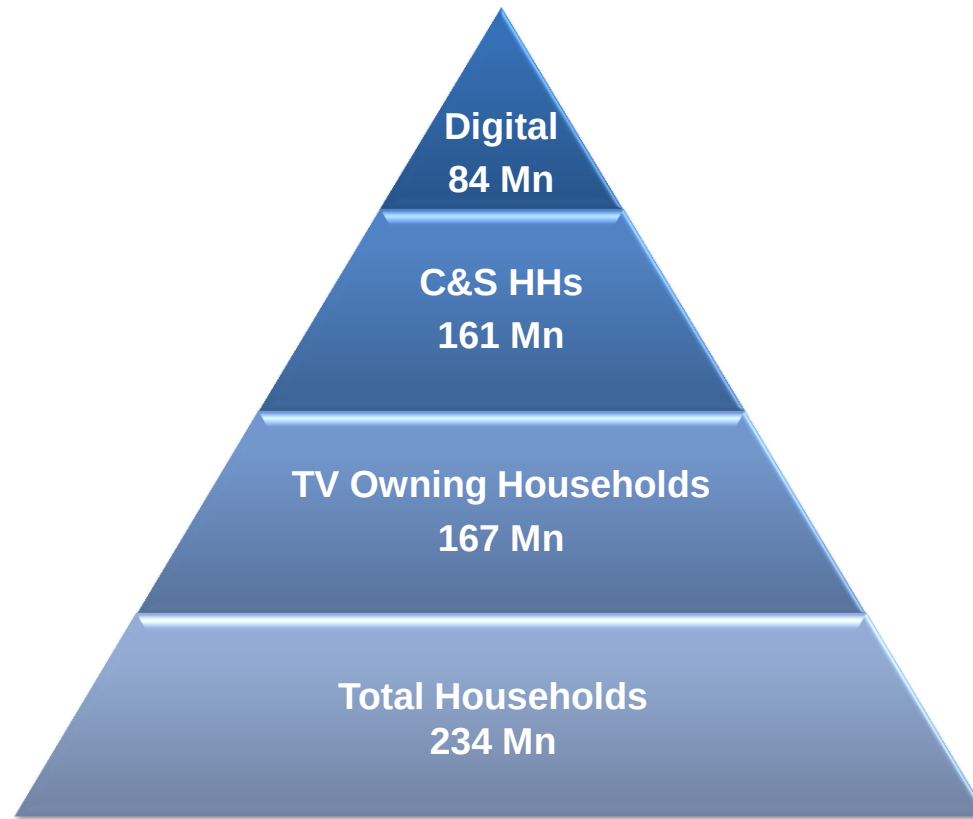
Source: FICCI-KPMG Report 2014

Broadcasting Industry Revenues (Rs bn)



- In 2013, Size of Television sector is estimated at Rs 417 bn, constituting 45% of the M&E industry (M&E Industry Size: Rs 918 bn)
- TV sector recorded a growth of 12.7% in 2013
- Subscription revenues contribution to total revenue for Broadcasters is expected to rise from 34% to 47% in the next five years

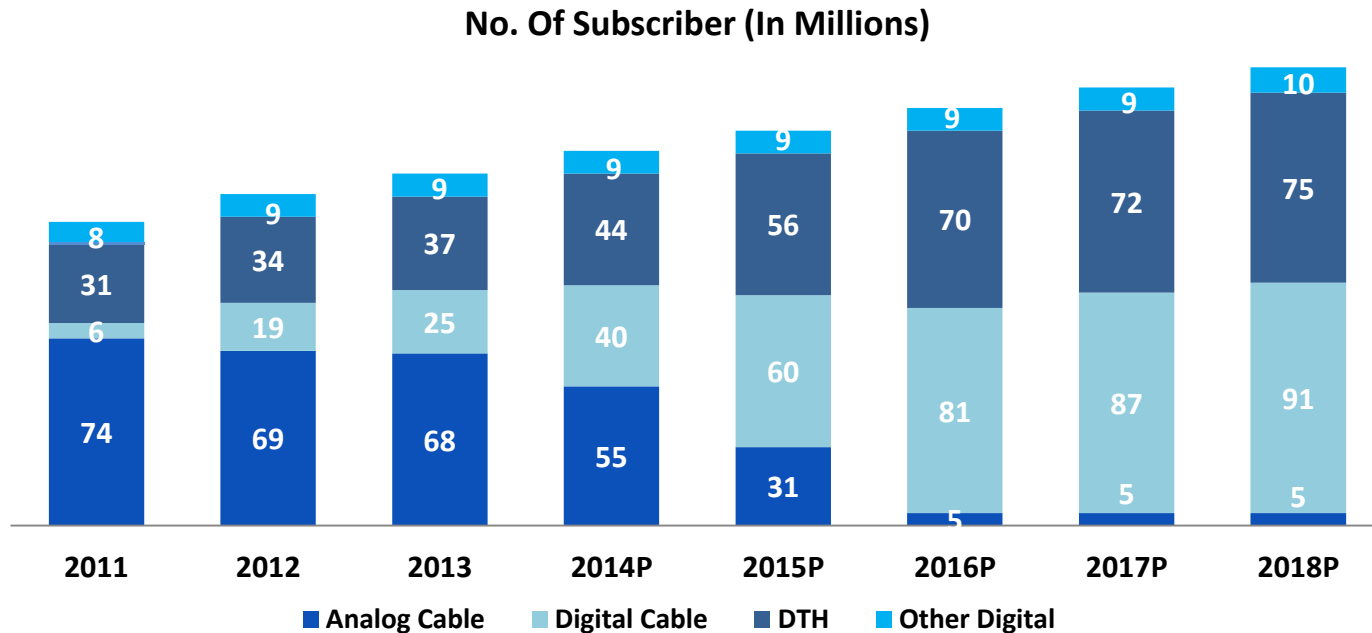
INDIAN TV HH'S AT A GLANCE



2015

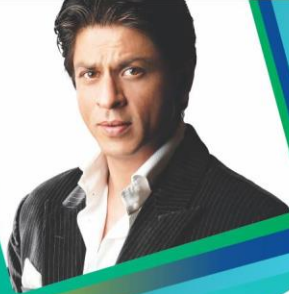
Source: TAM TV Universe Update 2015
All India Household figures in million

INDIA – RAPID DIGITISATION



Source: FICCI-KPMG Report 2014

- Digital Cable industry saw a growth of over 30% in 2013
- Both DTH and Digital Cable subscriber growth is expected to accelerate in 2014 given the digitization timelines



*ZEE: A leading player in the
Indian Pay Television Market*



PRODUCT OFFERING

HINDI ENTERTAINMENT



HINDI MOVIES



REGIONAL LANGUAGE ENTERTAINMENT (R-GEC)



ENGLISH ENTERTAINMENT & MOVIES



ALTERNATE LIFESTYLE



PRODUCT OFFERING

SPORTS



MUSIC & LIFESTYLE & SPECIAL INTEREST



HD

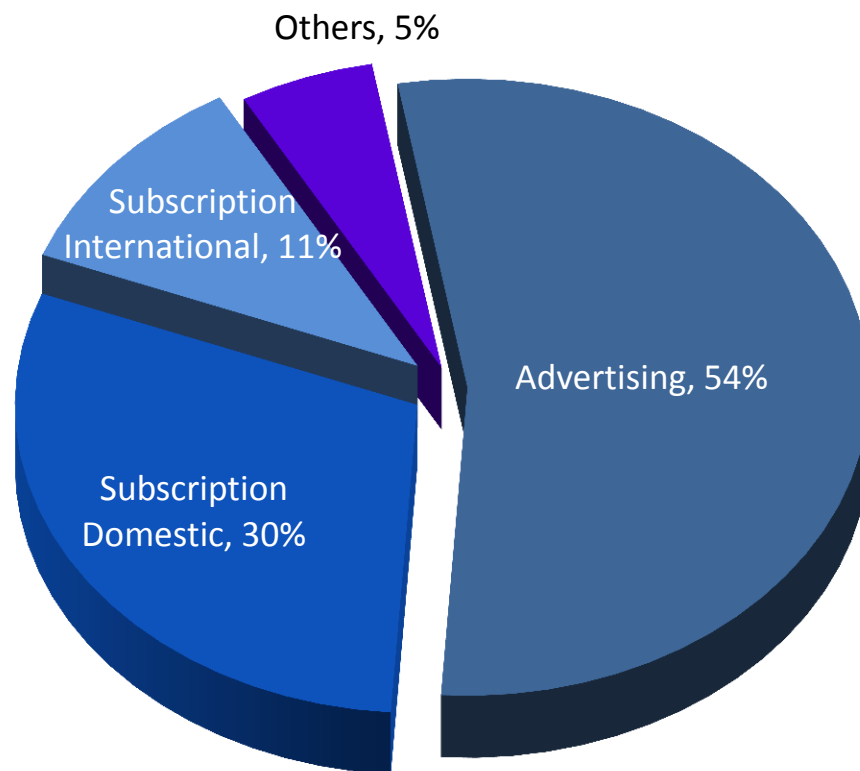


INTERNATIONAL



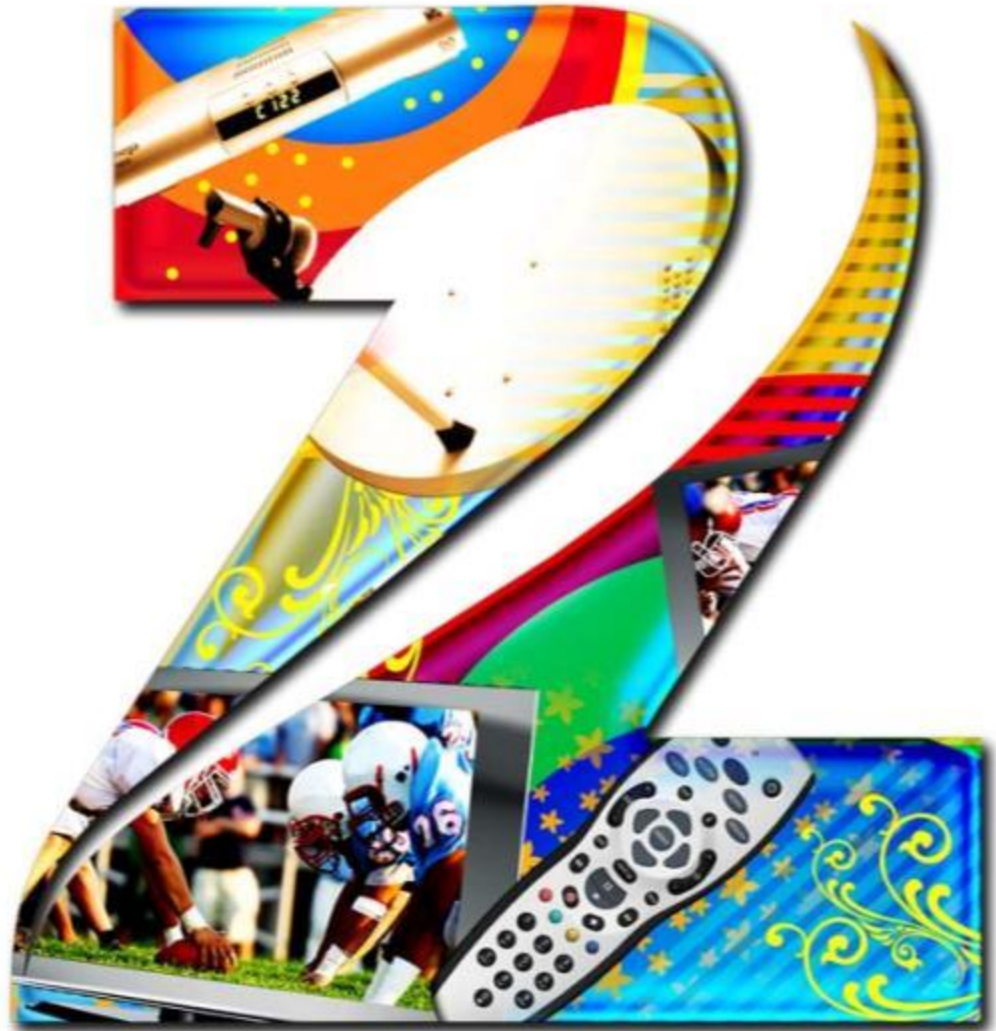
REVENUE PIE

FY2014 Revenues: Rs 44,217 million



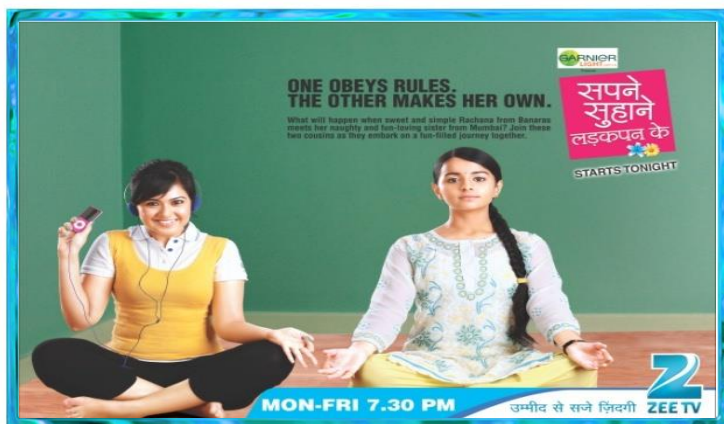
■ Advertising ■ Subscription Domestic ■ Subscription International ■ Others

BUSINESS PERFORMANCE

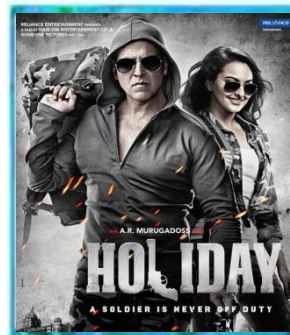
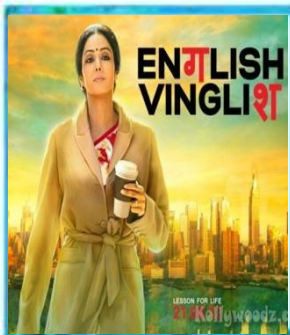
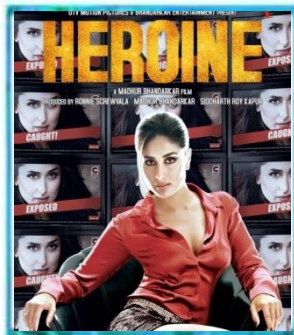
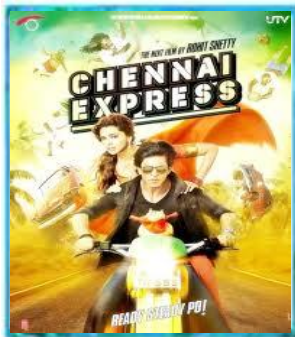


HINDI ENTERTAINMENT CHANNELS

- Zee TV is the largest Hindi entertainment channel of the world



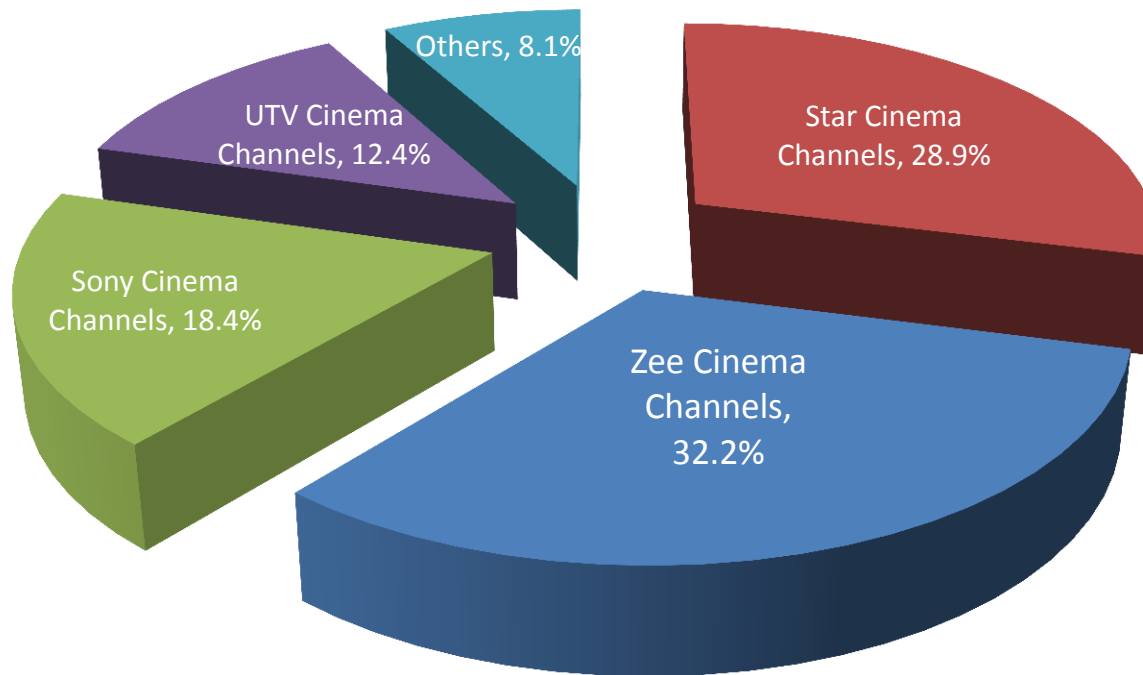
STRONG MOVIE LIBRARY



Largest Hindi Movie Library in the World

HINDI MOVIE CHANNELS

Relative Viewership Share



Source: TAM Media Research;
Period: April to Dec 2014
TG: CS 4+, HSM;
Sony ratings- non-cricket
Others include FILMY, B4U Movies and Cinema TV



SPORTS CHANNELS



TEN  SPORTS

TEN  CRICKET

TEN  GOLF

TEN  ACTION

TEN  HD



TEN NETWORK – KEY PROPERTIES

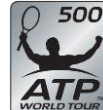
CRICKET



SOCCER



TENNIS



GOLF



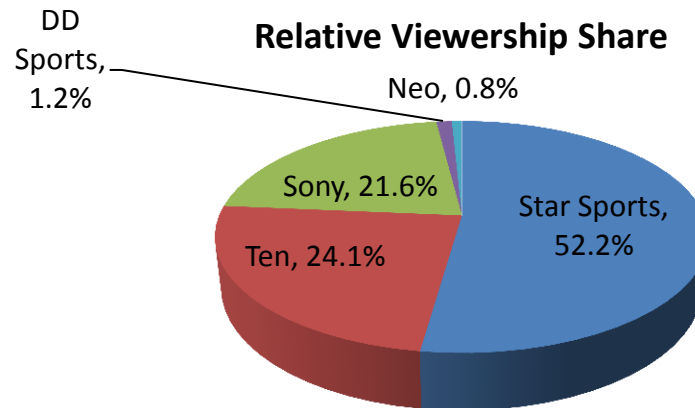
ATHLETICS



OTHER



TEN – STRONG SPORTS FRANCHISE



Source: TAM Media Research; Market: All India; TG: CS 15+ M ABC; Period; Apr - Dec 2014



ENGLISH & NICHE CHANNELS

- Tie-ups with leading studios across the world

INDIAN TELEVISION PREMIERE



AMERICAN MEN PRESENTS

HOUSE of CARDS
SEASONS 1 & 2
#GamesPeoplePlay

THE GREATEST WARS ARE FOUGHT
NOT IN GARBS OF STEEL,
BUT IN FINELY TAILORED TUXEDOS.

2014's MOST AWAITED SHOW
PREMIERES 20TH FEBRUARY,
MON - FRI 11 PM

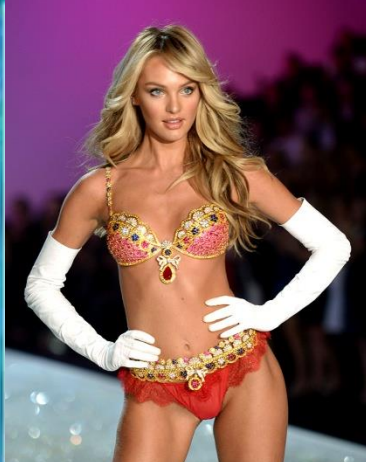
Zcafé
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2STUDIO
HOLLYWOOD ON TELEVISION



CATCH THEM ALL.
HOLLYWOOD'S
MOST WANTED

ALL THIS MONTH,
MON-FRI, 10:30 PM



THIS NEW YEAR,
SATISFY YOUR
APPETITE
FOR SEXY.

THE VICTORIA'S SECRET FASHION SHOW
IS BACK ON ZEE CAFE.

**VICTORIA'S SECRET FASHION
SHOW**
2013

31ST DECEMBER TUESDAY
11.00 PM

EXCLUSIVELY ON
Zcafé

THEY'RE BACK. AND SO ARE THE SECRETS.



L'ORÉAL PARIS PRESENTS
Pretty Little Liars
ALL NEW SEASON 4

STARTS 11TH JANUARY
SAT - 2:00 PM & 10:00 PM

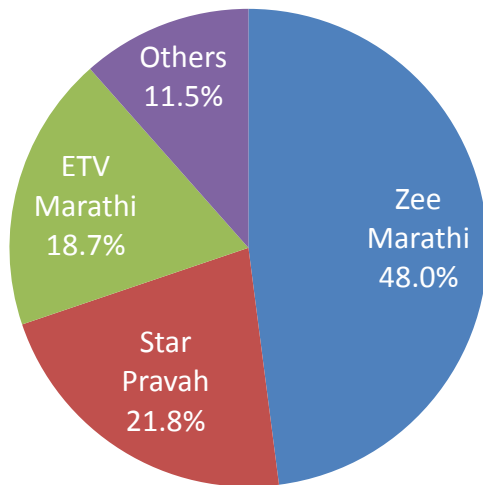
Zcafé

ALONG WITH THE U.S.

ZEE MARATHI - HIGHLIGHTS

- Strong market leader in the state of Maharashtra
- Library of over 9,000 hours & rights to over 400 movie titles
- Key properties: Honar Soon Mi Hya Gharchi, Jai Malhar, Ka Re Durava, Chala Hava Yeun Dya

Relative Viewership Share

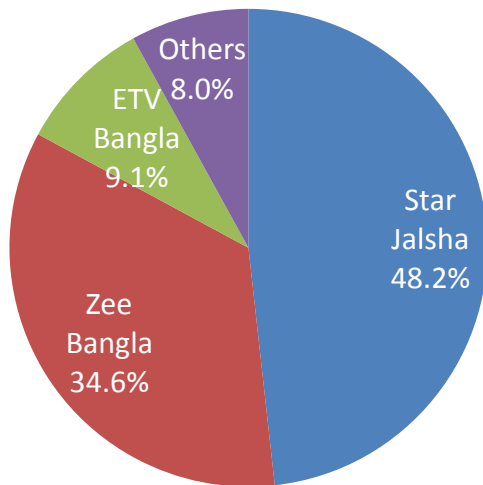


Source: TAM, Period: Apr to Dec 2014, CS 4+, All Maharashtra

ZEE BANGLA - HIGHLIGHTS

- Leading GEC in West Bengal with dominant share in non-fiction programming
- Library of over 9,000 hours & rights to over 600 movie titles
- Key properties: Sa Re Ga Ma Pa, Dadagiri Unlimited, Dance Bangla Dance, Raage Anuraage, Rashi, Rajyotak, Mirakkel

Relative Viewership Share

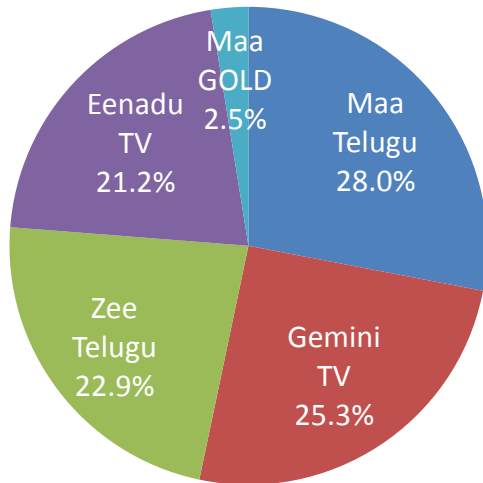


Source: TAM, Period: Apr to Dec 2014, CS 4+, All WB

ZEE TELUGU - HIGHLIGHTS

- Leading GEC in Andhra Pradesh
- Library of over 18,000 hours & rights to over 500 movie titles
- Key properties: Varudhini Parinayam, Mangamma Gari Manavaralu, Koncham Ishtam Koncham Kashtam

Relative Viewership Share

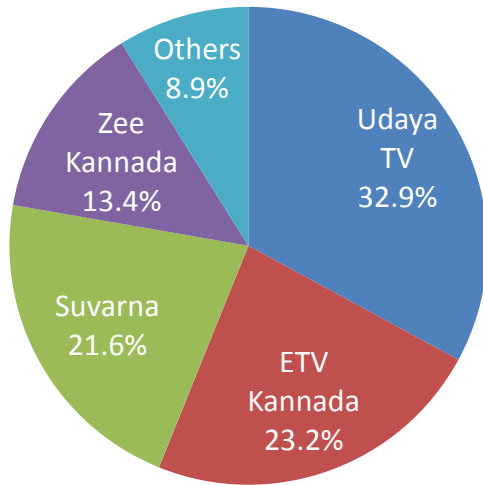


Source: TAM, Period: Apr to Dec 2014, CS 4+, All AP

ZEE KANNADA - HIGHLIGHTS

- Strong player in Kannada GEC space
- Library of over 14,000 hours & rights to over 225 movie titles
- Key properties: Srirastu Subhamastu, Oggarane Dabbi, Parvati Parmeswara

Relative Viewership Share



Source: TAM, Period: Apr to Dec 2014, CS 4+, All Karnataka

INTERNATIONAL OPERATIONS



- Presence across 5 continents through over 34 dedicated channels
- Catering to both South Asian as well as non South Asian communities
- Recent local language launches in Indonesia, Saudi Arabia, Russia
- International subscription contributed 11% of company top line in FY2014
- Renewed focus on advertising as a source of revenues

FOCUSED INVESTMENTS

Digital Investments

india  com



Niche Channels



Regional Channels



National Channels



International Channels



KEY FINANCIALS



FINANCIAL RESULTS

(Rs million)	FY13	FY14	Y-o-Y Growth	Nine Months	
				FY14	FY15*
Operating Revenues	36,996	44,217	19.5%	32,629	35,366
Expenditure	27,453	32,174	17.2%	23,702	25,537
Operating Profit (EBITDA)	9,543	12,043	26.2%	8,927	9,829
EBITDA Margin	25.8%	27.2%		27.4%	27.8%
PBT before exceptional items	10,519	13,190	25.4%	10,179	10,971
Less: Provision for Tax	3,338	4,291	28.5%	3,441	3,536
PAT before exceptional items	7,182	8,900	23.9%	6,738	7,436
Add: Exceptional Items	-	-	-	-	-
PAT after exceptional items	7,182	8,900	23.9%	6,738	7,436
Less: Minority Interest / Share of Associates	(14)	(21)		(7)	(32)

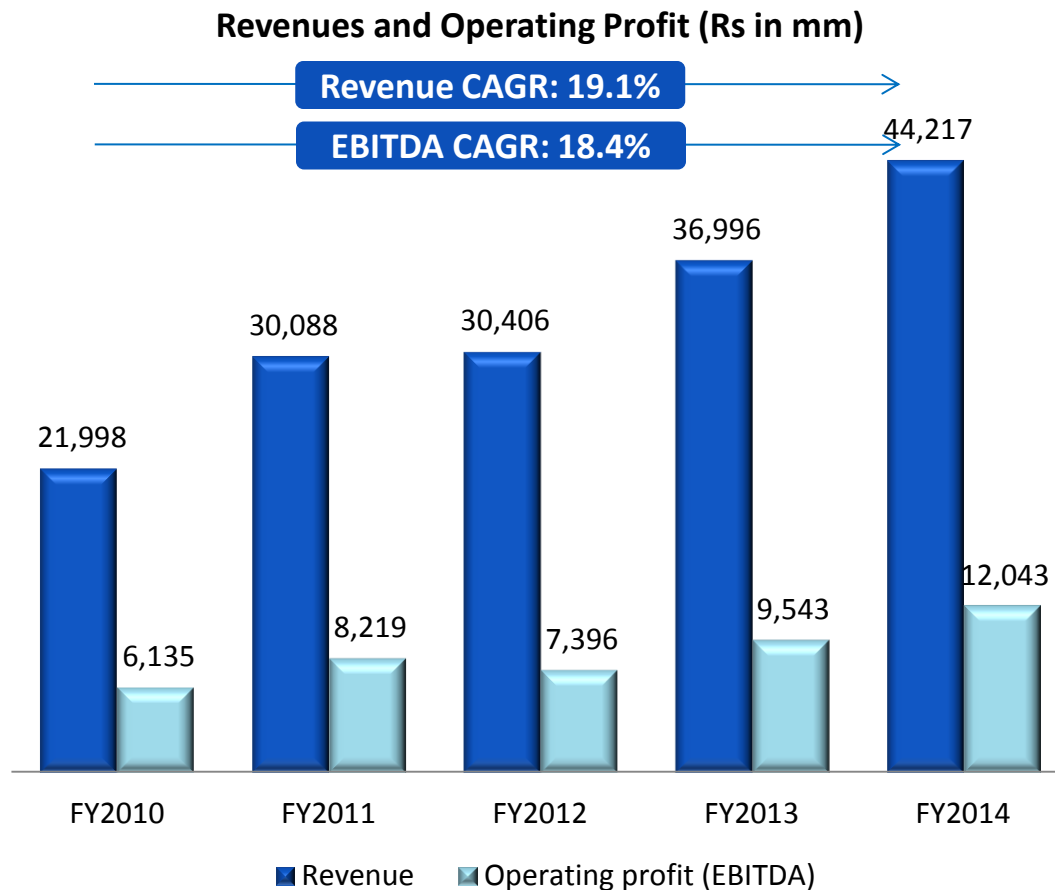
* Nine month numbers are not comparable due to changes in accounting treatment of various items (accounting changes necessitated by change in TRAI's content aggregator regulation and change in arrangement with various operators across international territories). The absolute EBITDA number however remains comparable

BALANCE SHEET

(Rs million)	As on 30 th September, 2014	As on 31 st March, 2014
Equity & Liabilities		
Shareholder's Funds	54,011	47,438
Long-term Borrowings	14	17
Other Non Current Liabilities	690	658
Current Liabilities		
a) Trade Payables	5,102	5,050
b) Other Current Liabilities	4,177	7,153
Total - Equity and Liabilities	63,995	60,317
Assets		
Non Currrent Assets		
a) Tangible Assets	4,114	4,106
b) Goodwill on Consolidation	7,786	7,625
c) LT Loans & Advances	5,380	2,872
d) Others	3,752	3,600
Current Assets		
a) Current Investments	5,451	5,349
b) Inventories	13,184	11,736
c) Trade Receivables	11,638	10,281
d) Cash & Bank Balance	3,526	5,644
e) Others	9,165	9,105
Total Assets	63,995	60,317

- Debt free balance sheet
- Strong net cash position

CONSISTENT PROFITABLE GROWTH



- Returned over Rs.10 bn through a combination of dividend & buyback in the last four years
- FY14 equity dividend of Rs.2 per share (200% of FV)
- Bonus Issue of 6% Redeemable Preference Shares aggregating to over Rs.20 bn

Consistent dividend payout since 1994

OUTLOOK AND STRATEGY

Content

- Innovation & quality
- Regional revolution
- Niche content
- Broadcast to narrowcast

Revenues

- Digitization: Big pay opportunity
- Advertising: Continued growth
- New streams: Digital media, syndication

Returns

- Consolidation
- Collaboration
- Disciplined investments

Our Strategy

Enhance our leadership position in the genres we compete
Continue to run our business as best in class
Deploy strong cash flows to improve returns to shareholders



The global force in entertainment

Pioneer in several entertainment genres

World's leading Indian TV network with 730 million viewers in over 169 countries

Consistent performer since inception; Shareholder value CAGR of >30% since listing