

EMBRACING THE UNCHARTED



NEW IDENTITY

A milestone in ZMCL journey of evolution



This transformation reinforces our long-standing promise to stay ahead while remaining true to our roots. The evolution is geared towards meeting the changing needs of audiences in a digital-first world, with the 'Z' symbolizing clarity, courage, and credibility in shaping important narratives.



The new 'Z' identity is a bold, modern, and emotionally intelligent design that draws inspiration from India's diversity while maintaining a forward-looking, technology-ready aesthetic.

INDIA'S FIRST PRIVATE NEWS BROADCASTER

Z MEDIA



Z NEWS

Z BUSINESS

Z BHARAT

Salaam^{TV}

Z 24 घण्टे

Z 24 तास

Z 24 कलाक

Z पूँजी विद्युत्याना
हिमाचल

Z राजस्थान

Z उत्तर प्रदेश

Z मध्य प्रदेश
छत्तीसगढ़

Z बिहार
झारखण्ड

Z दिल्ली NCR
हरियाणा

Z J&K
LADAKH

Z NEWS

Z NEWS

Z NEWS

Z NEWS

ZEE MEDIA CORPORATION LIMITED

KEY DISTINCTIONS OF ZEE MEDIA CORPORATION LIMITED

India's **First Hindi Business News Channel** – Zee Business

Over **Two Decades** of Lineage

India's **First Global News Channel**: WION

Largest News Networks – Reaching over 282 million viewers.

Strong Digital News Portfolio: A core focus for future growth.

Strategic Integration of **Events as IP**: Taking content beyond screens and into communities.



12 LANGUAGES



19 NEWS CHANNELS



561 MILLION+ CUMULATIVE VIEWS

THE POWER OF BROADCAST NEWS : OUR LINEAR PILLARS

GLOBAL AND NATIONAL PRESENCE



WION
India's 1st Global News Channel
Global. English.
Reach[^]: 1 Mn



Zee News
India's 1st 24/7 News Channel
National. Hindi.
Reach[^]: 170 Mn



Zee Business
Pioneering 24/7 National
Business News
National. Hindi.
Reach[^]: 9 Mn



Zee Bharat
National News Channel of Bharat
National. Hindi.
Reach ^ 54 Mn



Salaam TV
Providing National News for Urdu
speaking audiences
National. Urdu.
Reach[^]: 6 Mn

THE POWER OF BROADCAST NEWS : OUR LINEAR PILLARS

REGIONAL PRESENCE



Zee Punjab-Haryana-Himachal

Deeply Rooted in Land of Punjab-Haryana-Himachal
Punjabi & Hindi.
Reach^A: 10 Mn



Zee Uttar Pradesh-Uttarakhand

Covering Every Corner of Hindi Twin Heartlands
Uttar Pradesh-Uttarakhand. Hindi.
Reach^A: 3 Mn



Zee Rajasthan

The Pulse of Rajasthan
Rajasthan. Hindi.
Reach^A: 5 Mn



Zee Bihar-Jharkhand

Reading the Pulse of East Bihar-Jharkhand. Hindi.
Reach^A: 5 Mn



Zee Madhya Pradesh-CG

News Leader in Central In
Madhya Pradesh-Chhattisgarh.
Hindi.
Reach^A: 5 Mn



Zee 24 Ghanta

Bengal's Most Loved
Bengali News Channel
West Bengal. Bengali.
Reach^A: 28 Mn



Zee 24 Taas

Marathi News Powerhouse
Maharashtra. Marathi.
Reach^A: 45 Mn



Zee 24 Kalak

From the West-End of India
Gujarat. Gujarati.
Reach^A: 17 Mn



Zee Delhi-NCR-Haryana

Covering the Capital in Hindi
Delhi-NCR-Haryana. Hindi.
Reach^A: 2 Mn



Zee Kannada News

Emerging Leader in Kannada News
Karnataka. Kannada.
Reach^A: 4.7 Mn



Zee Telugu News

Latest and Breaking News in
Telugu
Andhra Pradesh. Telugu.
Reach^A: 7.8 Mn

NEW-AGE DIGITAL REACH

2.3 BILLION+
USERS

6.6 BILLION+
PAGE VIEWS

333 MILLION+
FOLLOWERS ON SOCIAL



Zee News
Hindi & English
Users* 47.9 Mn
Page views** 1392.1 Mn



WION
English
Users* 8.1 Mn
Page views** 181.4 Mn



Zee Business
Hindi & English
Users* 9.7 Mn
Page views** 577.6 Mn



Zee Bharat
Hindi
Users* 2.9 Mn
Page views** 56.9 Mn



Salaam TV
Urdu
Users* 1.6 Mn
Page views** 34.3 Mn



Zee 24 Ghanta
Bengali
Users* 2.7 Mn
Page views** 162 Mn



Zee Rajasthan
Hindi
Users* 5.1 Mn
Page views** 90.6 Mn



Zee Bihar-Jharkhand
Hindi
Users* 1.5 Mn
Page views** 29.2 Mn



Zee 24 Taas
Marathi
Users* 6.1 Mn
Page views** 364.1 Mn



**Zee Madhya Pradesh-
Chhattisgarh**
Hindi
Users* 1.6 Mn
Page views** 29.6 Mn



Zee Delhi-NCR-Haryana
Hindi
Users* 1 Mn
Page views** 21.1 Mn



Zee 24 Kalak
Gujarati
Users* 2.6 Mn
Page views** 155.1 Mn



**Zee Uttar Pradesh-
Uttarakhand**
Users* 4.4 Mn
Page views** 90.7 Mn



Zee Punjab-Haryana-Himachal
Punjabi & Hindi
Users* 0.3 Mn
Page views** 4.8 Mn



Zee J&K Ladakh
Hindi
Users* 0.01 Mn
Page views** 0.06 Mn



Zee Kannada News
Kannada
Users* 5.6 Mn
Page views** 468.8 Mn



Zee Telugu News
Telugu
Users* 2.4 Mn
Page views** 99.5 Mn



Zee Tamil News
Tamil
Users* 4.1 Mn
Page views** 257.2 Mn



Zee Malayalam News
Malayalam
Users* 0.5 Mn
Page views** 36.6 Mn



Zee Odisha News
Odia
Users* 1.1 Mn
Page views** 48.4 Mn



India.com
English & Hindi
Users* 34.7 Mn
Page views** 1106.4 Mn



BollywoodLife
English & Hindi
Users* 3.4 Mn
Page views** 132.7 Mn



My Lord
Page views** 0.8 Mn



Cricket Country
English & Hindi
Users* 0.5 Mn
Page views** 29.7 Mn



Techclusive
English & Hindi
Users* 1.1 Mn
Page views** 26.8 Mn



Travel.India.com
Users* 2.2 Mn
Page views** 37.8 Mn



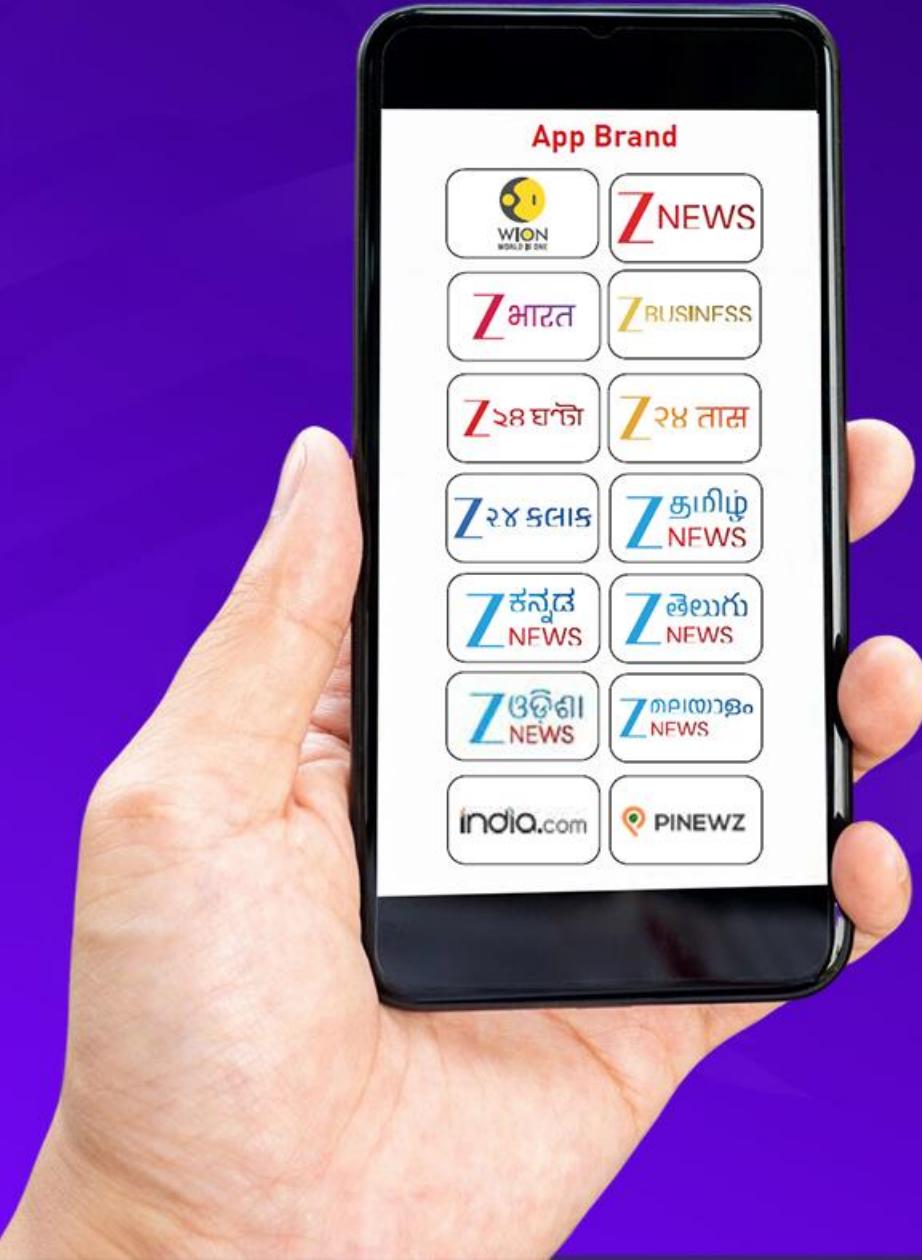
The Health Site
English & Hindi
Users* 11.1 Mn
Page views** 343.7 Mn



Petuz India.com
Users* 0.6 Mn
Page views** 8.8 Mn

^ YTD data – GA

* Average website users. ** Total website page views.



NEWS & CONTENT AT FINGERTIPS - SMARTPHONE APPLICATIONS

**14 Mobile Apps in
12 Indian Languages**

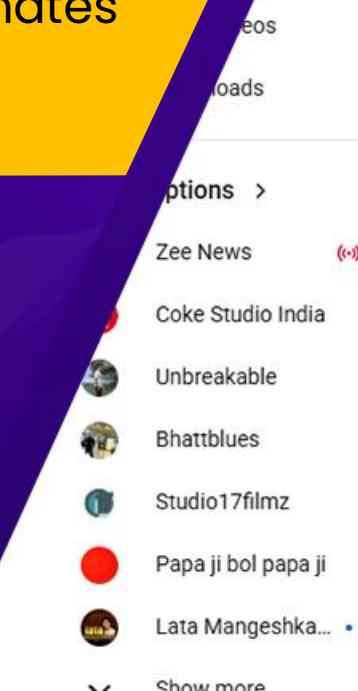
FUTURE-FIRST INITIATIVES: DIGITAL-TECHNOLOGY-CONTENT

SWITCH

A digital-first platform by Zee Media delivering bold, raw, and unfiltered content that resonates with young & socially aware audiences.

Key Features:

- Ground Reports:** On-the-ground storytelling with authentic, youth-centric perspectives.
- Explainers & Deep Dives:** Simplifying complex issues with clarity and relevance.
- Interviews & Voices:** Featuring changemakers, influencers, and emerging youth icons.
- Satire & Edgy Content:** Blending information with entertainment to spark conversations.



YouTube IN

switch

Switch

@ZeeSwitch • 8.77M subscribers • 95K videos

SWITCH is a leap in the world of content - raw, uncensored and unfiltered

facebook.com/ZEESwitch and 1 more link

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7.5K views • 20 hours ago

Tanya Mittal Bigg Boss ki Toxic Queen? #biggboss19

1K views • 1 day ago

Dharmendra Health Update: Why is Media Spreading FAKE NEWS of Dharmendra...

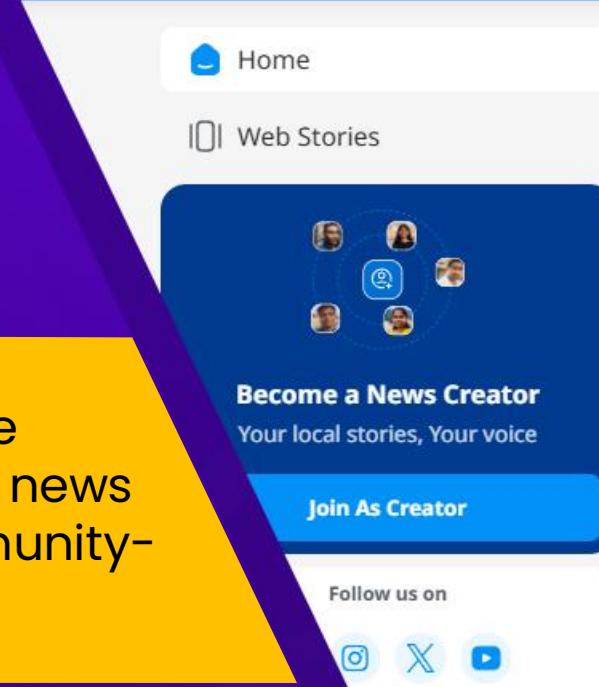
38K views • 1 day ago

PINNEWZ

An AI-driven hyperlocal platform where citizens create and share verified local news by PIN code, fostering authentic, community-led journalism.

Key Features:

- AI Verification:** Ensures accuracy and authenticity of citizen-reported news.
- PIN Code-Based News:** Delivers hyperlocal updates relevant to each community.
- Citizen Journalism:** Empowers individuals to become credible local reporters.

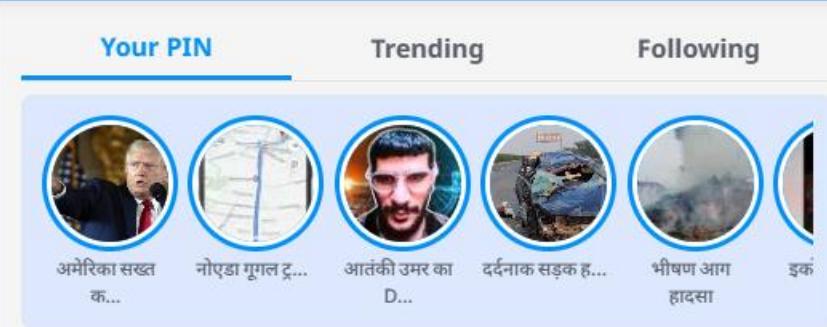


Home

Web Stories

Become a News Creator
Your local stories, Your voice
Join As Creator

Follow us on   



Your PIN

Trending

Following

América सख्त क...
नोएडा गूगल ट्र...
आतंकी उमर का D...
दर्दनाक सड़क ह...
भीषण आग हादसा
इंक



201304

धीरेंद्र शास्त्री: हिंदुओं की एकता की यात्रा, बम नहीं, नारियल चढ़ाओ

RR Rakesh Ranjan • Nov 13, 2025 17:35:48

Noida, Uttar Pradesh:

मथुरा — यूपी के मथुरा में सनातन यात्रा के प्रवेश पर धीरेंद्र शास्त्री ने कहा- यह एक वैचारिक यात्रा है। हिंदुओं की एकता की यात्रा है। हम देश में दंगा नहीं, गंगा चाहते हैं...

Like 0 Comment 0 Share Report

IPs & EVENTS :

GRAND STAGE FOR DIRECT AUDIENCE ENGAGEMENT



Zee Real Heroes

The Zee Real Heroes Awards celebrates India's unsung heroes who've made a profound impact on society.



Ek Bharat Shreshtha Bharat

Zee News' Ek Bharat Shreshtha Bharat initiative champions India's diversity and national unity.



Bharat Ki Baat – MSME Conclave

A conclave with a primary focus on bolstering India's vital MSME sector.

IPs & EVENTS



Ananya Samman

The Ananya Samman is a prestigious platform that celebrates extraordinary individuals who have selflessly contributed to society.



Bharose Ki Choice

Zee Business and Choice Broking's Bharose Ki Choice campaign offers on-ground events to build trust and empower individuals for confident financial decision-making.



BSE Bull Run

An annual run with the goal of making people healthy as well as wealthy.

STORIES THAT CONNECTED VIEWERS ACROSS TV AND DIGITAL



The Election Extravaganza: Lok Sabha 2024 & State Polls.



Integrated AI-led voiceovers & graphics into our broadcasts, boosting polish, engagement & dynamism.



Delivered immersive TV and digital coverage of Maha Kumbh Mela 2025.

Decoding the Economy: Budget 2025.



EDITORIAL HIGHLIGHTS

Kathmandu Plane Crash

Comprehensive Coverage from ground zero



WAR COVERAGE

Vital ground reporting from battlefield



DHARAVI: A REALITY CHECK

Explored the complex reality of Dharavi redevelopment project



CM DHAMI'S HISTORIC INVIEW

Exclusive interview mid river while rafting



Award-winning journalism that stands out and stands up - shaping conversation and driving change.



RG KAR MEDICAL COLLEGE INCIDENT

Intensive ground level coverage

WATER SCARCITY IMPACT CAMPAIGN

20-day water scarcity campaign prompted district action across Bihar-Jharkhand

MURDER OF BANGLADESH MP

Exclusive coverage with forensics, eyewitness insights, and unmatched on-ground coverage.

PAPER LEAK SCANDAL

Exclusive & focused coverage strengthened credibility on this major youth issue.