

# 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 २४ घंटे

Z २४ तास

Z २४ કલાક

Z पूर्वाञ्चल हरियाणा  
हिमाचल

Z राजस्थान

Z उत्तर प्रदेश  
उत्तराखण्ड

Z मध्य प्रदेश  
छत्तीसगढ़

Z बिहार  
झारखण्ड

Z DELHI NCR  
हरियाणा

Z J&K  
LADAKH

Z ಕನ್ನಡ  
NEWS

Z മലയാളം  
NEWS

Z தமிழ்  
NEWS

Z తెలుగు  
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



**Z** ਪੰਜਾਬ ਹਰਿਆਣਾ  
ਹਿਮਾਚਲ

### **Zee Punjab-Haryana-Himachal**

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

**Z** उत्तर प्रदेश  
उत्तराखंड

### **Zee Uttar Pradesh-Uttarakhand**

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

**Z** राजस्थान

### **Zee Rajasthan**

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

**Z** बिहार  
झारखंड

### **Zee Bihar-Jharkhand**

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

**Z** मध्य प्रदेश  
छत्तीसगढ़

### **Zee Madhya Pradesh-CG**

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

**Z** ২৪ ঘণ্টা

### **Zee 24 Ghanta**

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

**Z** २४ तास

### **Zee 24 Taas**

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

**Z** २४ કલાક

### **Zee 24 Kalak**

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

**Z** DELHI NCR  
हरियाणा

### **Zee Delhi-NCR-Haryana**

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

**Z** ಕನ್ನಡ  
NEWS

### **Zee Kannada News**

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

**Z** తెలుగు  
NEWS

### **Zee Telugu News**

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



# NEW-AGE DIGITAL REACH

**2.3** BILLION+  
USERS

**6.6** BILLION+  
PAGE VIEWS

**333** MILLION+  
FOLLOWERS ON SOCIAL

	<b>Zee News</b> Hindi & English Users* 47.9 Mn Page views** 1392.1 Mn		<b>WION</b> English Users* 8.1 Mn Page views** 181.4 Mn		<b>Zee Business</b> Hindi & English Users* 9.7 Mn Page views** 577.6 Mn		<b>Zee Bharat</b> Hindi Users* 2.9 Mn Page views** 56.9 Mn
	<b>Salaam TV</b> Urdu Users* 1.6 Mn Page views** 34.3 Mn		<b>Zee 24 Ghanta</b> Bengali Users* 2.7 Mn Page views** 162 Mn		<b>Zee Rajasthan</b> Hindi Users* 5.1 Mn Page views** 90.6 Mn		<b>Zee Bihar-Jharkhand</b> Hindi Users* 1.5 Mn Page views** 29.2 Mn
	<b>Zee 24 Taas</b> Marathi Users* 6.1Mn Page views** 364.1 Mn		<b>Zee Madhya Pradesh-Chhattisgarh</b> Hindi Users* 1.6 Mn Page views** 29.6 Mn		<b>Zee Delhi-NCR-Haryana</b> Hindi Users* 1 Mn Page views** 21.1 Mn		<b>Zee 24 Kalak</b> Gujarati Users* 2.6 Mn Page views** 155.1 Mn
	<b>Zee Uttar Pradesh-Uttarakhand</b> Users* 4.4 Mn Page views** 90.7 Mn		<b>Zee Punjab-Haryana-Himachal</b> Punjabi & Hindi Users* 0.3 Mn Page views** 4.8 Mn		<b>Zee J&amp;K Ladakh</b> Hindi Users* 0.01 Mn Page views** 0.06 Mn		<b>Zee Kannada News</b> Kannada Users* 5.6 Mn Page views** 468.8 Mn
	<b>Zee Telugu News</b> Telugu Users* 2.4 Mn Page views** 99.5 Mn		<b>Zee Tamil News</b> Tamil Users* 4.1 Mn Page views** 257.2 Mn		<b>Zee Malayalam News</b> Malayalam Users* 0.5 Mn Page views** 36.6 Mn		<b>Zee Odisha News</b> Odia Users* 1.1 Mn Page views** 48.4 Mn
	<b>India.com</b> English & Hindi Users* 34.7 Mn Page views** 1106.4 Mn		<b>Bollywood Life</b> English & Hindi Users* 3.4 Mn Page views** 132.7 Mn		<b>My Lord</b> Page views** 0.8 Mn		<b>Cricket Country</b> English & Hindi Users* 0.5 Mn Page views** 29.7 Mn
	<b>Techlusive</b> English & Hindi Users* 1.1 Mn Page views** 26.8 Mn		<b>Travel India.com</b> Users* 2.2 Mn Page views** 37.8 Mn		<b>The Health Site</b> English & Hindi Users* 11.1 Mn Page views** 343.7 Mn		<b>Petuz India.com</b> 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

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**14 Mobile Apps in  
12 Indian Languages**



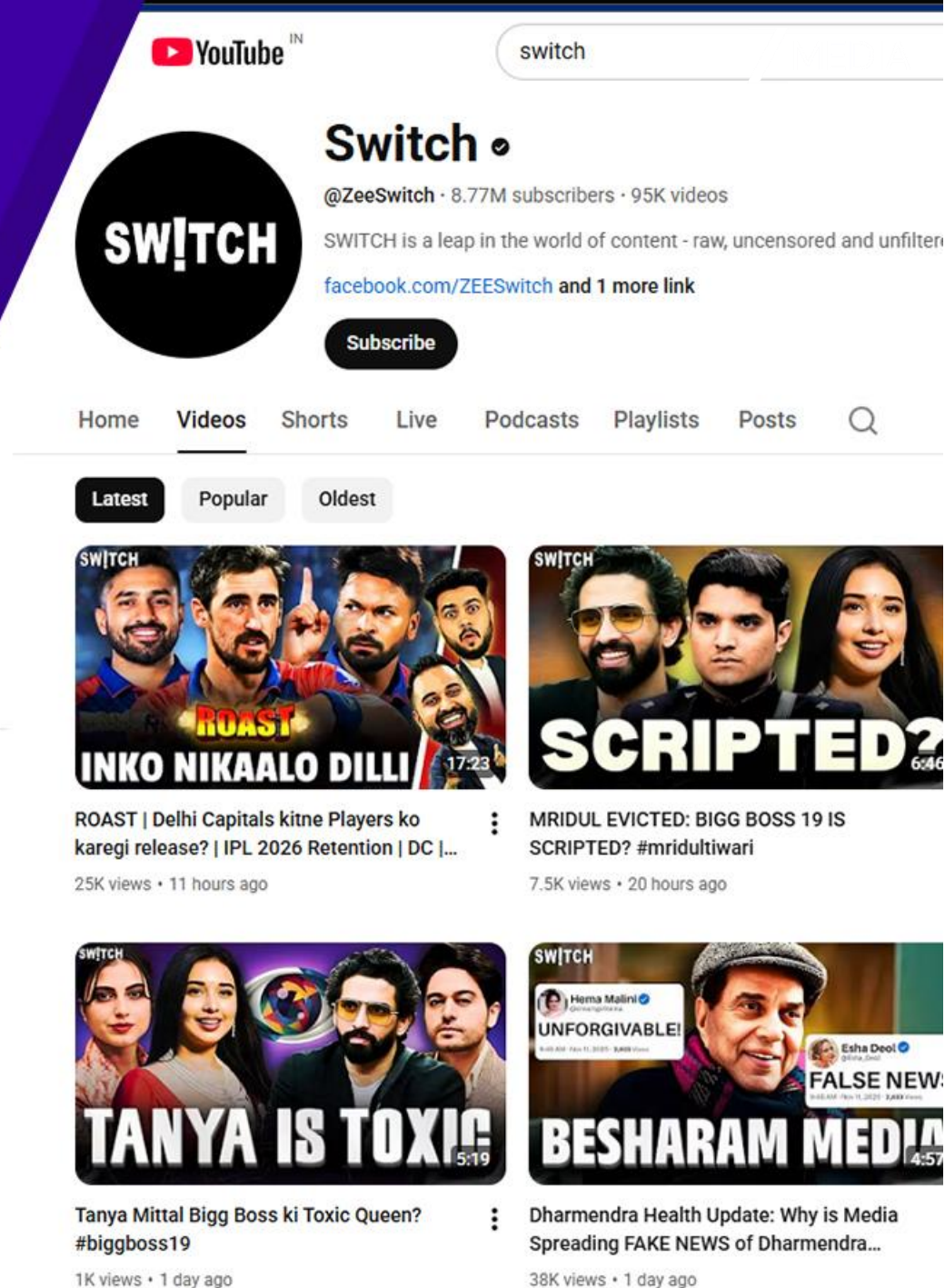
# FUTURE-FIRST INITIATIVES: DIGITAL-TECHNOLOGY-CONTENT

## 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.



# PINEWZ

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



अमेरिका सख्त  
क...



नोएडा गुगल टू...



आतंकी उमर का  
D...



दर्दनाक सड़क ह...



भीषण आग  
हादसा



इक...



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...

0 0 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



Z MEDIA

India's Most Accurate AI  
Generated Exit Polls by Zeenia.



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 zero



## DHARAVI: A REALITY CHECK

Explored the complex reality of Dharavi redevelopment project



## CM DHAMI'S HISTORIC INTERVIEW

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



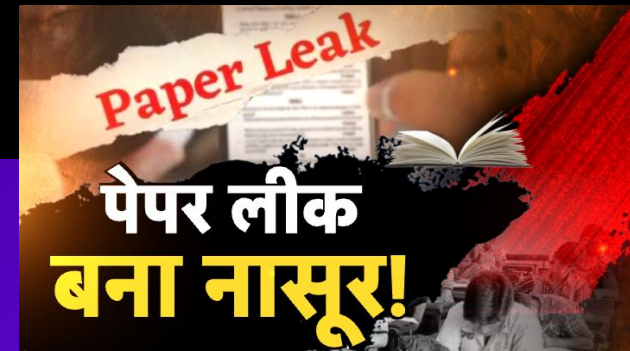
## WATER SCARCITY IMPACT CAMPAIGN

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.