



India's No. 1
ConTech Brand

ZEE5 IS INDIA'S CONTENT DESTINATION



Offering an exceptionally wide library contributing to

2,00,000+ HOURS
On-Demand Content

12 Content across
LANGUAGES

1000+
HOURS OF INTERNATIONAL
DUBBED CONTENT

120+
ORIGINALS ACROSS 7
LANGUAGES

1,500+
FICTION
SHOWS

1,000+
REALITY
CONTENT

250+
FOOD &
LIFESTYLE
SHOWS

4,000+
HOURS OF KIDS
CONTENT

4,000+
MOVIE TITLES

100+
WORLD DIGITAL
PREMIERES

100+
NEWS
CHANNELS
(LIVE/VOD)

250+
LIVE EVENTS

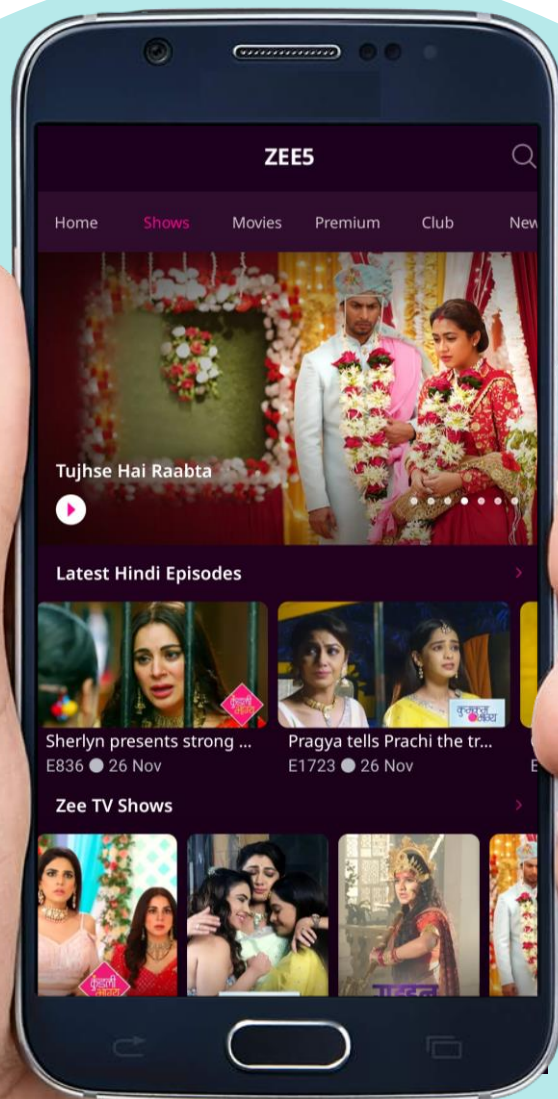
and an **EXTENSIVE MUSIC LIBRARY**





AUDIENCE INSIGHTS

A significant shift in consumption pattern of entertainment needs



Cord- Cutting

~38% of respondents could consider cord-cutting in the future as their entertainment needs are met online. OTT video could usher cord-cutting sooner than expected

38%



Increase in Time Spent

Increase in weekly time spent on Video streaming platforms through smartphones from 3h34m (before lockdown) to 4h8m (during lockdown)

4h8m



Multi-App OTT users

On an average people have signed on to 3 new OTT platforms

3



BVoD (Syndicated Shows)

Syndicated Shows captures 71% of major junk of time spent on VoD platforms, jump from 50% share they commanded during lockdown months

71%



CTV Consumption

CTV grew by 150% in consumption with view times 4X that of smartphones

4X

EFFECTIVE WAY OF TARGETING BASED ON KPIs

BASIC TAREGETING

INTERESTS BASED TARGETING

ADVANCED / CUSTOMIZED TARGETING



Identity based

Demo



Proximity based

Geo
Location



Media consumption

Cord Cutters/
Cord Shakers



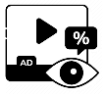
Content Affinity

Content
Consumption
behavior & interests
(App & Web)



Technographics

Device Price/
Connection
Type



Intent based

Ad-engagement
levels/ Campaign
activity



Shoppers

77%



Gamers/Gaming Enthusiasts

71%



Fashion & Beauty Lovers

59%



Foodies

40%



Health & Fitness Enthusiasts

26%



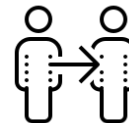
Travel Enthusiasts

26%



Custom Segments/Audience

Appographic based- Cross
App segments/ categories



Lookalike Modelling

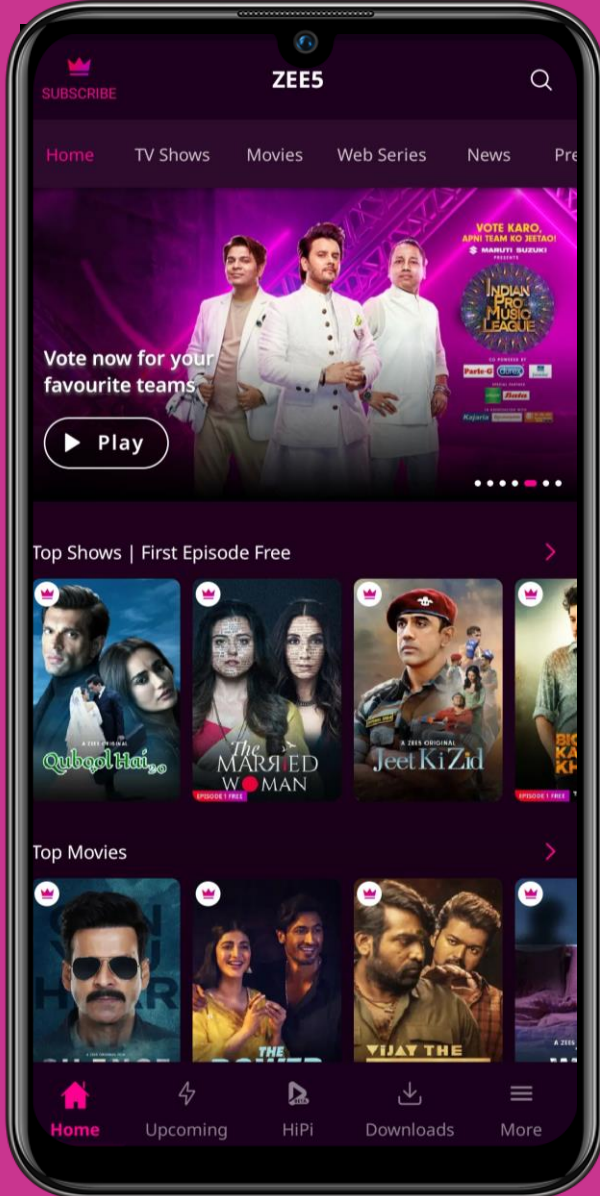
Reach new audiences who
have similar interests to your TG



Retargeting

Engage with users who have
already interacted with your ad





PLATFORM OF CHOICE FOR HIGH REACH



79 MN

Monthly Active Users



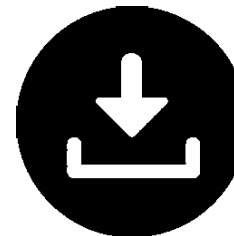
11.5 MN

Daily Active Users



48 Minutes

Average time spent



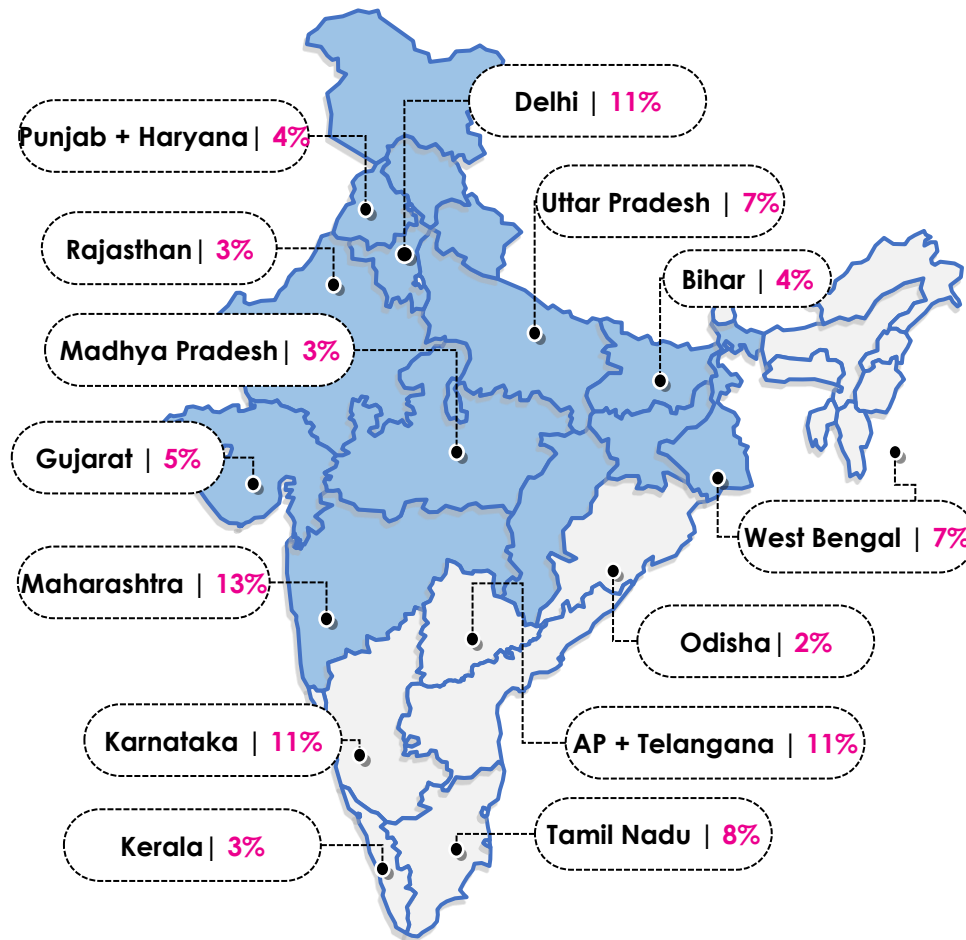
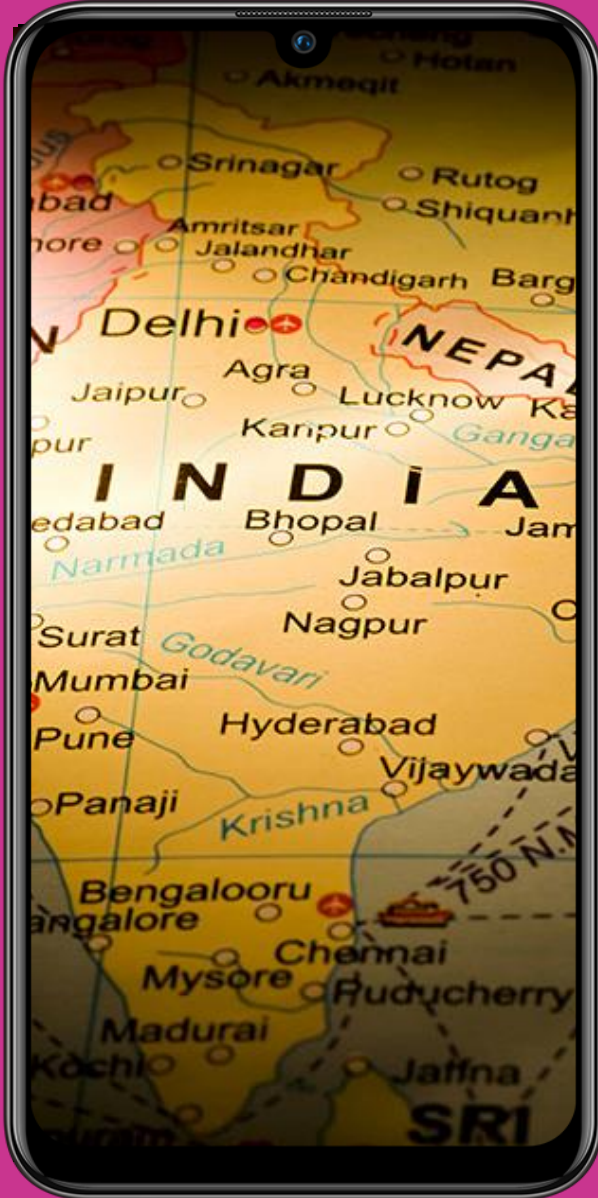
100+ MN

Downloads



Source: - Internal Analytics, Mar'21

ZEE5 CATERS TO NATIONAL & REGIONAL MARKETS



Users
Contribution

60%
HSM

33%
South

48%
Top 8 cities

Source: - Internal Analytics;

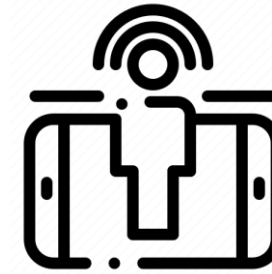
Top 8 cities - Mumbai, Bangalore, Delhi, Kolkata, Chennai, Hyderabad, Pune, Ahmedabad



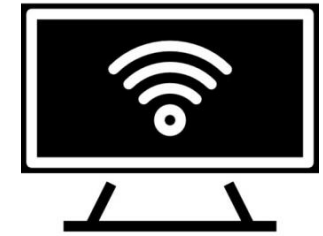
GROWTH ACROSS NEW & EXISTING USERS



1.4X
INCREASE
App Installs



1.3X
GROWTH
Engagement



3X
GROWTH
Viewership on
Connected Devices



Source: - Internal Analytics, Period 2019 Vs 2020

EFFECTIVE WAY TO REACH PREMIUM AUDIENCES

CONNECTED TV



7Mn
MAUs



25-30Mn
MVVs



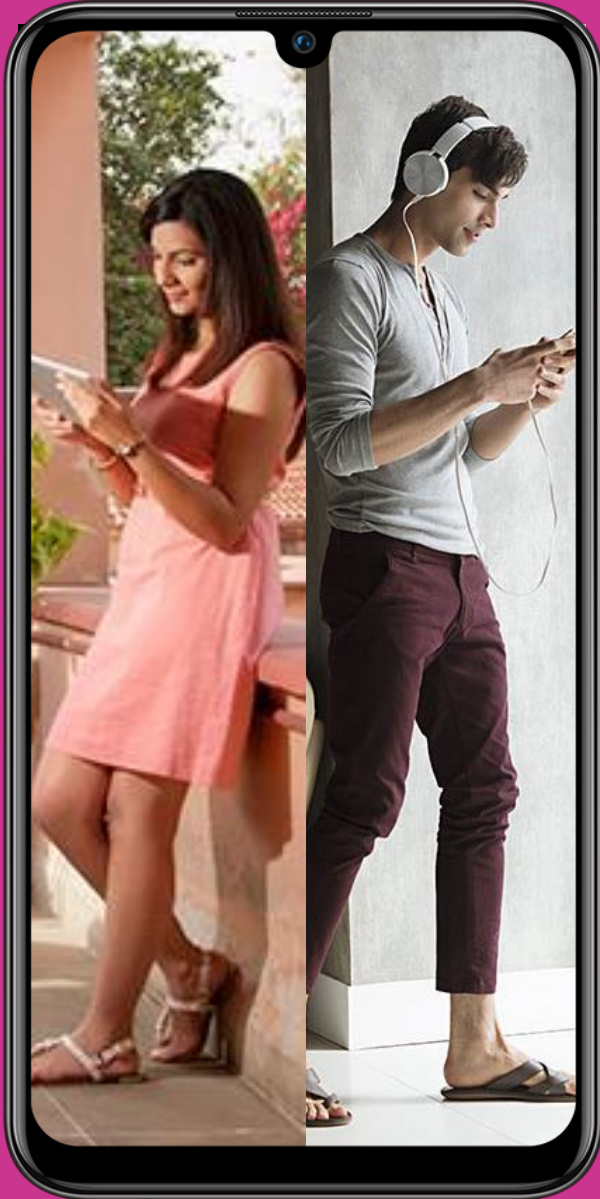
3X
VV-
GROWTH

3X surge in Video Views and 2X surge in
Users on CTV in the last year

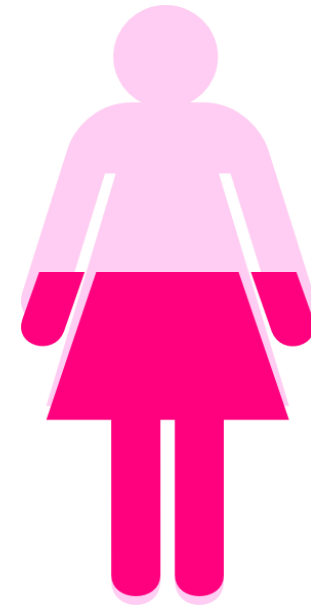
Source: - Internal Analytics



EQUALLY LOVED BY MALES AND FEMALES



52%
MALES



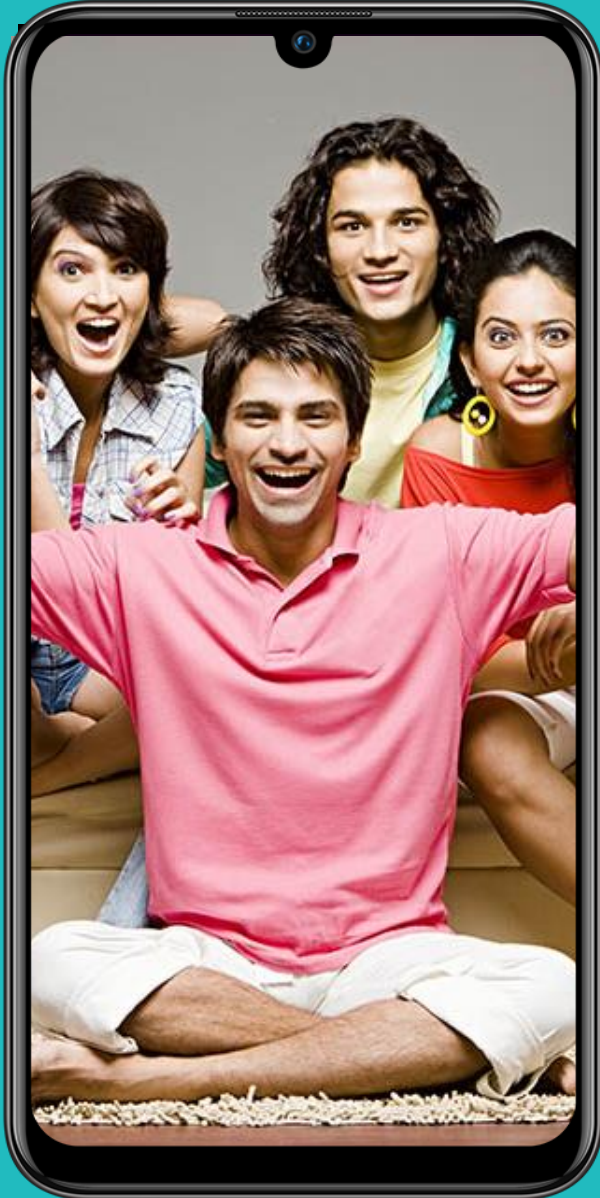
48%
FEMALES

Most balanced Gender Split across OTTs

Source: - Internal Analytics



A YOUTH DESTINATION



44%
18-24



37%
25-34



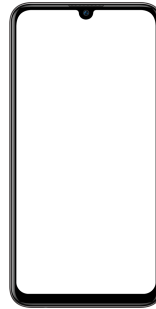
19%
35+

More than 80% are Youth

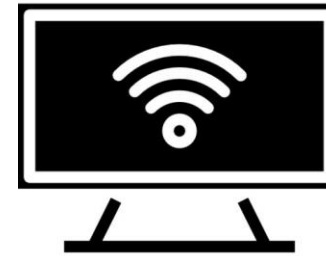
Source: - Internal Analytics



CONTENT CONSUMPTION SPREAD ACROSS SCREENS



81%
APP+WEB



12%
CTV

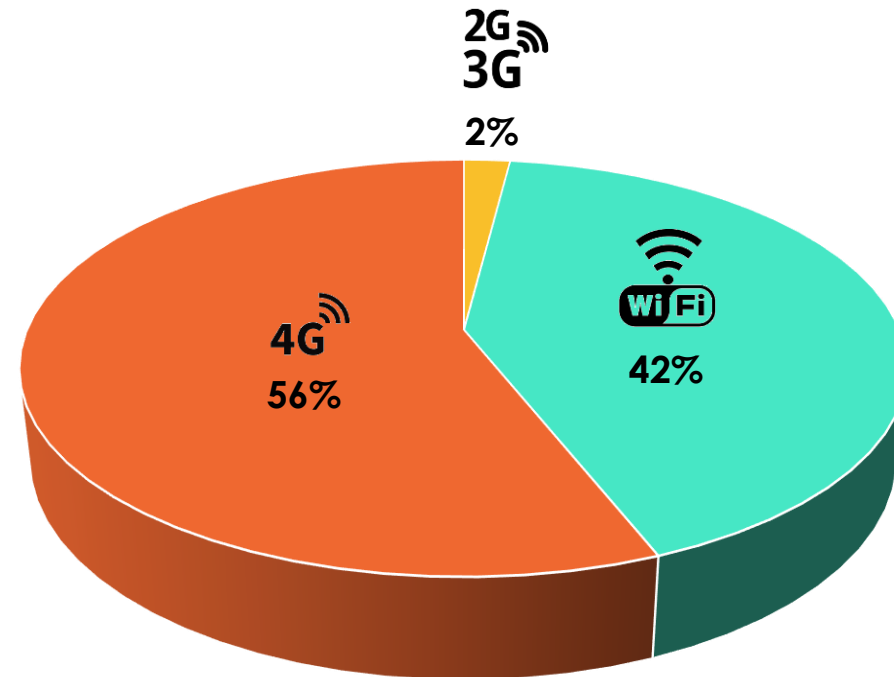


7%
KaiOS

Source: - Internal Analytics



SPEED ENTHUSIASTIC, READY FOR HIGH PACED LIFE

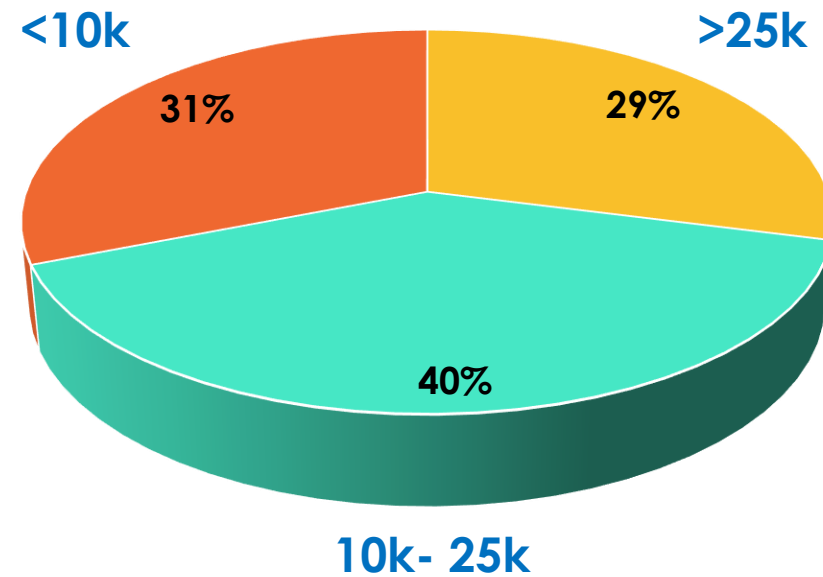
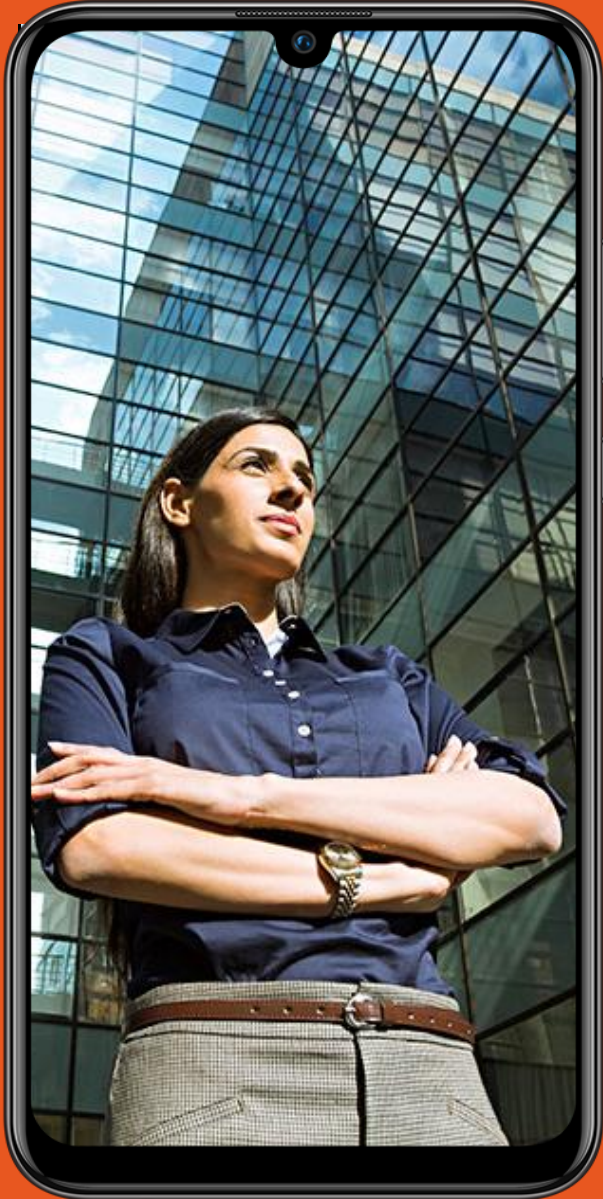


42% audiences are connected to broadband ideal for long format video content viewing

Source: - Internal Analytics



AFFLUENT & SMART AUDIENCES



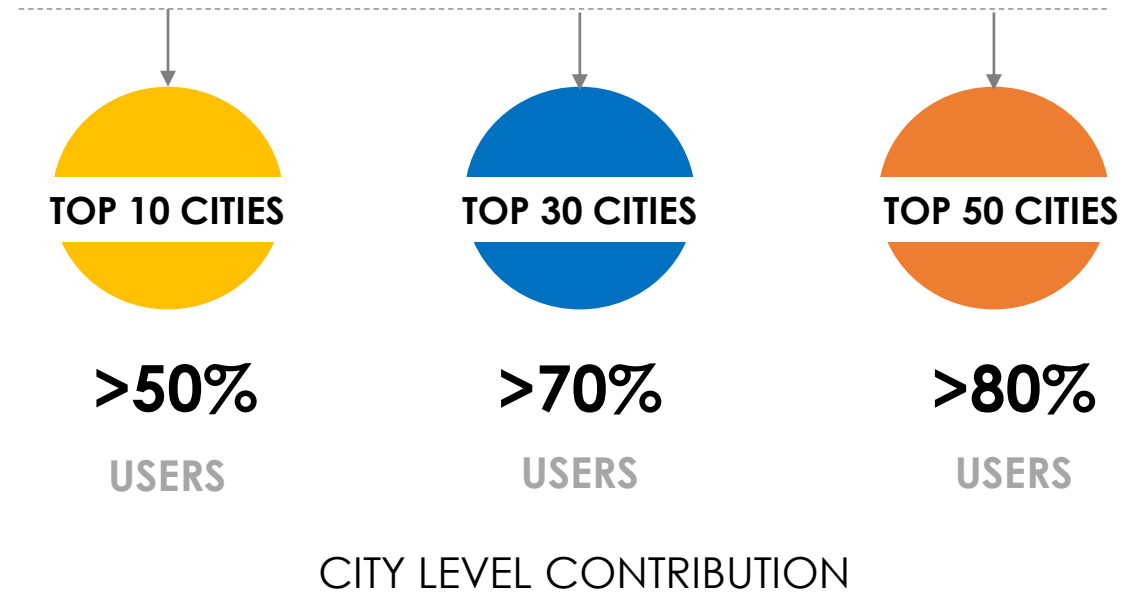
Almost 70% audience owns Mobile handset above Rs10,000 price bracket

Source: - Internal Analytics





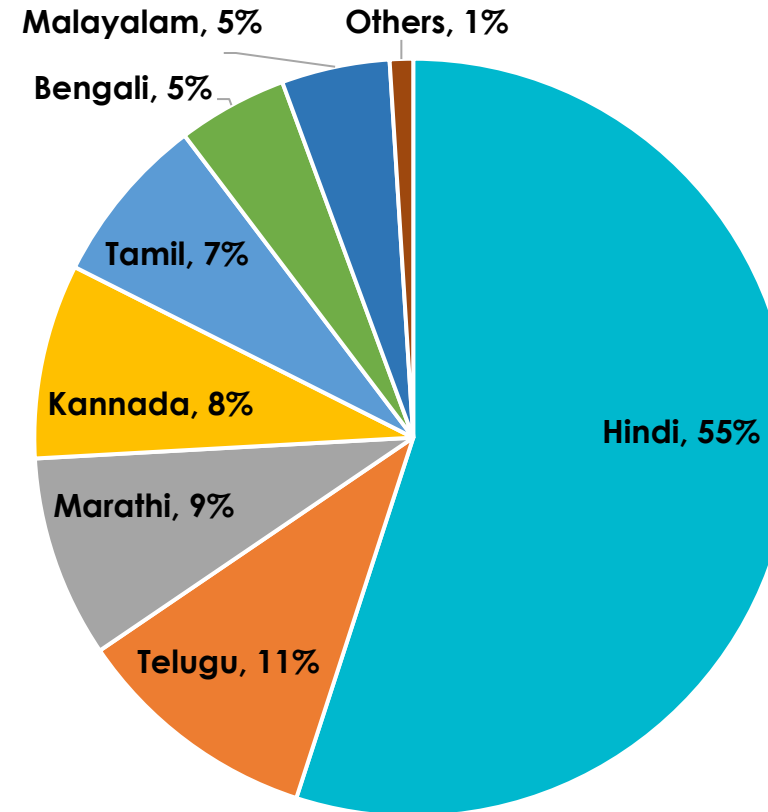
WIDELY CONSUMED, STRONG PRESENCE BEYOND METROS



Source: - Internal Analytics



EQUALLY STRONG FOOTHOLD IN HINDI & VERNACULAR

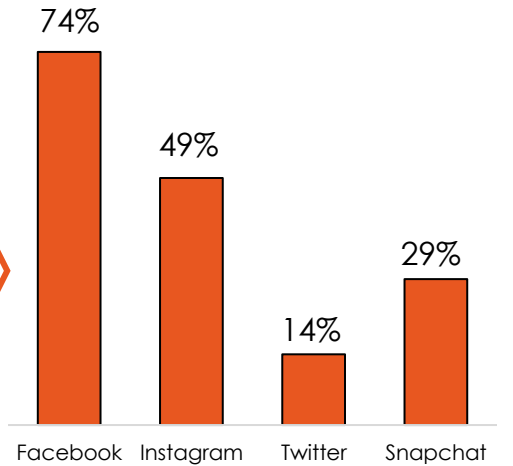
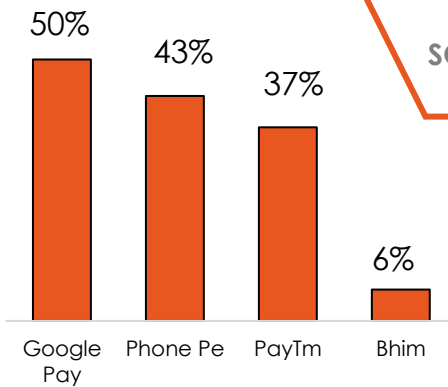
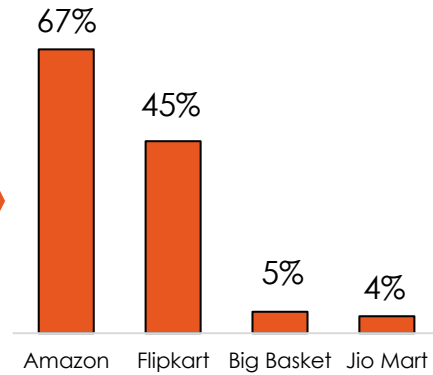


Almost 50% viewership comes from regional language content



Source: - Internal Analytics

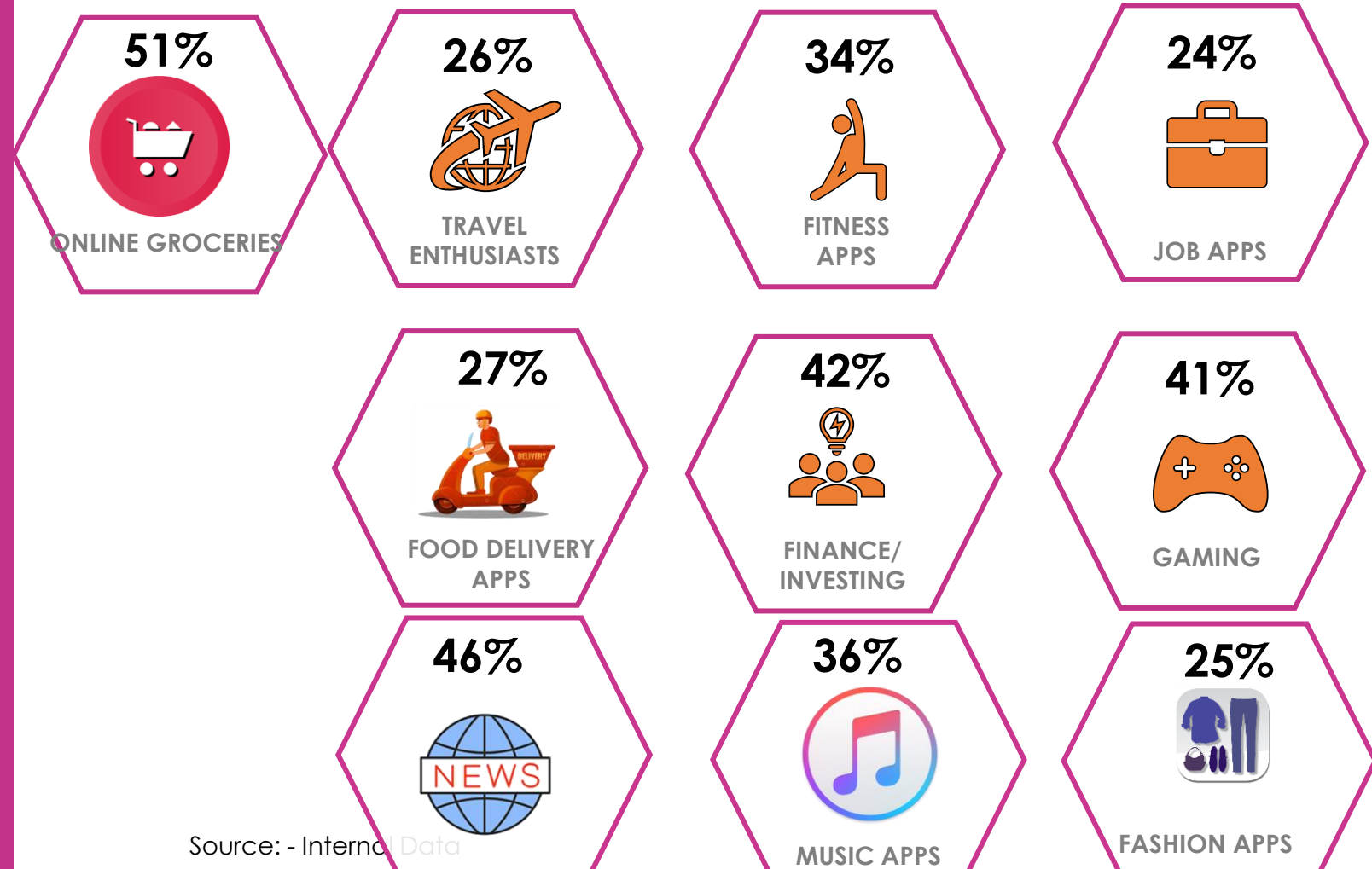
DIGITAL SAVVY HIGHLY CONNECTED



Source: - Internal Analytics



APPOGRAPHIC BEHAVIOUR DEPICTS UTILITARIAN MINDSET



Source: - Internal Data



PREMIUM QUALITY AUDIENCES READY TO PAY FOR CONTENT



26%

NETFLIX

38%

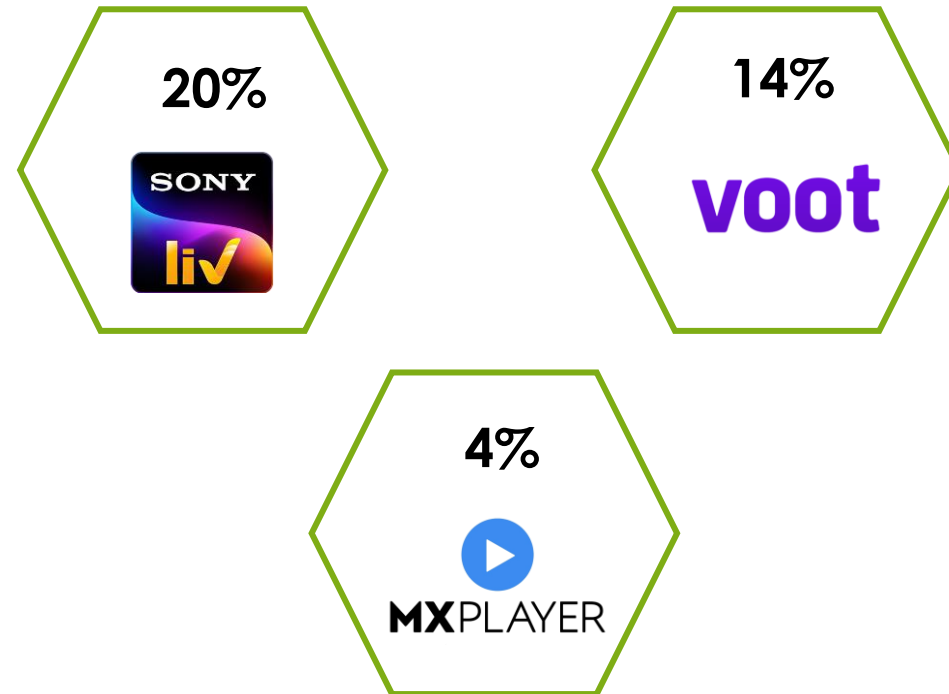
amazon
prime video

Higher overlap with Premium OTT players



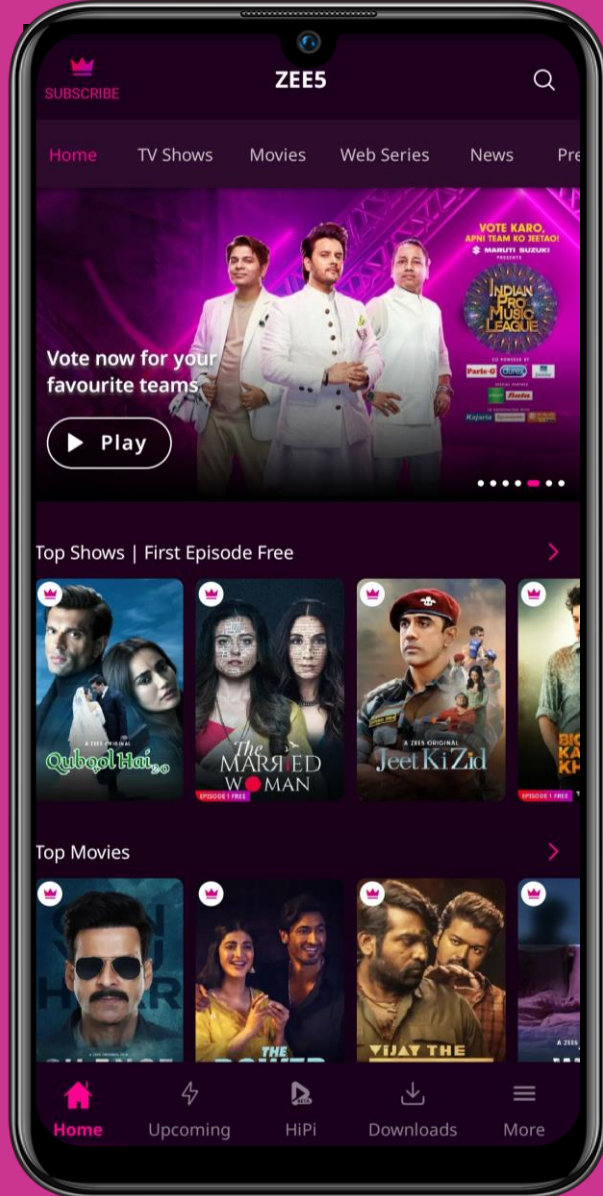


GET EXCLUSIVE REACH ON ZEE5



Minimal overlap with SonyLiv, Voot & MX Player

CONTENT THAT MADE THEM HOOKED ONTO ZEE5



TV
SHOWS

FICTION/
DRAMA

REALITY

COMEDY

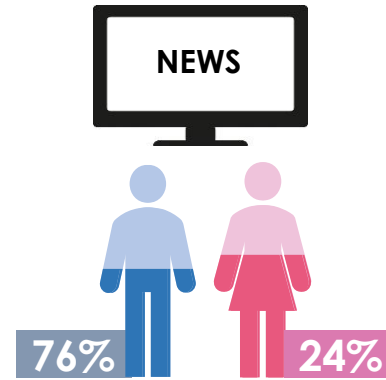
MOVIES



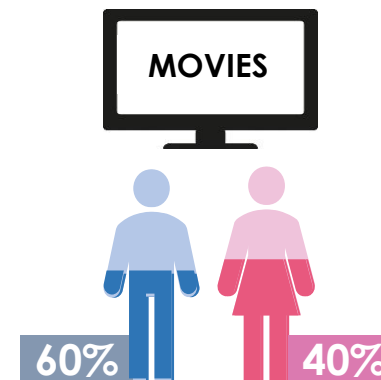
Source: - Internal Analytics



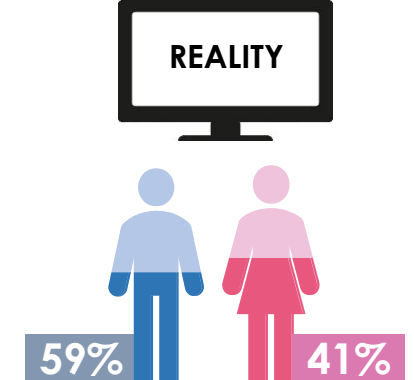
DIFFERENT **TASTE CLUSTERS** TO MEET PERSONAL PREFERENCES



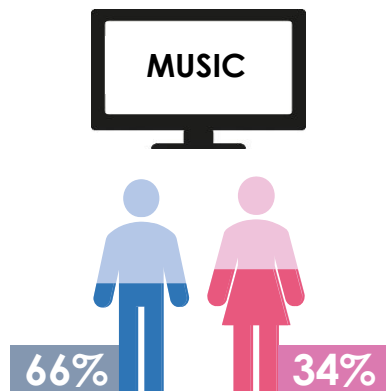
News enables advertisers to reach Males & SVOD Audience as well



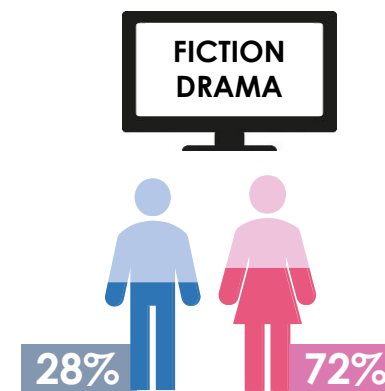
Movies has high affinity towards Male audiences



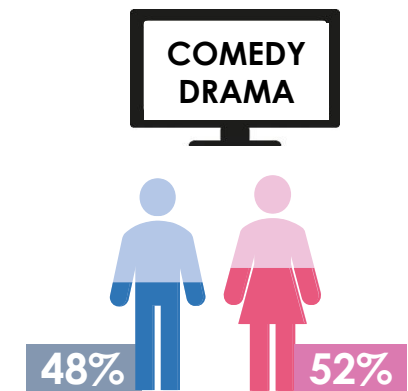
Reality shows is fairly balanced amongst males/females



Music is skewed towards males



Drama & Soaps skew high on female audiences



Both males/females equally enjoys comedy genre





MOVIES

TO KEEP AUDIENCES HOOKED

ZEE5 IS INDIA'S **LEADING** **MOVIE** DESTINATION

“ **4000+** Movies Library on ZEE5
1900+ Movies on AVOD ”

100+ WORLD DIGITAL PREMIERES

ZEE5
Original
Movies

Comedy
Movies

Romantic
Movies

Thriller/Action
Movies

Mythological
Movies

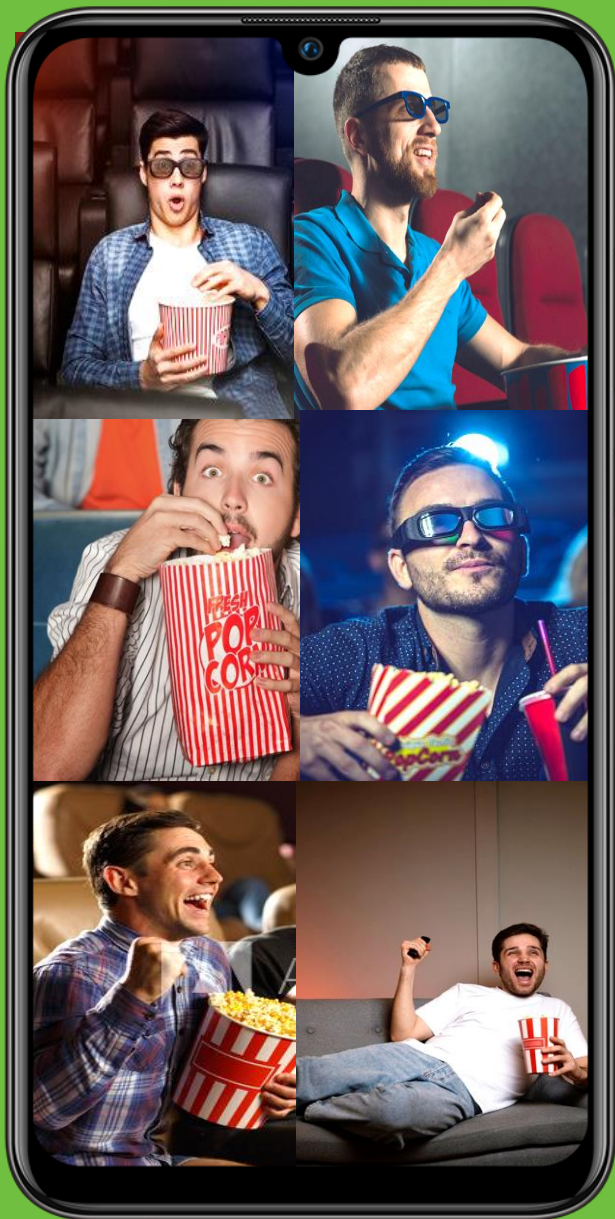
Short
Films

International
Movies

Horror
Movies

Regional
Blockbusters





HUGE ADDITION IN AVOD MOVIE LIBRARY

MOVIES ACROSS
LANGUAGES

1900+

LIBRARY SHOWS ON
YOUTUBE ADDED TO ZEE5

95+

KOREAN
CONTENT

9

Adding more content on AVOD to make the platform experience
much more enriching and entertaining for our viewers

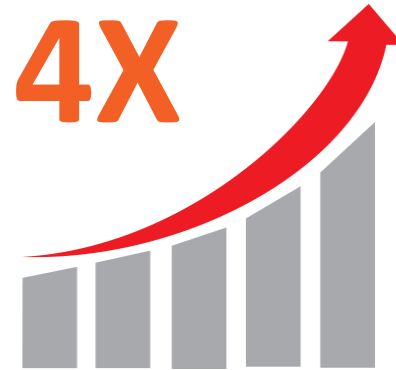
Source: - Internal Analytics



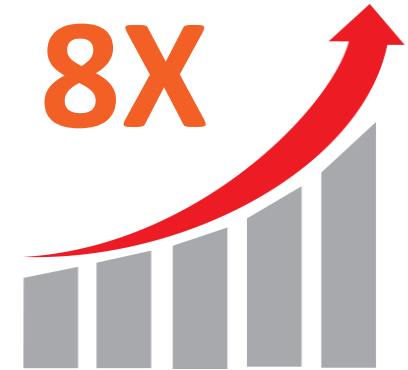
STEEP RISE OF MOVIE LOVING AUDIENCE ON OUR PLATFORM



Total Movie Watchers



Movie Viewership

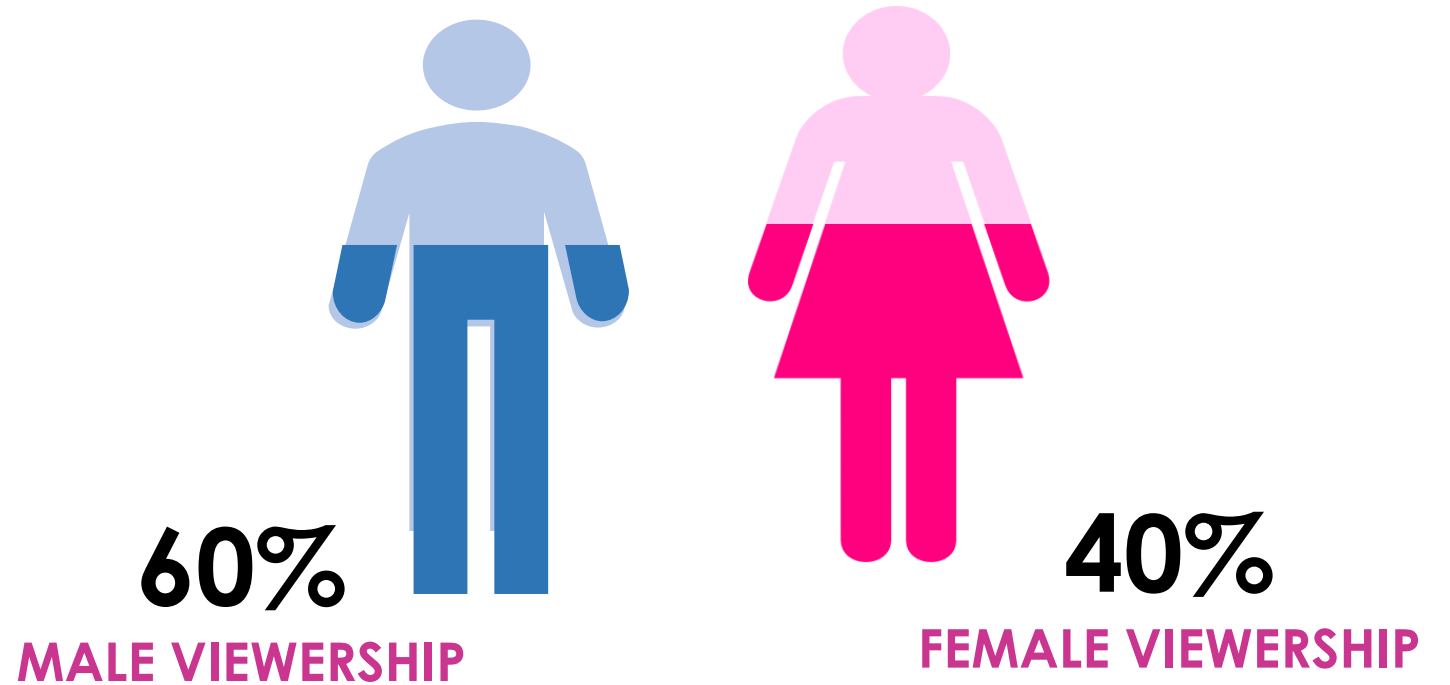
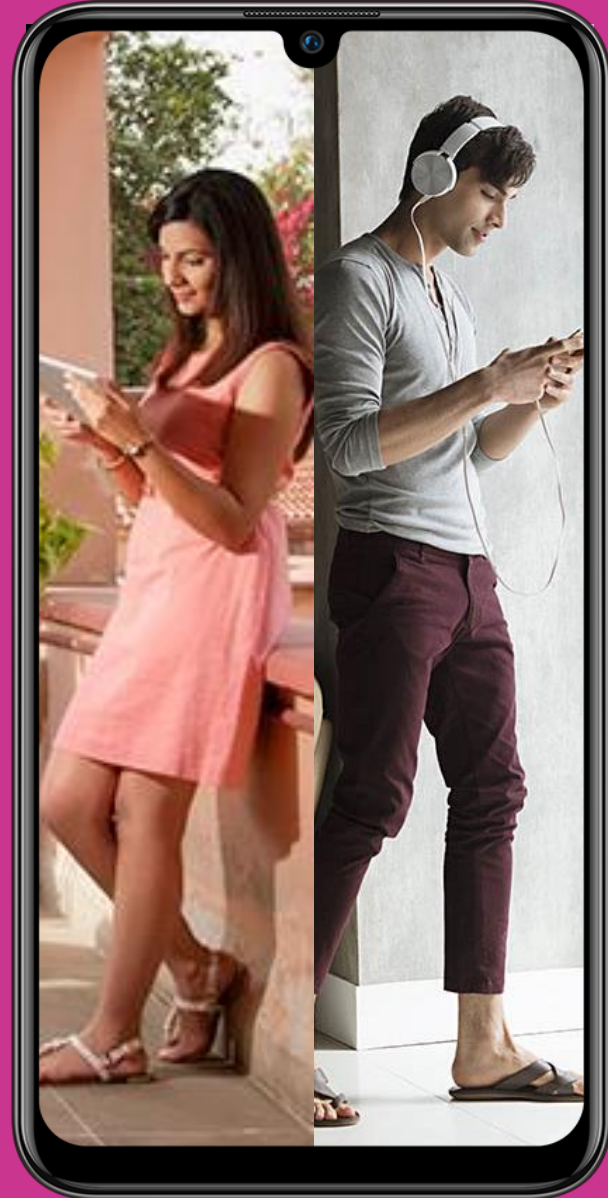


Addition of movies on AVOD has helped us gain a huge base of Movie loving audience on our platform

Source: - Internal Analytics

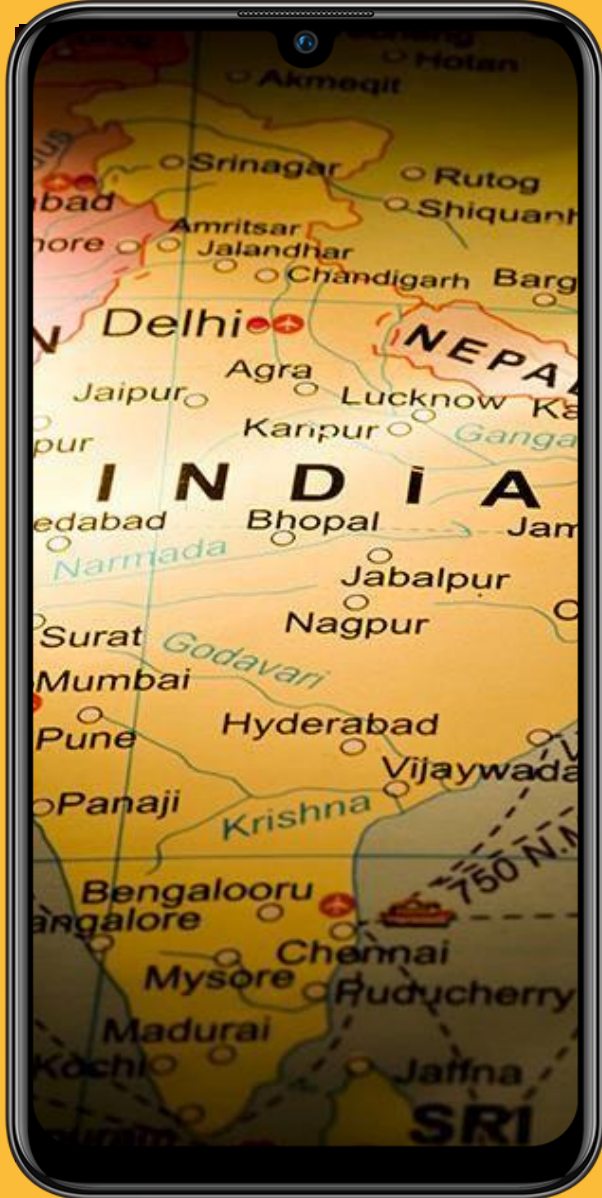


MOVIES LOVED BY MALES AND FEMALES

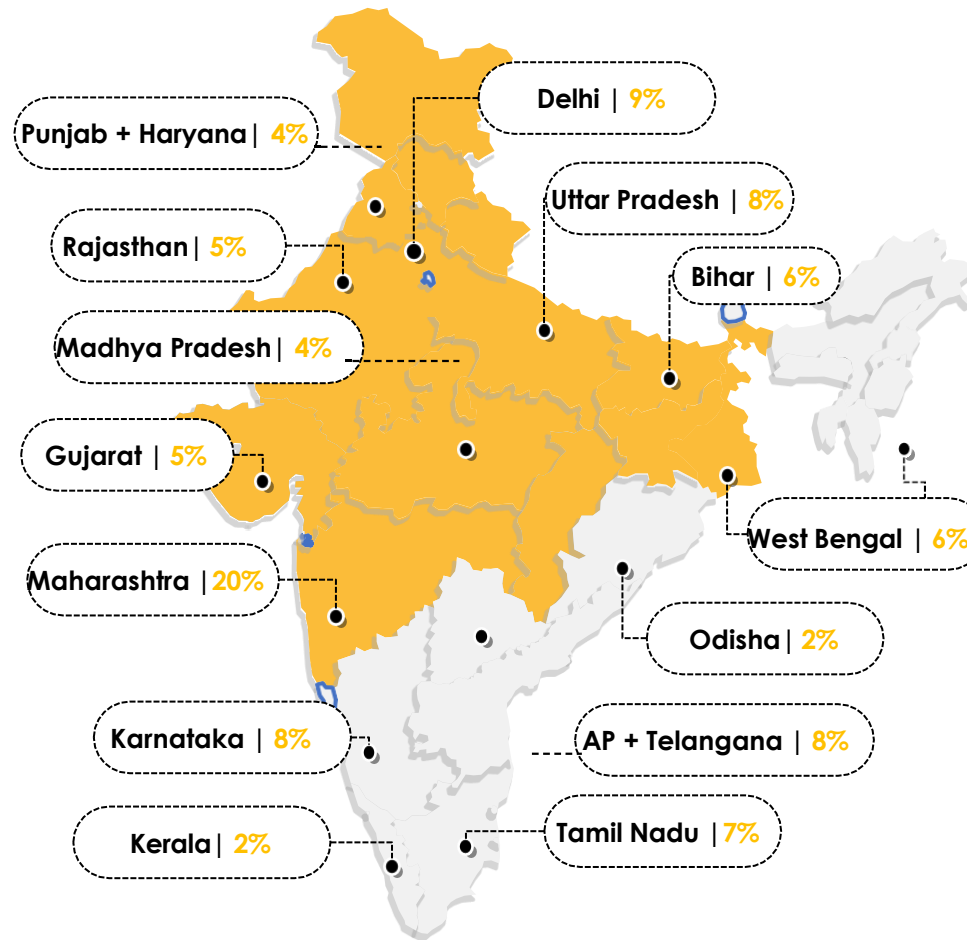


The OTT where both Females & Males can choose from wide range of movie genres of their choice





MALE MOVIE VIEWERSHIP SKEWED TO **HSM** MARKETS

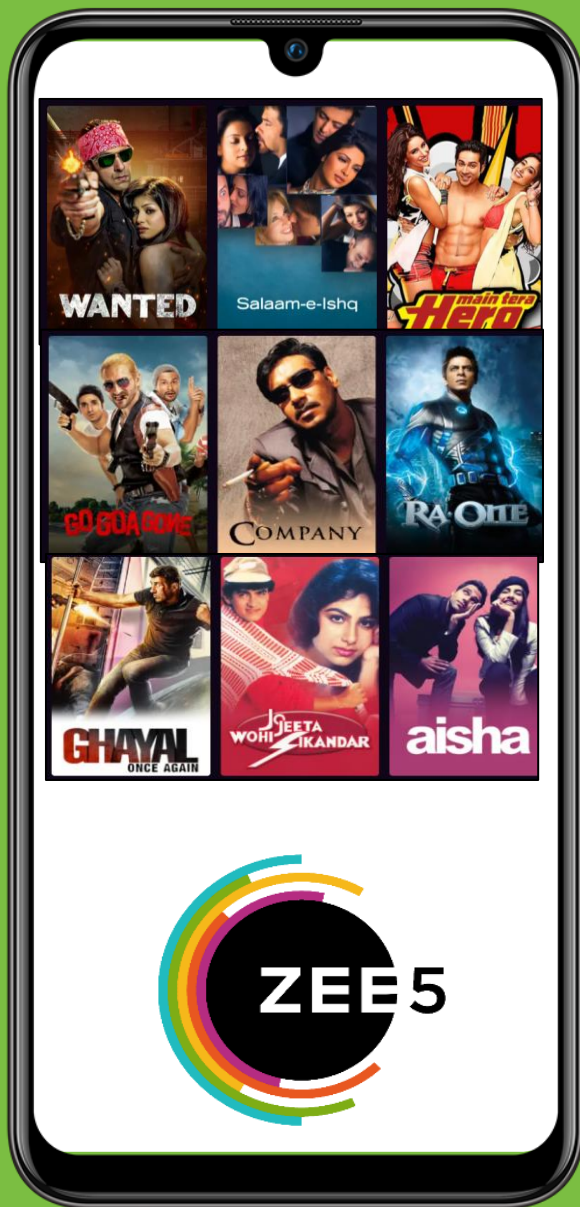


Users
Contribution

74%
HSM

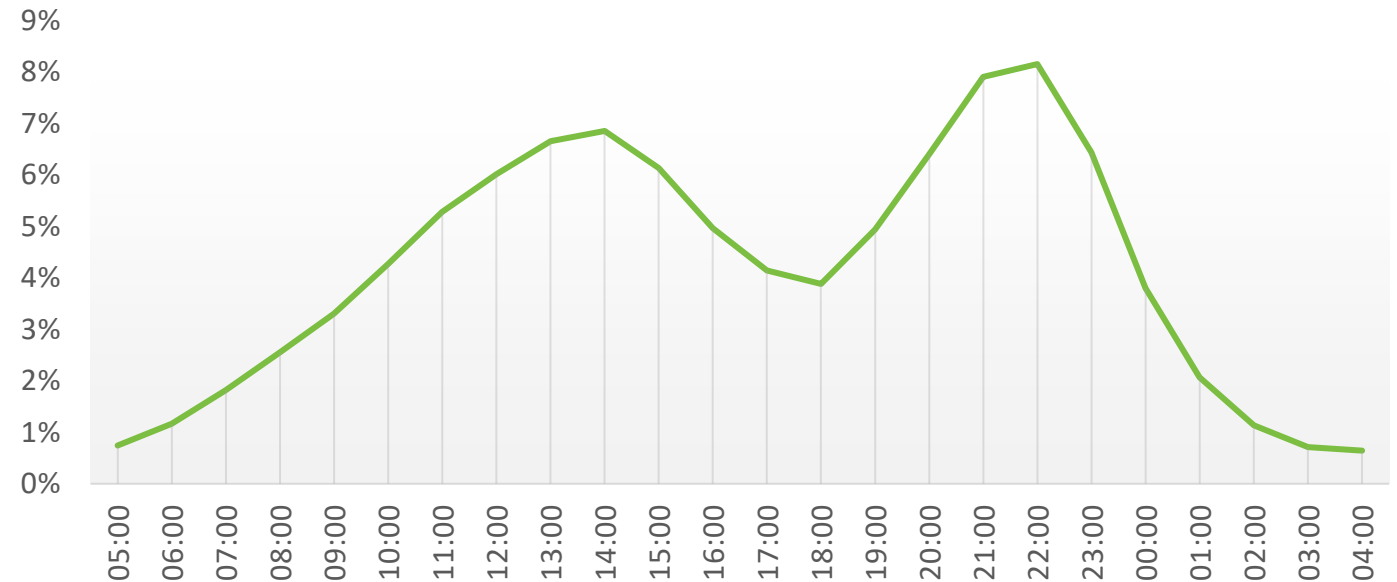
25%
South





TWO MOVIE PRIME TIME BANDS -AFTERNOON & LATE NIGHT

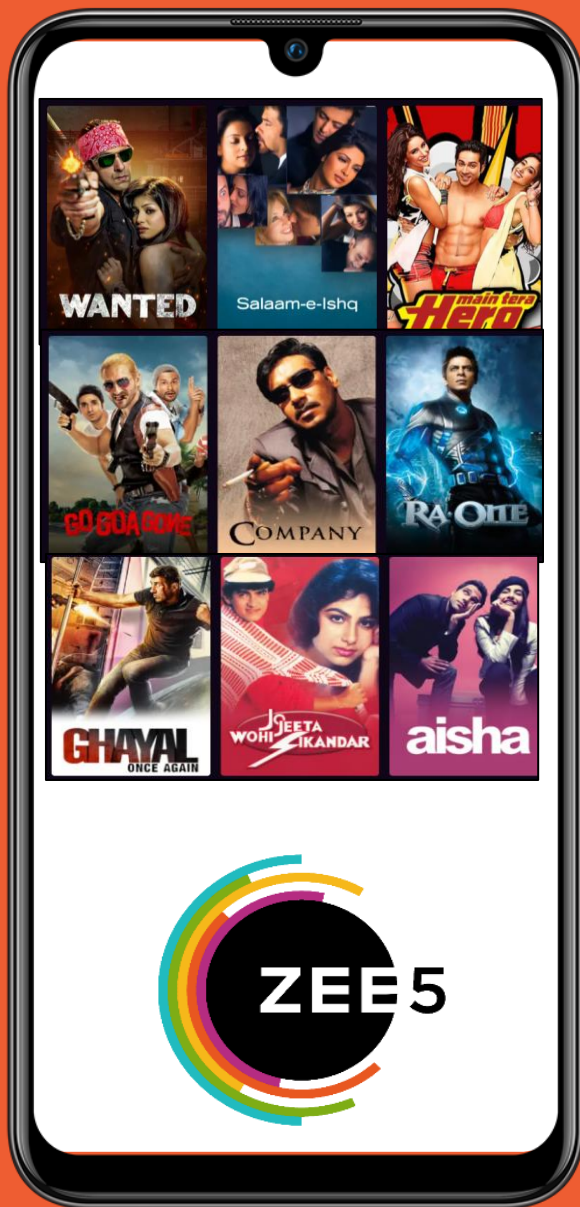
% VIEWERSHIP ACROSS THE DAY



Afternoon During 1 PM -3 PM &
Night Viewing During 9 PM- 11 PM
are two prime Movie viewing time bands

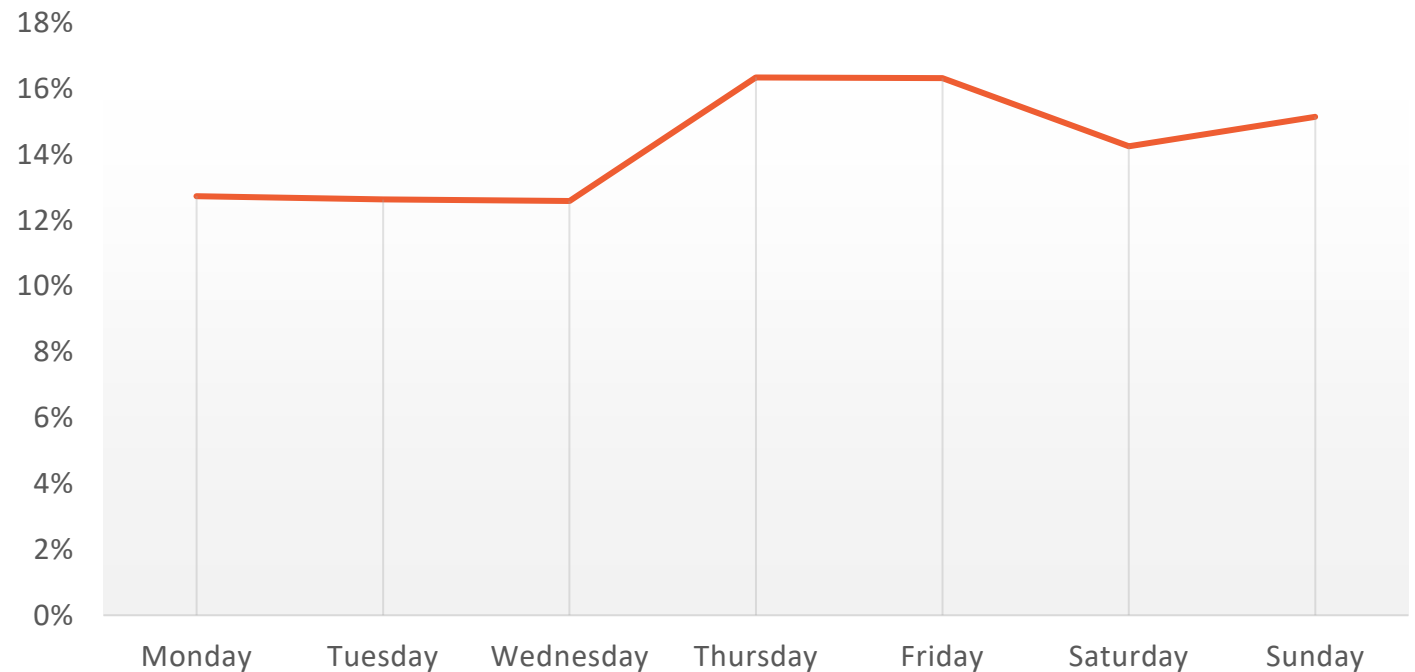
Source: - Internal Data





CONSISTENT VIEWERSHIP ACROSS THE WEEK- **PEAK IN MID-WEEK & WEEKEND**

% MALES MOVIE VIEWERSHIP ACROSS THE WEEK



Consistent Viewership across the Week however higher % of male viewership coming from Weekends

Source: - Internal Data



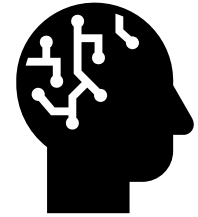
TOP MOVIES GENRES WATCHED BY MALES



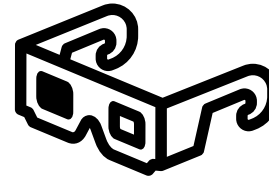
Thriller/Horror



Action



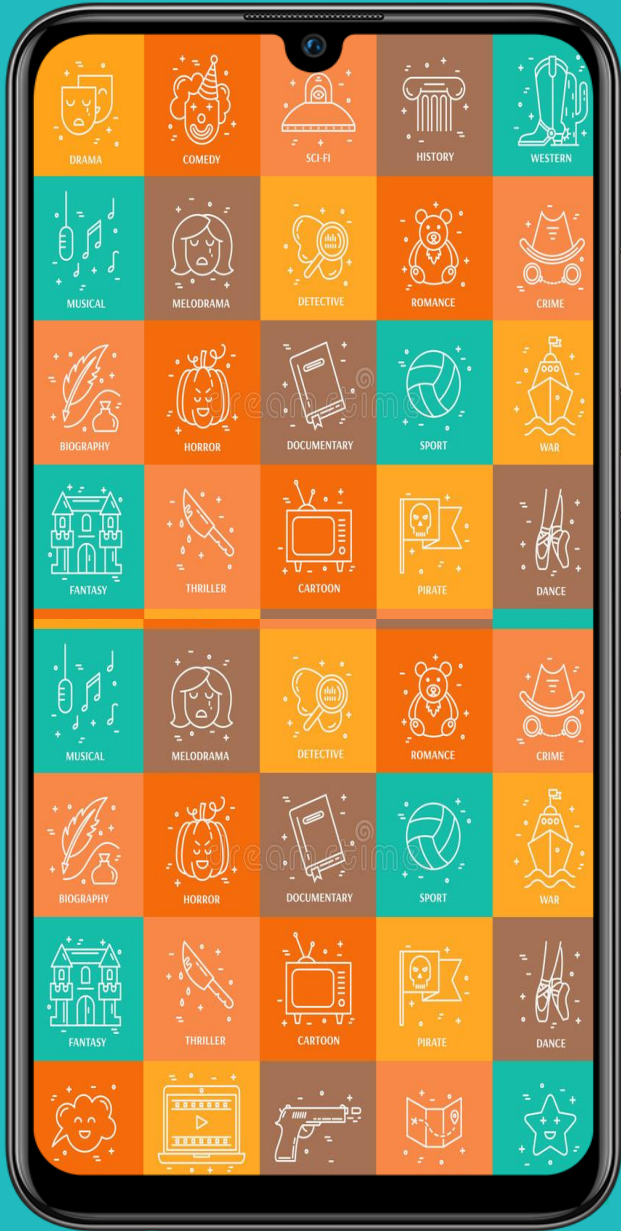
Suspense



Sci-Fi



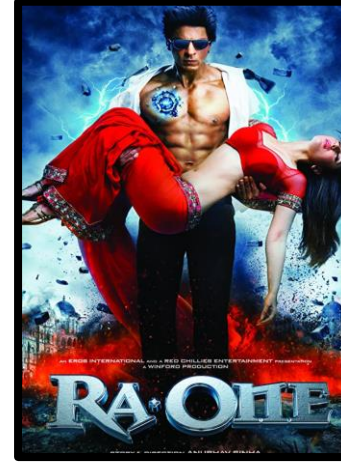
Romance



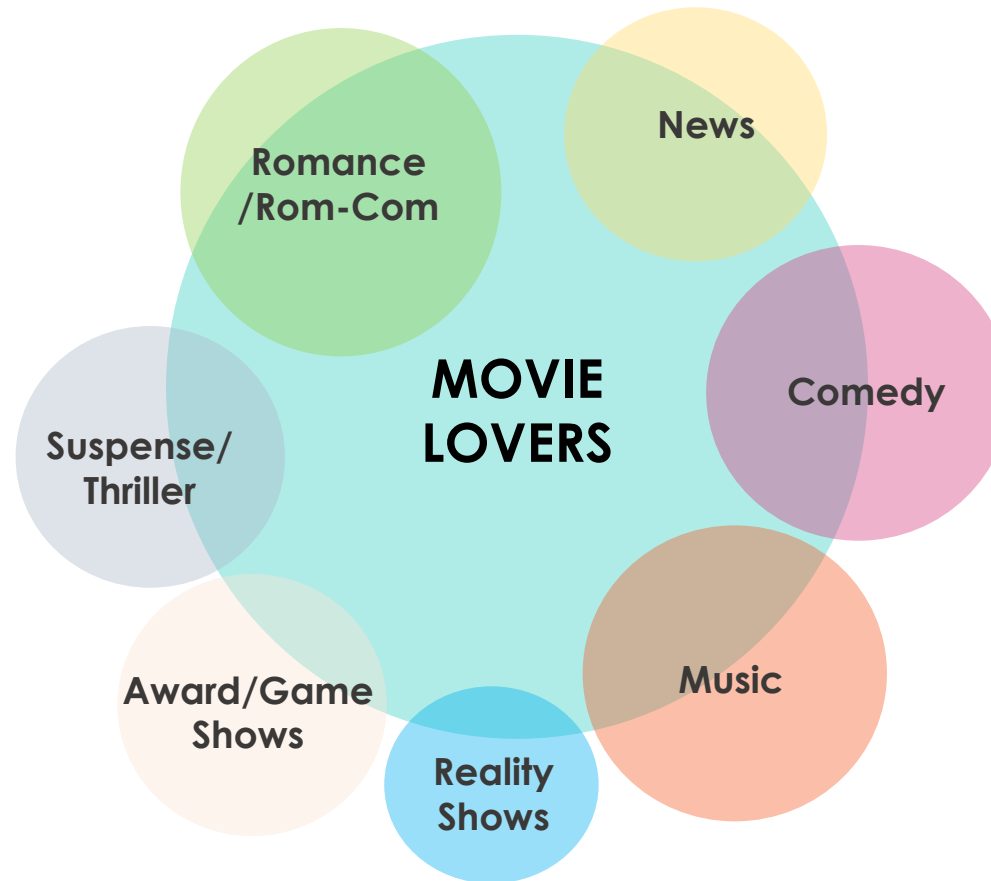
Source: - Internal Data



TOP MOVIES WATCHED AMONGST MALE AUDIENCES



DIFFERENT TASTE CLUSTERS APART FROM MOVIES



Movie Lovers have high affinity for various taste clusters

Genres with highest affinity amongst movie lovers are :
Thriller, News, Comedy, Music

Advertisers can leverage ZEE5 audience base in these taste clusters

Source: TGI



TOP 20 MOVIES PRESENT ON AVOD -HINDI LANGUAGE



TOP MOVIES PRESENT ON AVOD -REGIONAL LANGUAGES

TAMIL



KANNADA



TELUGU



MARATHI



BANGLA



200+ HOURS OF KOREAN DRAMA CONTENT ON AVOD

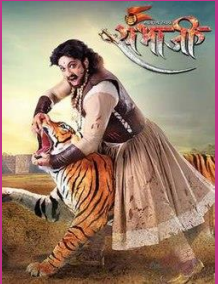


OTHER CONTENT TO REACH OUT TO MALES

FICTION SHOWS



BHABHIJI GHAR PAR HAI (HINDI)



SWARAJYARAKSHA K SAMBHAJI (MARATHI)



TERI MERI IKK JINDRI (HINDI)



YESHU (HINDI)



EK MAHANAYAK - DR B R AMBEDKAR (HINDI)



LAGIRA ZHALA JEE (MARATHI)

REALITY SHOWS



DANCE INDIA DANCE -HINDI



INDIAN PRO MUSIC LEAGUE-HINDI



SA RE GA MA PA -HINDI



DADAGIRI UNLIMITED -BENGALI



ROCKSTAR -TAMIL

IMPACT SHOWS

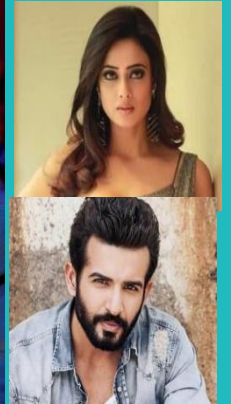


TABLE FOR TWO -S2



STARRY NIGHT -S3



GAME ON



JAZBAA CHAT SHOW

TOP PREFERENCE IN ORDER OF VIEWERSHIP APART FROM MOVIES- FICTION | REALITY | IMPACT | NEWS



THANK YOU





Largest Indian OTT
ENTERTAINMENT
Destination



Contents



Platform

1

2

Consumer & Content

Business Solutions

3

4

Content Offering



Platform



Platform Snapshot

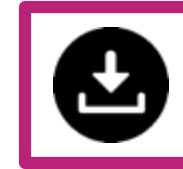
No.1 Indian OTT Platform



100+ MILLION
MONTHLY ACTIVE USERS



1+ BILLION
MONTHLY VIDEO VIEWS



200+ MILLION
APP DOWNLOADS



12 LANGUAGES
REGIONAL POWERHOUSE



2,00,000+
HOURS CONTENT



190+ COUNTRIES
GLOBAL FOOTPRINT



100+
ORIGINALS



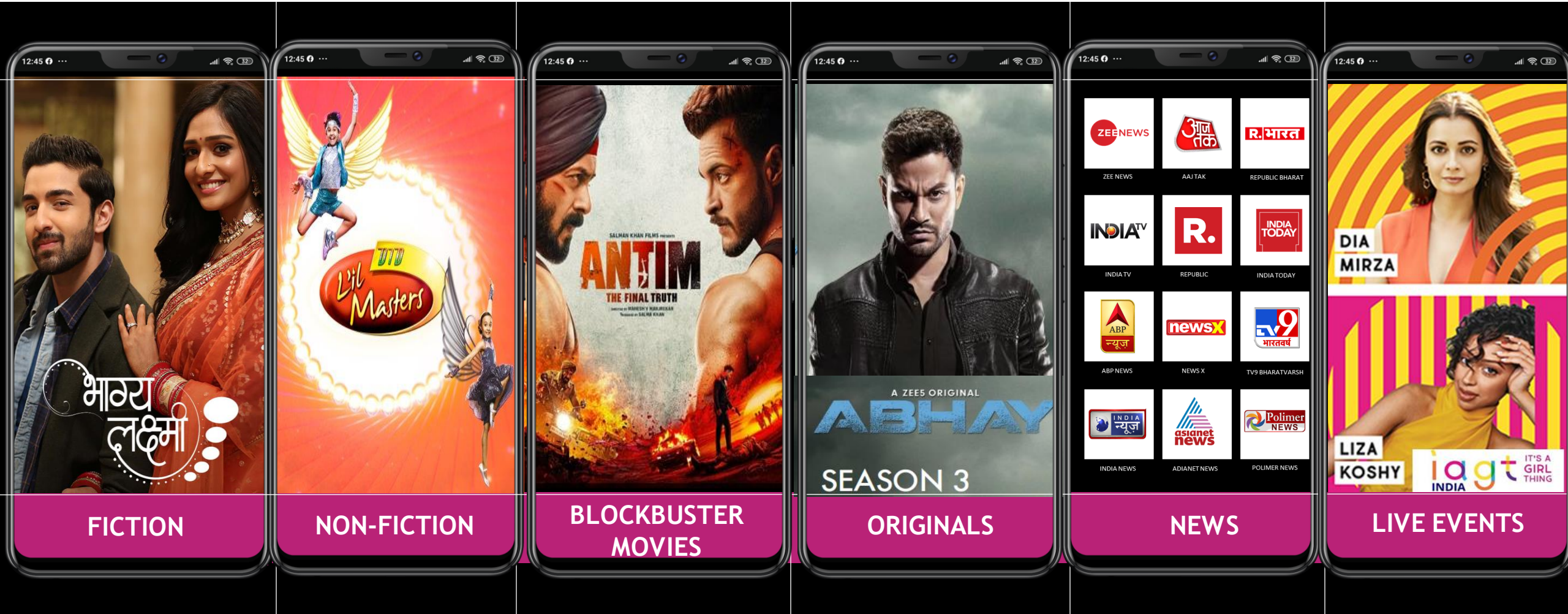
No. 1 NEWS
DESTINATION



7Mn+ CTV
USERS

Inimitable Content Offering

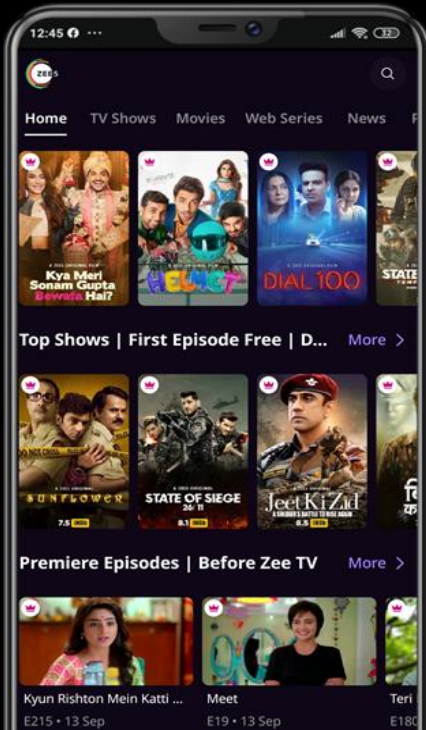
Biggest Content Library with **2,00,000+ HRS**



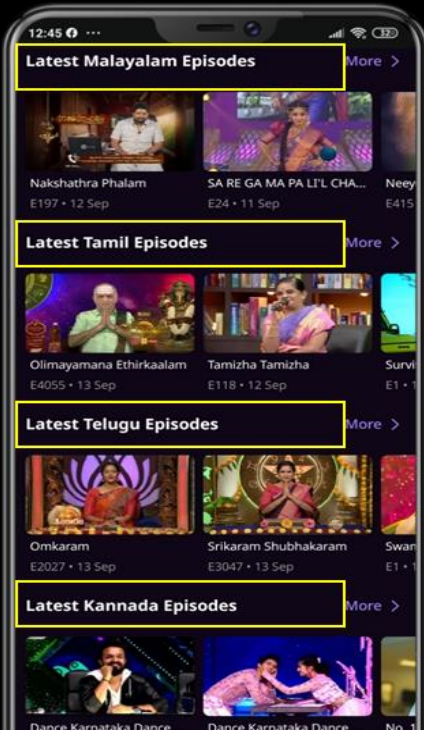
Only OTT Platform With Content In 12 Languages



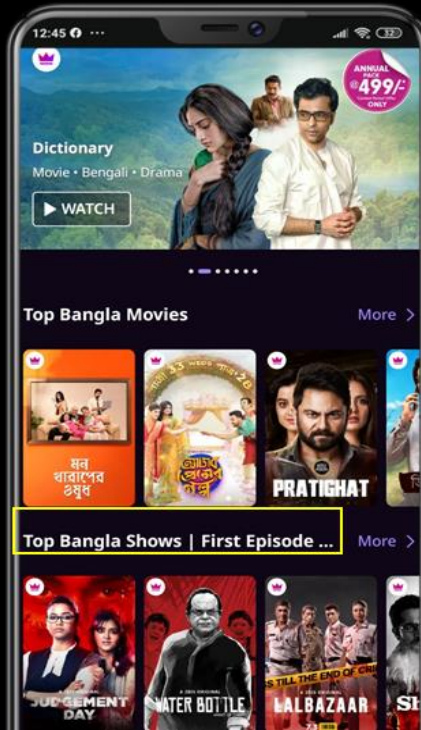
HINDI



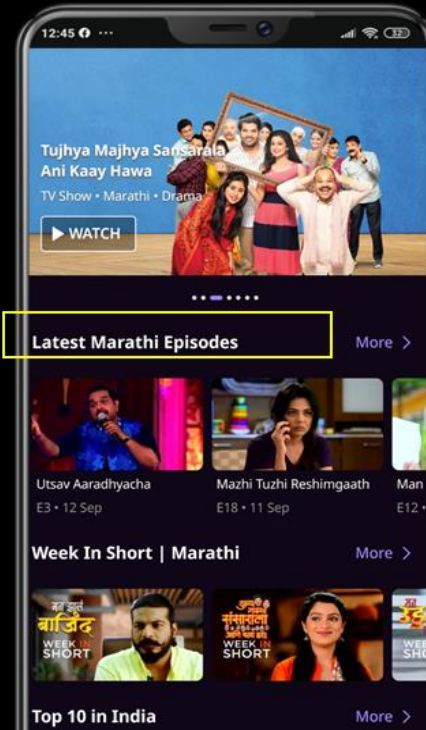
SOUTH LANGUAGES



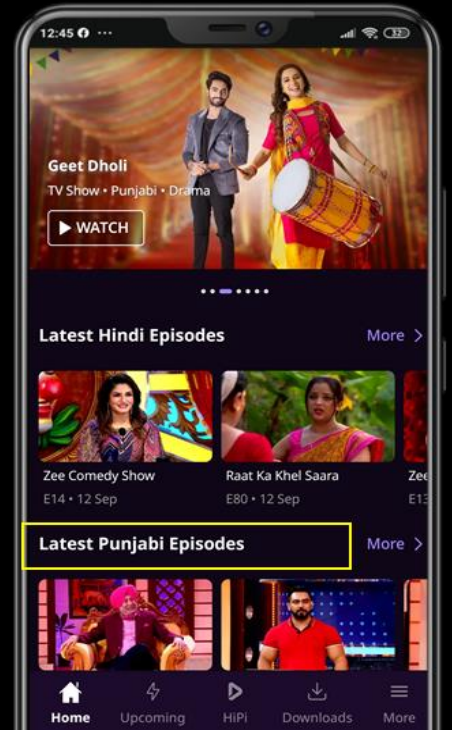
BENGALI



MARATHI



PUNJABI





Consumer
& Content



Reaching To The Highly Engaged Youth & Heavy Spenders



ALMOST 80% ARE YOUNG

Age Split

18-24 years	46% Users
25-34 years	32% Users
35+ years	22% Users

HIGHLY CONNECTED

Connectivity

4G Network	56% Users
Wi-Fi Network	42% Users
2G/3G Network	2% Users

AFFLUENT AUDIENCES

Mobile Handset Price

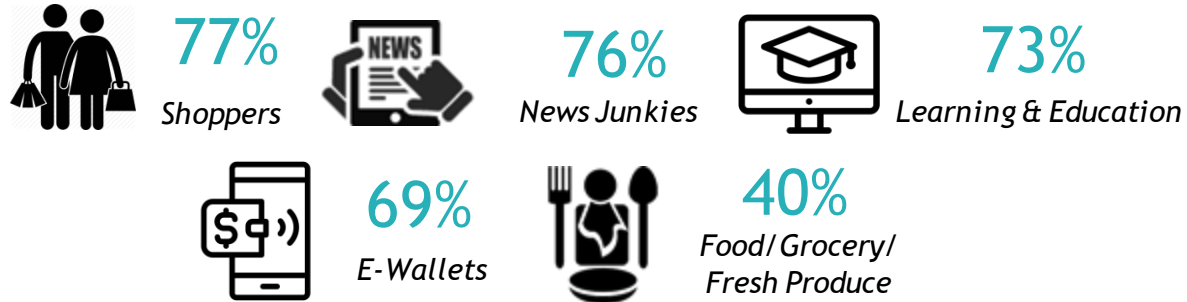
<10k	39% Users
10-25k	40% Users
>25k	21% Users



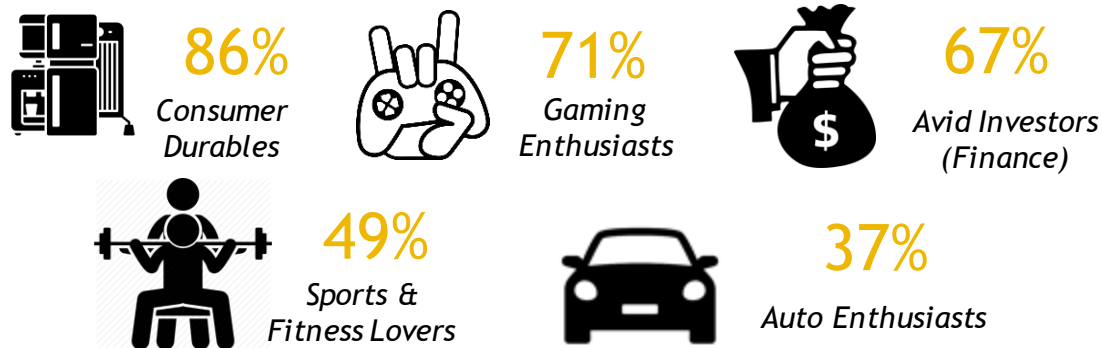
Diverse Interest Makes User Profile Unique & Digital Savvy



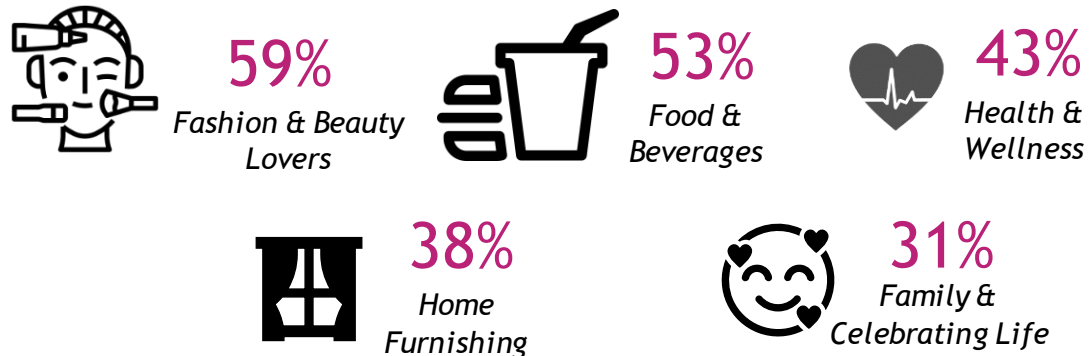
ONLINE USERS



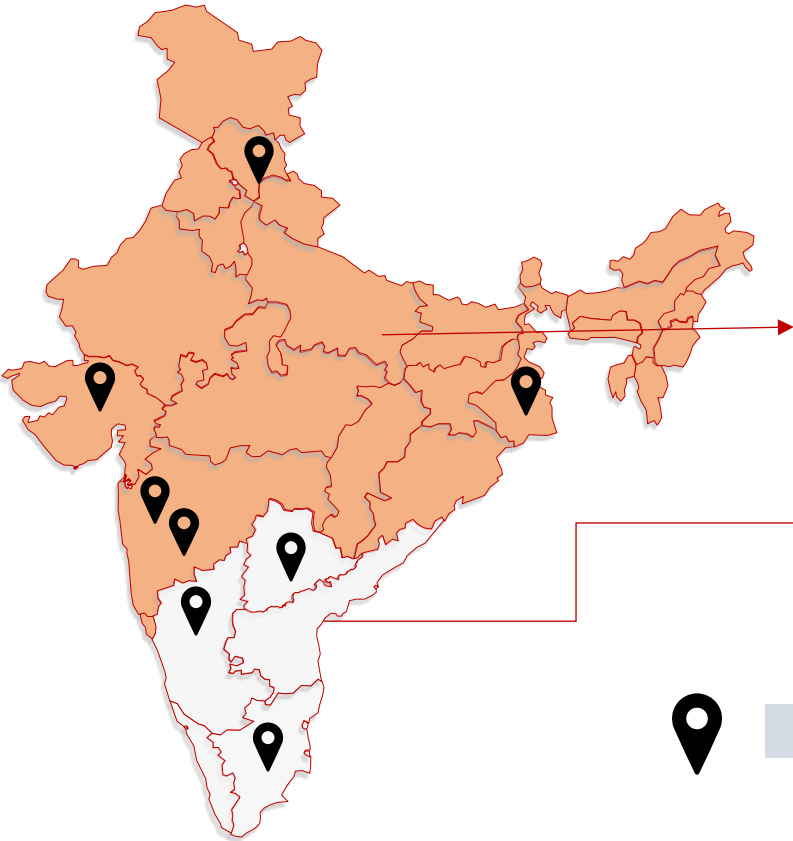
MALE USER



FEMALE USER



Resonating With India & Bharat



USER CONTRIBUTION - REGIONWISE

HINDI 58%

REGIONAL 42%

TOP 8 CITIES 42%



Reaching Premium Audiences Through Connected TV



3X GROWTH
IN VIEWERSHIP



7 MILLION
MONTHLY ACTIVE USERS



176 MILLION
MONTHLY VIDEO VIEWS



3X GROWTH
VIEWERSHIP



15 HOURS
AVERAGE WATCH
TIME/USER/MONTH



No.1 News Destination



LIVE NEWS- DAI ENABLED & MEASURABLE



11 MILLION

MONTHLY ACTIVE VIEWERS



100+

NEWS CHANNELS



1.6X GROWTH

VIEWERSHIP



1/3 USERS

SVOD AUDIENCE



78%

MALE AUDIENCE



Engaging Audiences With Diversified & Multilingualistic Content



HINDI



KUNDALI BHAGYA



SA REGAMAPA

TELUGU



PREMA ENTHA MADURAM



MAY ADWEEPAM

BENGALI



MITHAI



DADAGIRI

TAMIL



SEMBARUTHI



SURVIVOR

MARATHI



YEU KASHI TASHI ME NANDAYLA



DANCING QUEEN

KANNADA



TRINAYANI



SAREGAMA CHAMPIONSHIP

PUNJABI



KHASMA NU KHANI



PUNJABIY AN DI DADAGIRI

MALYALAM



MRS. HITLER



DANCE KERALA DANCE

Exclusive Content Genres Reaching Out To Male Audiences



NEWS



11 MILLION

MONTHLY ACTIVE VIEWERS

100+

NEWS CHANNELS (LIVE/VOD)

MOVIES



5 MILLION

MONTHLY ACTIVE VIEWERS

3500+

MOVIE LIBRARY

2400+

FREE MOVIES

500+

WORLD DIGITAL
PREMIERES

NON-FICTION



9 MILLION

MONTHLY ACTIVE VIEWERS

900+

REALITY/ NON-FICTION SHOWS



1.6X GROWTH

VIEWERSHIP OVER LY



8X GROWTH

VIEWERSHIP OVER LY



1.6X GROWTH

VIEWERSHIP OVER LY



Exclusive Content Genres Reaching Out To Female Audiences



FICTION



28 MILLION

MONTHLY ACTIVE VIEWERS

1500+

FICTION SHOWS

COMEDY



7 MILLION

MONTHLY ACTIVE VIEWERS

200+

COMEDY SHOWS

LIFESTYLE & KIDS



4 MILLION

MONTHLY ACTIVE VIEWERS

4000+

HOURS OF KIDS
CONTENT

250+

MUSIC & LIVE
EVENTS

250+

FOOD &
LIFESTYLE
SHOWS



2X GROWTH

VIEWERSHIP OVER LY



4.2X GROWTH

VIEWERSHIP OVER LY



2.7X GROWTH

VIEWERSHIP OVER LY

ZEE5



Business Solutions



Effective Targeting Based on KPIs



BASIC TARGETING



DEMOGRAPHICS
Age/ Gender



PROXIMITY BASED
Geo/ Location

ADVANCED TARGETING



MEDIA CONSUMPTION
Cord Cutters/ Cord Shavers



CONTENT AFFINITY
Behavior & Interests in App or Web



TECHNOGRAPHICS
Device Price/ Connection Type

INTERESTS BASED TARGETING



SHOPPERS



GAMERS/ GAMING LOVERS



FASHION & BEAUTY LOVERS



FOODIES



HEALTH & FITNESS ENTHUSIASTS

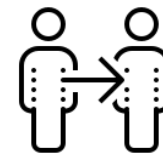


TRAVEL ENTHUSIASTS

CUSTOMIZED TARGETING



CUSTOM SEGMENTS/ AUDIENCE
Reach to the existing audiences by uploading the already created segments for your brand



LOOKALIKE MODELING
Reach new audiences who have similar interests to your TG



RETARGETING
Engage with users who have already interacted with your Ad

Addressing Multiple Client Objectives



PRODUCT LAUNCH

Introducing new product + Increasing TOM Awareness & Recall

EFFECTIVE TARGETING

Reaching Right TG with effective R&F

BRAND BUILDING

Product Awareness & Education, Brand Promotions

MAXIMIZING EFFECTIVENESS

360 Degree Surround Impact Campaign, Interactivity & Engagement

GROWING SALES

Sales Push (Offers, Cashback, Rewards), Product consideration & ROI

PLETHORA OF ZEE5 OFFERINGS



Video Ads
Pre-Rolls/ Mid-Rolls



Long Duration Ads



Bumper Ads
(6 secs)



Roadblock



Campaign Banner



Interest Based Cohorts



Mast Head



Integration



CTV



NEWS

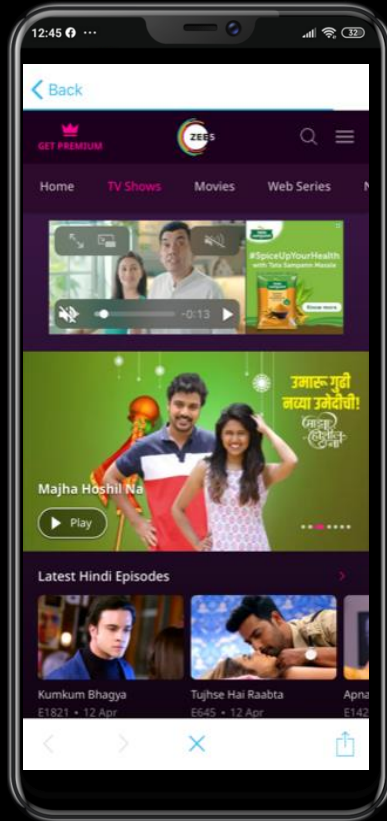


Gamification

Address your brand KPIs through a Variety of Creative Ad Formats

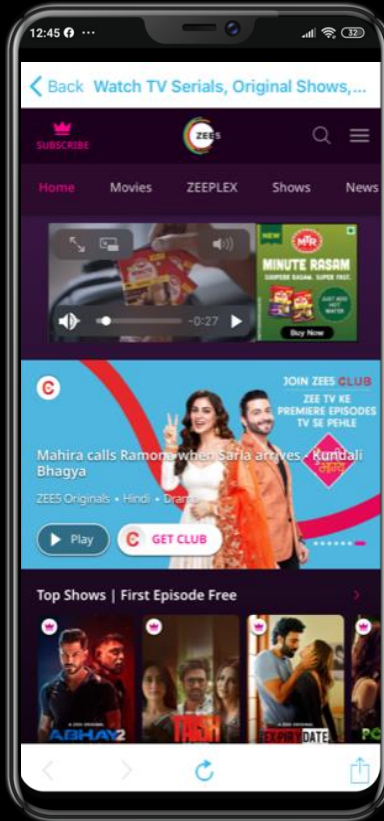


MASTHEAD



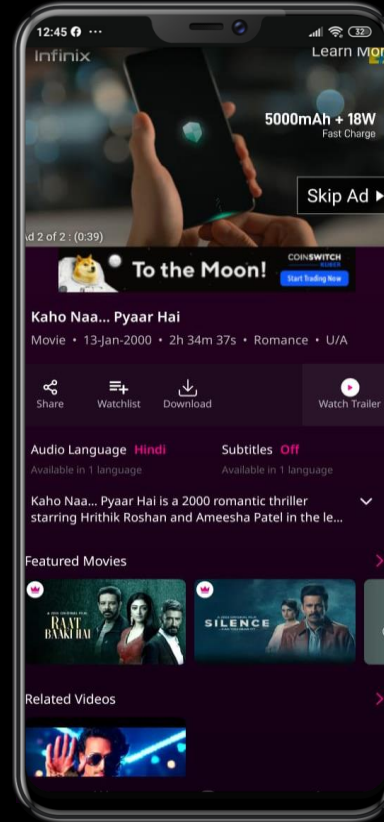
Video Masthead

ROADBLOCK



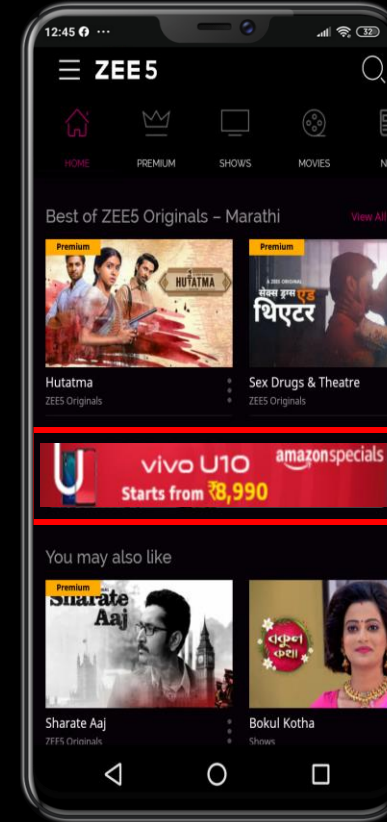
Masthead + Display

VIDEO INVENTORY



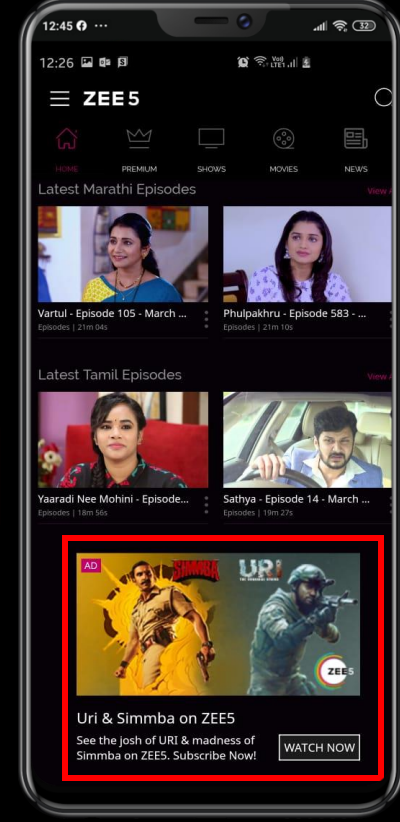
Bumper, Pre-Roll, Mid-Roll

DISPLAY



Display Banner (Homepage)

NATIVE DISPLAY



Building Special Engagement to Break Clutter



Sponsorships &
Integrations

Influencer Marketing

Content - Character -
Brand Mapping

AFP

Branded Content

Co-branded/ Edit
based Vignettes

BTS

Branded Playlist

Live Streaming

Deep Integrations
with Originals

Content Hosting

Gamification

ZEE5

350+ Influencers Across Geographies To Boost Your Brand



INFLUENCER LED CONTENT PIECES

POSTS

LIVE SESSIONS

VIGNETTES

AFPs



11Mn



SHRADDHA ARYA



8.2Mn



KANIKA MANN



5.1Mn



SRITI JHA



5.4Mn



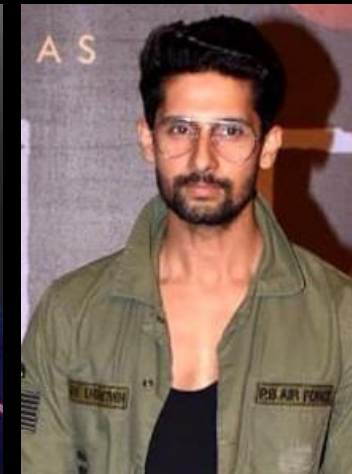
DHEERAJ DHOOPAR



2.4Mn



SHABBIR AHLUWALIA



5.3Mn



RAVI DUBEY



13.5Mn



NIA SHARMA

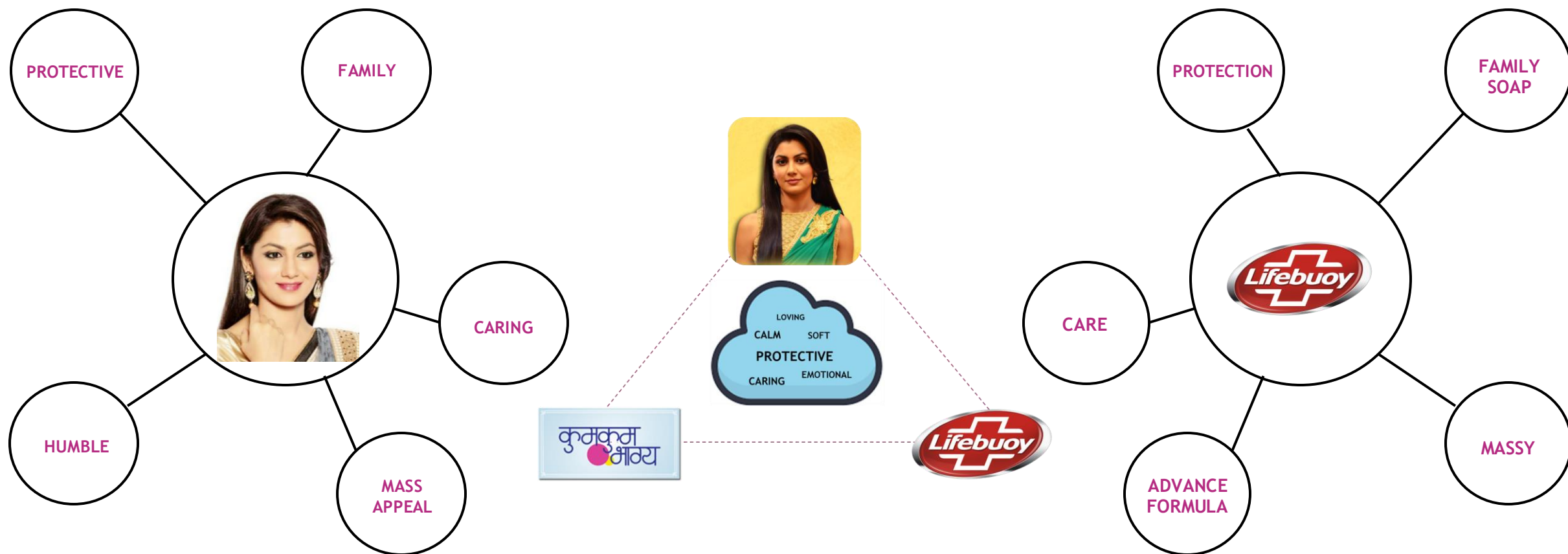
Influencer Marketing - Creative Rendition



Brand : Amazon



Content - Character - Brand Mapping





Leveraging Impact Properties

- Align your brand with relatable content
- Reach out to right TG & right Market, driving long term brand health & awareness
- Drive campaign effectiveness through sponsorships on ZEE5 IPs & Shows





Branded Content

An emotional connection through storytelling,
Greater loyalty, more authenticity within your
core audiences through large/ small content
formats.



Occasion Based Engagement

Brand : Colgate



Through the collaboration, Colgate leveraged ZEE5's wide reach & astute user segmentation to create a campaign that salutes the selfless spirit of teachers.

We celebrated the unrelenting spirit of 76-year-old Sujit Chattopadhyay under Colgate's '*Smile Karo Shuru Ho Jao*' campaign & was conveyed on Teacher's day



Live Streaming & Content Hosting

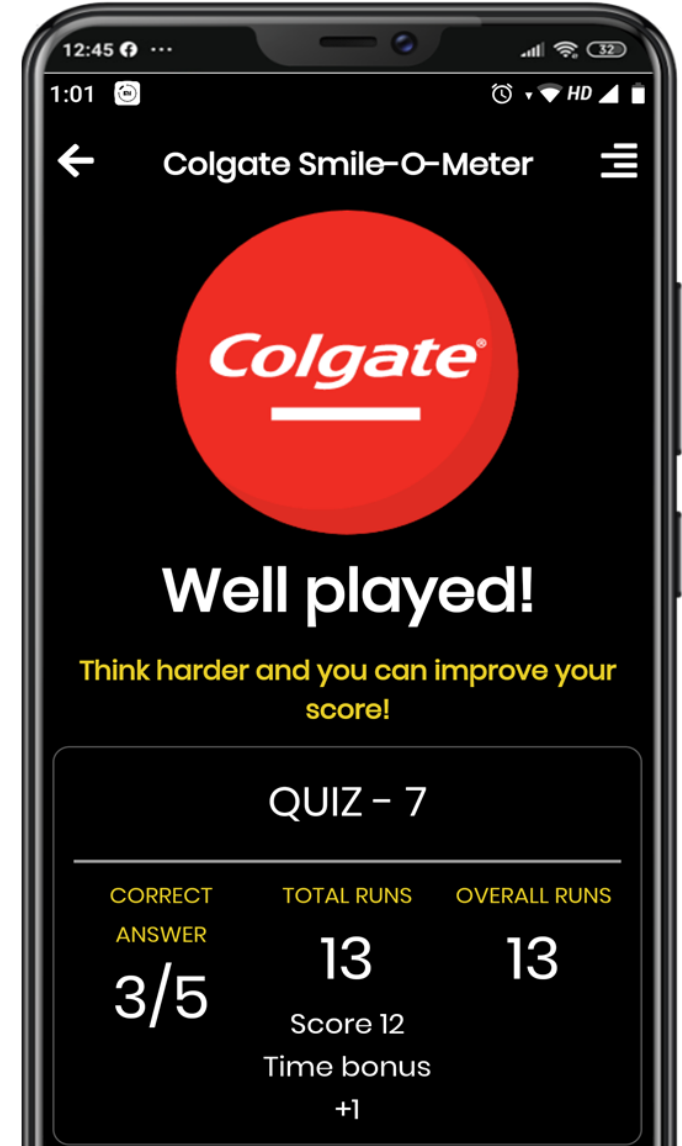
Connect with your audience **REAL TIME**

The screenshot shows the ZEE5 website with a dark navigation bar containing links for PREMIUM, SHOWS, MOVIES, TV GUIDE, LOGIN, and REGISTER. Below the navigation bar, a large banner for the 'Vivo Launch - LIVE Streaming' event is displayed. The banner features a play button icon, an image of the Vivo Z1 Pro smartphone, and the text 'THE FULLY LOADED VIVO Z1 PRO IS FINALLY HERE!'. Below this, the specifications 'Snapdragon 712AIE, 5000mAh Battery, 18W Fast Charging and 32MP In-Display Camera' are listed, followed by a link to 'Click here to catch the product unveiling LIVE !!'. The ZEE5 logo is visible in the bottom left corner.

The graphic features three chefs against a vibrant orange background with floating food items. The chefs are identified as 'chef vicky ratnani', 'chef harpal singh', and 'chef ajay chopra'. At the bottom, the 'fortune MASTERCLASS' logo is displayed, consisting of a chef's hat icon and the text 'fortune MASTERCLASS'.

Gamification

Innovative & Interactive experiences ensuring higher engagement for brands



Compliant with Tech enabled 3rd Party Tracking Partners



Domain Expertise

Brand Lift Studies (BLS) for Decisive Actions



100+

BLS conducted across categories

❖ FMCG

❖ Consumer Goods

❖ Automobile

❖ Payments

❖ Publishing

- *Hair Color brand*
- *Hair oil brand*
- *Premium Shampoo brand*
- *Conditioner brand*
- *Liquid detergent brand*
- *and more...*

Research Partners

Partnered with the best in the business



Nepa

Parameters

Results

Duration (20-25 secs)

1.7X Higher Uplift on consideration

Frequency 3+

1.4X Better brand consideration

Campaigns Duration 3-4 weeks

3.5X Jump on Awareness

Presence of Influencers

1.2X Higher Brand Recall



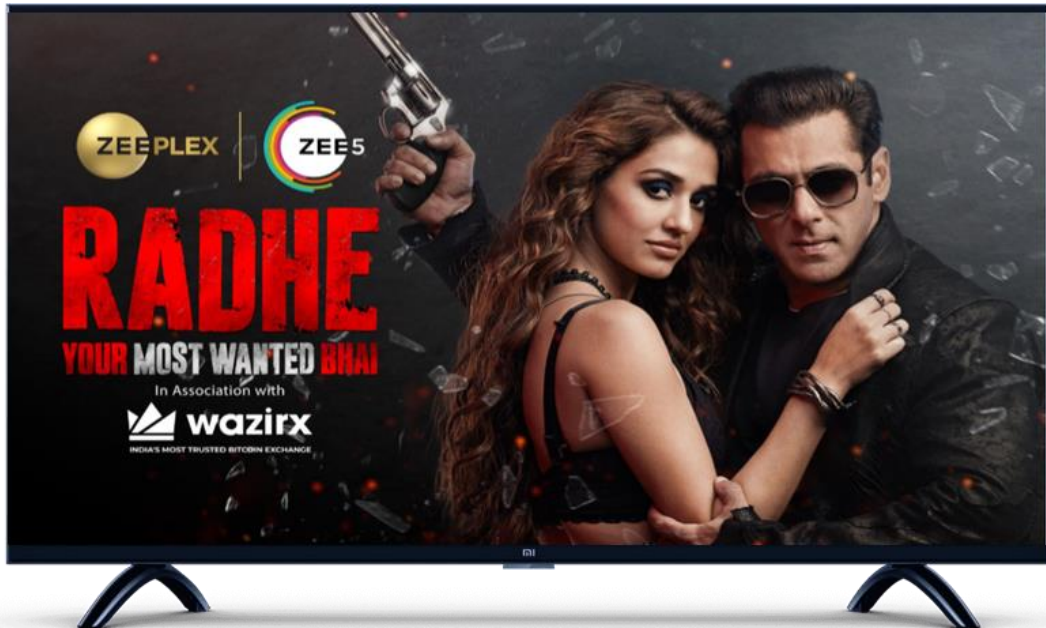


Case Studies



CAMPAIGN IMPACT

Significant Uplift Of **36PP**
In Consideration



Targeting

- Males 26-45 years

Markets

- Ahmedabad,
Bengaluru,
Chennai, Delhi,
Hyderabad,
Kolkata, Mumbai,
Pune



PROBLEM STATEMENT

WazirX was looking for a campaign that could provide High Visibility and an opportunity to reach out to premium audiences

SOLUTION

ZEE5 provided WazirX a perfect platform to get associated with the biggest release of the year, Radhe & ride on the marketing euphoria associated with its release

SPONSORSHIP | ILU PRESENCE | VIDEO INVENTORY
MASTHEAD | BANNERS

CAMPAIGN IMPACT

26% Uplift in Message Association

13% Rise in Consideration

9% Increase In Brand Awareness



Targeting: Females 18-40 years | Markets: New Delhi, Bangalore, Patna, Ludhiana, Mumbai



PROBLEM STATEMENT

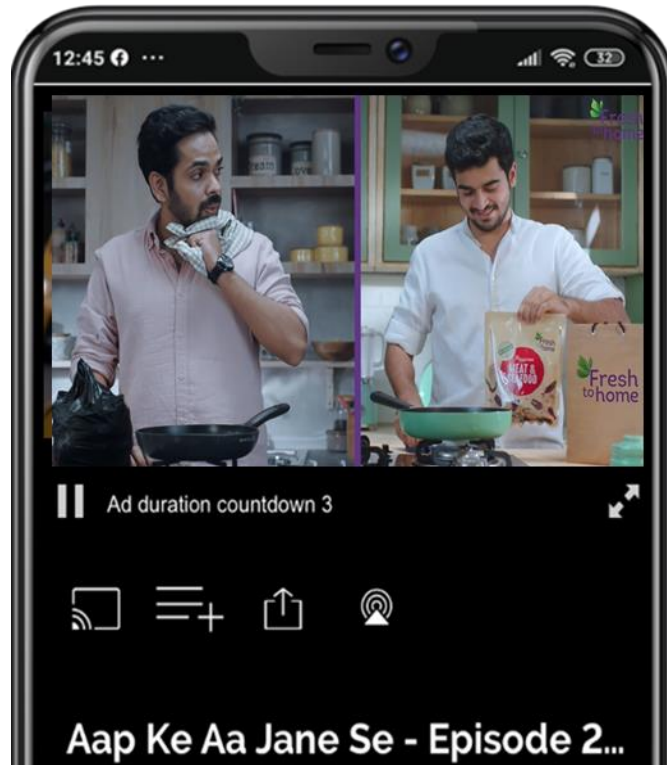
Maybelline Colossal Mascara wanted to create brand awareness & evaluate the impact of its communication message of 'Instant Big Lashes' amongst its target audience

SOLUTION

ZEE5 helped Maybelline reach out to its relevant audience which is Unique Female base with its targeting capabilities & customized to identified cohorts having high affinity towards Fashion & Beauty, Luxury Fashion Shopping, Cosmetic Lovers, High End Phones & Online shoppers

CAMPAIGN IMPACT

66% Of Users Increased
Their Purchase Intent



Targeting

- Male/Females 25-44 years



PROBLEM STATEMENT

Fresh2Home - a new brand in the Online purchase & Fresh produce category wanted to establish itself amongst the key competitors, create brand awareness amongst its core relevant TG & boost frequency of online purchase of fresh produce

SOLUTION

ZEE5 having almost 80% of its audience who have increased online purchases since Lockdown was a perfect platform of choice for Fresh2Home. ZEE5 helped the brand reach out to these digital native users, online shoppers, open to trying in future, premium & quality audiences



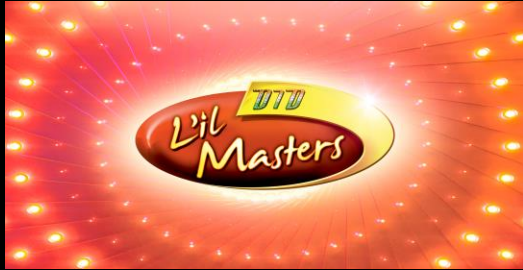
Content Line Up



Hindi Content Line-up - AMJ'22



AVOD



DID L'IL MASTERS
NON-FICTION | 12th MAR '22



STREETSTYLE
NON-FICTION | MAR '22



ZEE5 SPARK
BRAND CAMPAIGN | MAR '22



ZEE5 YAADEIN
BRAND CAMPAIGN | MAR '22



PAPAD, PICKLES & PYAALA
NON-FICTION | Mar'22



CHEF VS. FRIDGE S2
NON-FICTION | MAR '22



SHONAR BENGAL
NON-FICTION | MAR '22



SUPERMOON Ft. KALAMKAAR
EVENT | Mar'22



Hindi Content Line-up - AMJ'22



SVOD



Sutliyan

SUTLIYAN
ORIGINAL SERIES | Mar'22



BLOODY BROTHERS
ORIGINAL SERIES | Mar'22



Mrs. & Mr. SHAMEEM
ACQUIRED SERIES | Mar'22



The AAM AADMI FAMILY S4
ACQUIRED SERIES | Mar'22



ABHAY S3
ORIGINAL SERIES | Apr'22



NEVER KISS YOUR BEST FRIEND S2
ORIGINAL SERIES | Apr'22



RANGBAAZ S3
ORIGINAL SERIES | Apr'22



FLOWER OF EVIL
ORIGINAL SERIES | May'22



Period: Mar '22 – June'22

Regional Content Line-up - AMJ'22



AVOD



ZEE GAURAV PURASHKAR AWARDS
EVENT (Marathi) | Mar'22



KITCHEN KALAKAAR (S2)
NON-FICTION (Marathi) | Mar'22



BAND BAJA VARAAT
NON-FICTION (Marathi) | Mar'22



ZEE BANGLA SONAR SONGSAR AWARDS
EVENT (Bengali) | Mar'22



DANCE KARNATAKA DANCE
NON-FICTION (Kannada) | Apr'22



DRAMA JUNIORS S4
NON-FICTION (Kannada) | Mar'22



COMEDY KILADIGALU (S4)
NON-FICTION (Kannada) | Mar'22



BHARJARI BACHELORS
NON-FICTION (Kannada) | Mar'22

Regional Content Line-up - AMJ'22



AVOD



DANCE KERALA DANCE S2
NON-FICTION (Malayalam) | Apr'22



SAREGAMAPA
NON-FICTION (Tamil) | Apr'22



JOKER POKER
NON-FICTION (Tamil) | Apr'22



SUPER FAMILY
NON-FICTION (Telugu) | May'22



ZEE PUNJABI ANTAKSHARI (S2)
NON-FICTION (Kannada) | Apr'22



SUPER STAR NUH (S2)
NON-FICTION (Punjabi) | Apr'22



Thank You !

