

# 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.



# A DEEP DIVE INTO THE DIGITAL PORTFOLIO



## KEY DISTINCTIONS OF INDIADOTCOM DIGITAL PRIVATE LIMITED

India's largest infotainment network from the legacy of Zee media group.

Over **Two Decades** of Lineage

A multi-platform destination for news, financial data and infotainment for the evolved digital news consumer.

**Largest Digital Networks -**  
Reaching over 2.3 billion users.

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

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

## NUMBERS THAT DETERMINE OUR STRENGTH



**12** LANGUAGES



**50+** DIGITAL PROPERTIES



**2.3** Billion Users Captured Across sites

# NEW-AGE DIGITAL REACH

2.3

Billion+  
UNIQUE USERS

6.5

BILLION+  
PAGE VIEWS

332.3

MILLION+  
FOLLOWERS ON SOCIAL

**Z**NEWS

**Zee News**

Hindi & English  
Users\* 47.9 Mn  
Page views\*\* 1392.1 Mn

**WION**  
WORLD IS ONE

**WION**

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

**Z**BUSINESS

**Zee Business**

Hindi & English  
Users\* 9.7 Mn  
Page views\*\* 577.6 Mn

**Z**BHARAT

**Zee Bharat**

Hindi  
Users\* 2.9 Mn  
Page views\*\* 56.9 Mn

**Salaam**TV

**Salaam TV**

Urdu  
Users\* 1.6 Mn  
Page views\*\* 34.3 Mn

**২৪ ঘণ্টা**

**Zee 24 Ghanta**

Bengali  
Users\* 2.7 Mn  
Page views\*\* 162 Mn

**राजस्थान**

**Zee Rajasthan**

Hindi  
Users\* 5.1 Mn  
Page views\*\* 90.6 Mn

**बिहार झारखंड**

**Zee Bihar-Jharkhand**

Hindi  
Users\* 1.5 Mn  
Page views\*\* 29.2 Mn

**२४ तास**

**Zee 24 Taas**

Marathi  
Users\* 6.1Mn  
Page views\*\* 364.1 Mn

**मध्य प्रदेश छत्तीसगढ़**

**Zee Madhya Pradesh-  
Chhattisgarh**

Hindi  
Users\* 1.6 Mn  
Page views\*\* 29.6 Mn

**DELHI NCR हरियाणा**

**Zee Delhi-NCR-Haryana**

Hindi  
Users\* 1 Mn  
Page views\*\* 21.1 Mn

**२४ કલાક**

**Zee 24 Kalak**

Gujarati  
Users\* 2.6 Mn  
Page views\*\* 155.1 Mn

**उत्तर प्रदेश उत्तराखंड**

**Zee Uttar Pradesh-  
Uttarakhand**

Users\* 4.4 Mn  
Page views\*\* 90.7 Mn

**ਪੰਜਾਬ ਹਰਿਆਣਾ  
ਹਿमाचल**

**Zee Punjab-Haryana-Himachal**

Punjabi & Hindi  
Users\* 0.3 Mn  
Page views\*\* 4.8 Mn

**J&K LADAKH**

**Zee J&K Ladakh**

Hindi  
Users\* 0.01 Mn  
Page views\*\* 0.06 Mn

**ಕನ್ನಡ NEWS**

**Zee Kannada News**

Kannada  
Users\* 5.6 Mn  
Page views\*\* 468.8 Mn

**తెలుగు NEWS**

**Zee Telugu News**

Telugu  
Users\* 2.4 Mn  
Page views\*\* 99.5 Mn

**தமிழ் NEWS**

**Zee Tamil News**

Tamil  
Users\* 4.1 Mn  
Page views\*\* 257.2 Mn

**മലയാളം NEWS**

**Zee Malayalam News**

Malayalam  
Users\* 0.5 Mn  
Page views\*\* 36.6 Mn

**ଓଡ଼ିଶା NEWS**

**Zee Odisha News**

Odia  
Users\* 1.1 Mn  
Page views\*\* 48.4 Mn

**india.com**

**India.com**

English & Hindi  
Users\* 34.7 Mn  
Page views\*\* 1106.4 Mn

**BollywoodLife.com**

**Bollywood Life**

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

**MYLORD**  
LAW SIMPLIFIED

**My Lord**

Page views\*\* 0.8 Mn

**CRICKET COUNTRY**

**Cricket Country**

English & Hindi  
Users\* 0.5 Mn  
Page views\*\* 29.7 Mn

**TECHLUSIVE**

**Techlusive**

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

**travel**  
india.com

**Travel.India.com**

Users\* 2.2 Mn  
Page views\*\* 37.8 Mn

**HealthSite.com**

**The Health Site**

English & Hindi  
Users\* 11.1 Mn  
Page views\*\* 343.7 Mn

**PETU**

**Petuz India.com**

Users\* 0.6 Mn  
Page views\*\* 8.8 Mn



# NEWS & CONTENT AT FINGERTIPS – SMARTPHONE APPLICATIONS

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**14 Mobile apps**  
**12 Indian Languages**

**2.28 million+ installs**  
**9 million+ users**



# KEY CONTENT IPs THAT CONNECT WITH AUDIENCES ACROSS OUR DIGITAL PLATFORMS



## Z NEWS

A sharp, in-depth political analysis show that breaks down the biggest national developments with clarity and perspective



TECHLUSIVE

A dynamic, youth-centric news and infotainment platform that blends sharp storytelling, fast updates, and engaging formats for the digital-first audience



## Z NEWS

A deep-dive news analysis show that decodes major events with clear insights, factual clarity, and a sharp editorial lens



WION

A powerful explainer series that unpacks global issues with depth, clarity, and compelling storytelling

## Z BUSINESS

A thought-leadership show where top industry leaders share strategic insights, business wisdom, and the principles driving their success



# KEY CONTENT IPs THAT CONNECT WITH AUDIENCES ACROSS OUR DIGITAL PLATFORMS



- ▶ Crisp, conversational segment that simplifies big news stories through sharp insights and engaging dialogue



india.com

- ▶ Sharp, witty political segment that delivers hard-hitting takes on the biggest issues of the day.



THE HealthSite

- ▶ A transformational wellness show that guides viewers through practical fitness tips, healthy habits, and inspiring journeys toward better living



BollywoodLife.com

- ▶ A lively entertainment show that dives into celeb stories, industry buzz, and trending pop culture with fun, flair, and sharp commentary.



india.com

- ▶ A sharp political spotlight show that profiles leaders, their agendas, and the stories shaping India's power corridors.



N For Neta Ji



# KEY EVENT IPs :



**Women Achiever Awards**



**The Healthsite summit & Awards**



**Edufuture Excellence Awards**



**Zee Auto Awards**



**WION Mission Sustainability**



**WION- Voltage**



**THS: Health Awards**



**Bollywoodlife Awards**



**Zee Business- MSME SUMMIT**

# PRESENCE ON CONNECTED TV: TAPPING ON AUDIENCES SHIFTING FROM LINEAR TO DIGITAL

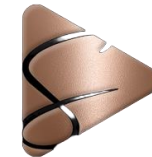
LG Smart TV

xiaomi  
**TV+**

CLOUD TV

 JioTV

Roku TV



SWIFT TV  
Free Streaming

SAMSUNG  
 SMART TV



# NEW INITIATIVES:



**Zeefluence:** Amplify Zee Media's reach through influencer collaborations to effectively target the brand's audience.



**Zee Astro** - Leverage the 15-20 Mn Astro users/Qtr to provide Astro services along with content & insights.



**Podcasts** -Launch network-level podcast IPs leveraging our news anchors to create original content and reach new audiences.



**Gaming** -Engage younger audiences with a Gaming IP featuring live play, interviews, reviews, and gamer tie-ups.



**Affiliate** -Partner with top e-commerce platforms to drive affiliate retail revenue.



PINEWZ

201301

Noida, Gautam Budh Nagar, Uttar



Select Language

Log In



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 गूगल ट्र...



आतंकी उमर का  
D...



दर्दनाक सड़क ह...



भीषण आग  
हादसा



इकं



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



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Share



Report

# 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.



# 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.



switch



Switch

@ZeeSwitch · 8.77M subscribers · 95K videos

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

[facebook.com/ZEEswitch](https://facebook.com/ZEEswitch) and 1 more link

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Latest

Popular

Oldest



ROAST | Delhi Capitals kitne Players ko karegi release? | IPL 2026 Retention | DC |...

25K views · 11 hours ago



MRIDUL EVICTED: BIGG BOSS 19 IS SCRIPTED? #mridultiwari

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

# BRANDING OPPORTUNITIES



Live Video Ad Placement – Live Spots (As per TV)



Lband's – Live News (As Per TV)



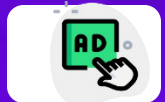
Video Hosting – YouTube, Facebook, Instagram



Paid / Sponsored Branded Articles



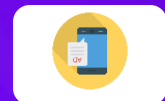
Paid / Sponsored Video interviews



Sponsorship Opportunities on Prime Time Shows



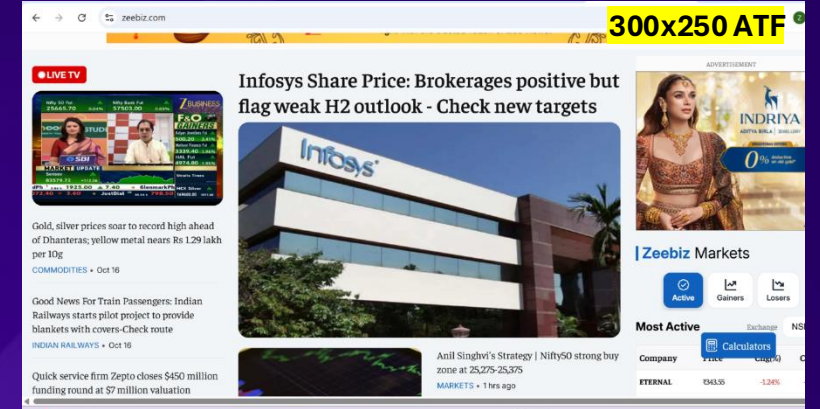
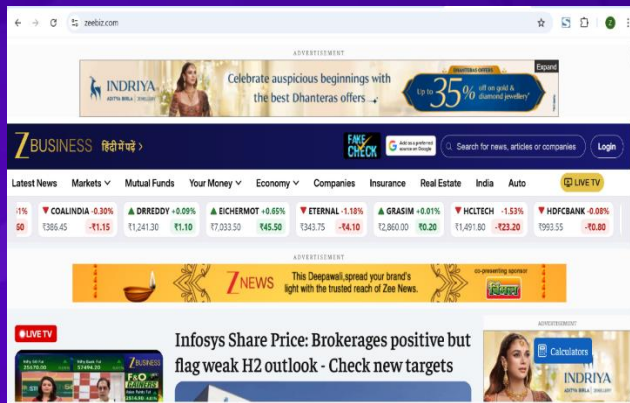
Connected TV Ads – Impressions Based (Pre Roll/Mid Roll)



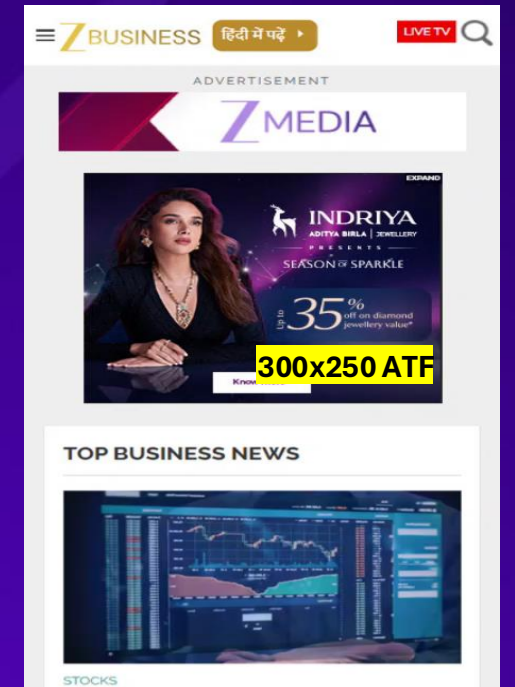
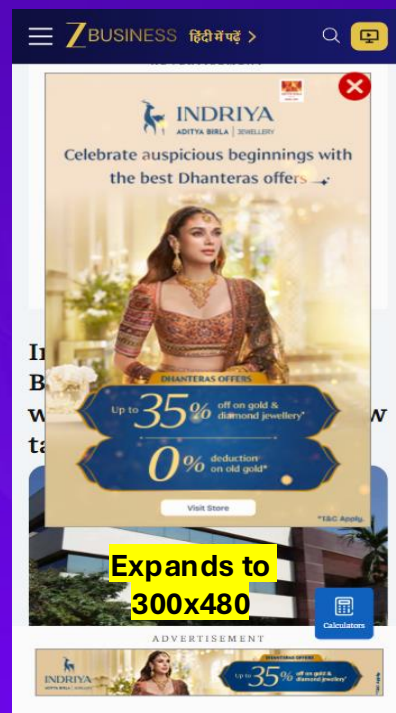
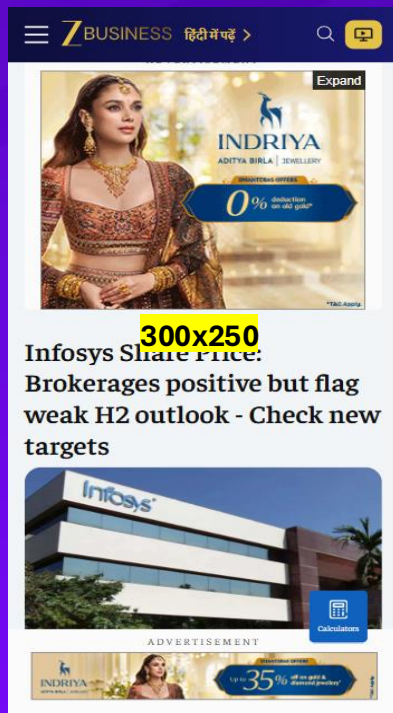
Mobile Ads – Impressions Based (Pre Roll/Mid Roll)



# INVENTORY PLACEMENTS ACROSS WEBSITES



970x90 expands to 1349x657 and 300x 250





# CUSTOMISED VIDEO SOLUTIONS





# BRANDING OPPORTUNITY ON SHORTS/REEL FORMAT

Branding ads Middle & Upper short video



Fixed & Stitch Ad in short video

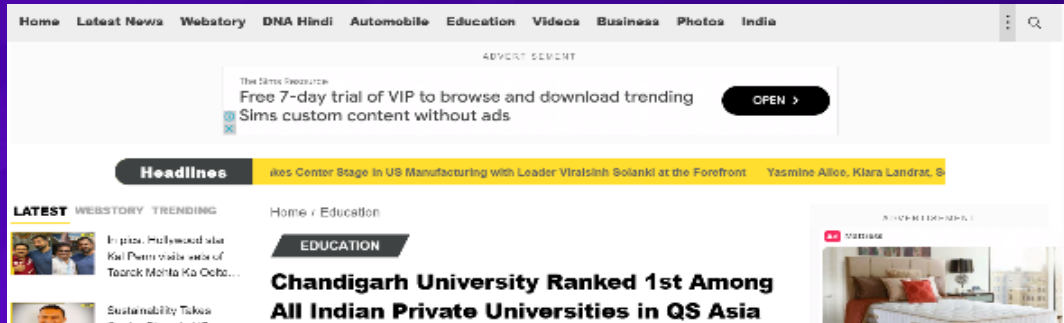


Branding ads - Upper & Bottom



# BRANDING OPPORTUNITY: PR Articles, Business Profiling, Podcast Series

t  
Branded PR Articles



Reference Link :-

Chandigarh University Ranked 1st Among All Indian Private Universities in QS Asia University Rankings 2025

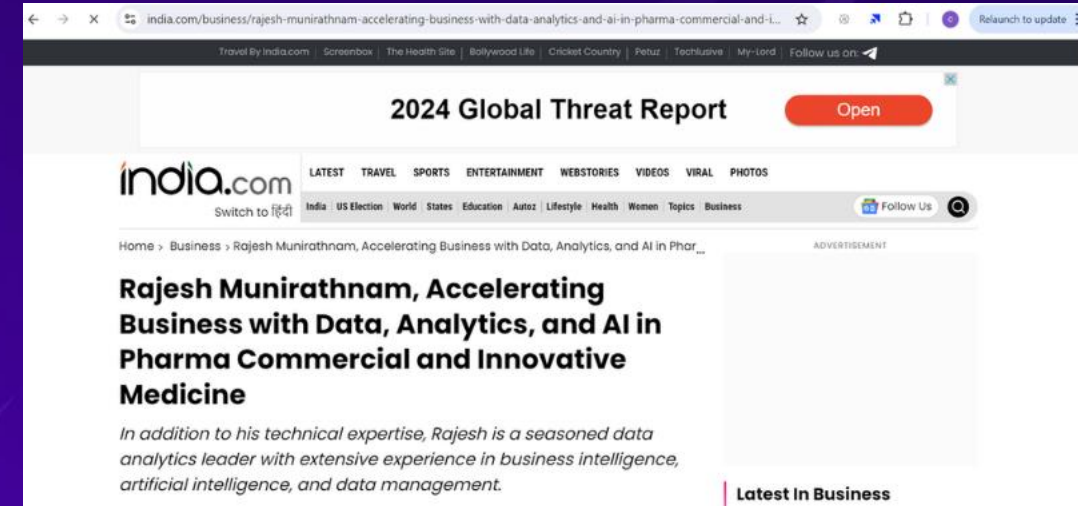
Branded Podcast Series



Reference Link :-

<https://youtu.be/WBO0iVGt6Hg>

Business Profiling / Interview



<https://www.india.com/business/rajesh-munirathnam-accelerating-business-with-data-analytics-and-ai-in-pharma-commercial-and-innovative-medicine-7370641/>



# BRANDING OPPORTUNITY: LIVE TV + CONNECTED TV

20K–50K+ Concurrent Reach through L Bands  
on 16+ Live Feeds on YT





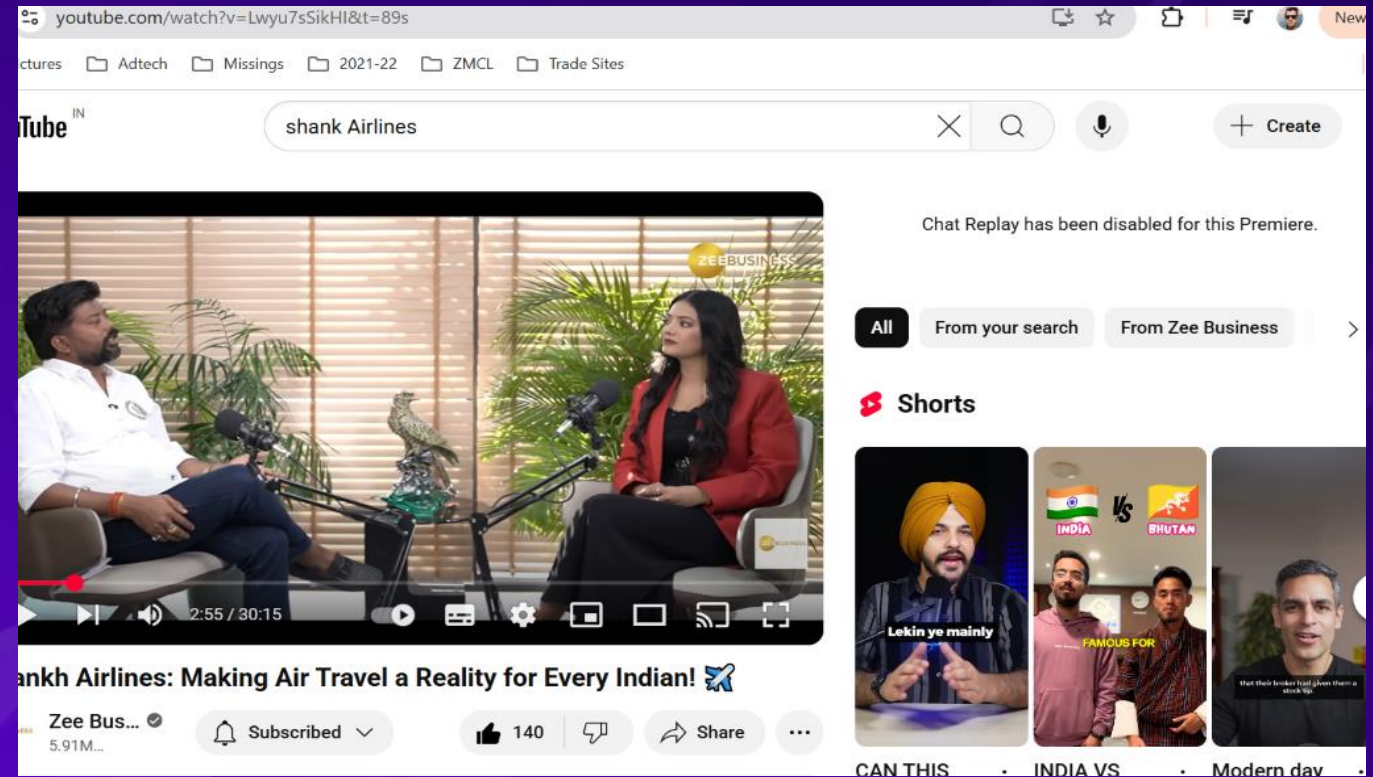
# BRANDING OPPORTUNITY: New Podcast series 'Tell Your Story'



# BRANDING OPPORTUNITY: Paid amplification across social media



<https://www.facebook.com/ZeeNews/videos/722010703423192>



<https://www.youtube.com/watch?v=Lwyu7sSikHI&t=89s>



# BRANDING OPPORTUNITY: New Podcast series 'Tell Your Story'





**THANK YOU**