



**Press Release
For Immediate Publication**

ZEE forays into global production for mainstream audiences; Launches ZEE Studios International in Canada

- ***Becomes the First Indian Broadcaster to launch a Production Company in Canada***
- ***The Production Company to facilitate all global production requirements for ZEE and international markets***

Mumbai, India, / Vancouver, Canada, September xx, 2017: Entertaining the world for over two decades, leading Indian content company, **Zee Entertainment Enterprises Limited (ZEEL)** today achieved another milestone by becoming the *first Indian broadcaster* to set up a production company, **ZEE Studios International** in Canada. This also marks ZEE's entry into global production for mainstream audiences which will facilitate production requirement for ZEE's diverse platforms as well as international markets. The production company, located at Vancouver, British Columbia, will be headed by **Mr. Subhadarshi Tripathy** who will be supported by a local team. Mr. Tripathy will jointly report to ZEEL MD & CEO, Mr. Punit Goenka and CEO - International Broadcast Business, Mr. Amit Goenka.

Commenting on the new initiative, **Mr. Amit Goenka, CEO – International Broadcast Business, ZEEL** said, *"In line with our corporate philosophy of 'Vasudhaiva Kutumbakam – The World Is My Family', ZEE has always been a cultural ambassador of India, taking its rich and engaging content across the world. In yet another major milestone, we are now set to launch our production company, ZEE Studios International, in Canada. Canada is known as a large production hub for various Hollywood companies, as the country offers the requisite infrastructure, talent pool, scenic locales as well as a favourable Government incentive scheme. After a series of discussions with the Government of British Columbia, Canada, we were invited to set up a production company in Vancouver. Our endeavor through this venture is to produce global content for mainstream audiences across various international markets as well as take care of our domestic requirements. Canada has grown to become a priority market for us and through such initiatives, we plan to increase our presence in this country. We thank the local Government bodies for their cooperation and support in helping us establish this business."*



“ZEE Studios International will be headed by Subhadarshi Tripathy who has been with the organisation for over 18 years and has championed several of our leading brands. We are confident that Subhadarshi and his team will grow this division into a formidable business, creating cutting edge content which has immense potential to be adapted throughout the world,” Mr. Goenka further added.

“I’m pleased to welcome Zee Studios International to British Columbia,” Premier John Horgan said. “This new production company will create jobs and opportunity for people, and showcase our province to audiences around the world. B.C. is a global leader in film and television production, and we’re pleased to see that growth continue with the addition of Zee Studios International.”

ZEE Studios International will create global content and formats for international markets in their local languages, many of which will be based on successful Indian ideas and concepts. The production company will initially focus on developing content for television and digital platforms as well as original formats and homegrown remakes, with a plan to venture into film production at a later stage. The content developed will encompass a wide portfolio of ingeniously developed Scripted and Unscripted Formats across an array of genres, ranging from Reality, Game and Dance Shows to shows in the Fictional Crime Drama, Sitcom, Sci-Fi, Horror and Paranormal space. The production company will consist of a core team from India headed by Mr. Subhadarshi Tripathy as well as a local production team from Canada.

A few of the initial productions that are in the pipeline include adaptations of the smash-hit format of ZEE’s homegrown sitcom, ‘Hum Paanch’ which is being produced in its British version as ‘Lala’s Ladies’ and an Anglo-Spanish sitcom ‘Love Thy Neighbour’ (working title) which is adapted from the ever-popular home grown format ‘Bhabiji Ghar Par Hain.’

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Note to Editors

About Zee Entertainment Enterprises Limited (ZEEL):

Zee Entertainment Enterprises Ltd. (ZEEL) is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 172 countries and a reach of more than a billion people around the globe, ZEEL is among the largest global content companies across genres, languages, and platforms.

ZEEL is present across broadcasting, movies, music, live entertainment, digital and talent businesses, both within India and overseas. ZEEL has more than 240,000 hours of television content and houses the world’s largest Hindi film library with



rights to more than 4,200 movie titles across various languages. ZEEL has also produced several movies for theatrical release and is the fastest growing music label in India. It has presence in the digital space with 'dittoTV' and 'OZEE' and has also ventured into live events.

More information about ZEE and its businesses is available on www.zeetelevision.com.

Official Social Media Platforms:

Twitter : ZEECorporate/Twitter.com
Facebook : ZEECorporate/Facebook.com
LinkedIn : LinkedIn.com/Company/ZEECorporate

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