

EARNINGS RELEASE FOR THE SECOND QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2013

EBITDA AT RS. 74.8 MN WITH YTD EBITDA GROWTH AT 27.2% AT RS. 167.9 MN

ADVERTISING REVENUE GROWTH OF 20.5% AT RS. 529.2 MN

SUBSCRIPTION REVENUE GROWTH OF 11.9% AT RS. 249.0 MN

OPERATING REVENUE GROWTH OF 18.6% AT RS. 830.2 MN

Operating Highlights

- ❖ Advertising revenues of the Company grew strongly at 20.5% at Rs. 529.2 mn on YTD basis for the same quarter. This ad revenue performance is particularly significant in the light of the general slowdown in the economy. On YTD basis the advertising revenues have grown by 17.3% at Rs. 1,058.2 mn.
- ❖ The Subscription revenues continued to grow on a year on year basis on the back of sustained demand for the Network's channels. The Subscription revenues had a growth of 11.9% at Rs. 249.0 mn. The Subscription performance was even stronger on YTD basis growing at 15.1% at Rs. 459.0 mn.
- ❖ The Operating revenues for the quarter grew by 18.6% at Rs. 830.2 mn. On YTD basis the growth was 15.7% at Rs. 1,607.0 mn.
- ❖ Both the Net Profit Before Tax and EBITDA continued on growth path on YTD basis showing growth of 35.8% and 27.2% respectively. The Net Profit Before Tax and EBITDA stood at Rs. 149.9 mn and 167.9 mn respectively on YTD basis.
- ❖ Existing News Channels grew their EBITDA by 25.2% on YTD basis at Rs. 308.3 mn improving their EBITDA margins from 18.6% to 21.0%.



Noida, India; October 22, 2013 – Zee Media Corporation Limited (ZMCL), erstwhile Zee News Limited, (BSE: 532794, NSE: ZEEMEDIA) today reported second quarter fiscal 2014 consolidated revenues of Rs. 830.2 million. Consolidated EBITDA stood at Rs. 74.8 million. Net Profit Before Tax stood at Rs. 64.7 mn and Operating Expenditure at Rs. 755.4 million. The Board of Directors, in its meeting held today, approved and took on record the Unaudited financial results of ZMCL for the second quarter and half year ended on September 30, 2013.

Mr. Subhash Chandra, Non-executive Chairman of the Board, said “The economy may have sputtered a bit but it is expected to be on track soon. What is important is that we continue to base our strategy on a sound understanding of our consumers and provide them with relevant and unique content experiences in the news domain. Our Company has embarked to consolidate our news media presence by bringing together our television print and internet content under a single umbrella. This will enable us to reach out to our consumers in a seamless anytime and anywhere mode. Our commitment to grow larger in size, impact and shareholder value remains as is and we continue to take steps towards the same.”

Dr. Bhaskar Das, Group CEO, News Cluster said, “While the overall market conditions are rather tough at this point of time, we are growing from strength to strength by expanding our Network. We launched Zee Rajasthan Plus in Rajasthan in early July and will soon launch in other regional markets. This reflects our commitment in reaching out to viewers in the emerging regions. Furthermore, with sustained push for cable digitization we expect more and more viewers to get associated with us. New Media, which has been another focus area for us, has continued to show strong growth numbers.”

Mr. Alok Agrawal, Whole-time Director, said, “We have taken steps to dish out progressive and relevant content for the viewer focusing on key issues facing the nation. For instance, our Network-wide initiative Bharat Bhagya Vidhata has received tremendous feedback and social media engagement from the viewers, thinkers and political fraternity alike by reaching a sum total of over 100 million television viewers cumulatively and having over 11.5 million reach for #BBV for the campaign. In addition, we continue to leverage our Network synergies to create further operational efficiencies in gathering and packaging our content and at the same time grow our revenues by providing creative sales solutions to our clients.”

Condensed Consolidated Statement of Operations

The table below presents the condensed consolidated statement of operations for Zee Media Corporation Limited and its subsidiaries for the second quarter FY 2013-14 and half year ended September 30, 2013.

Consolidated Financials

(Rs. Million)	2nd Quarter ended		% Growth YoY	Upto 2nd Quarter ended		% Growth YoY
	Sep-13	Sep-12		Sep-13	Sep-12	
Operating Revenue	830.2	700.3	18.6%	1,607.0	1,389.1	15.7%
Expenditure	755.4	621.7	21.5%	1,439.1	1,257.1	14.5%
EBITDA	74.8	78.6	-4.9%	167.9	132.0	27.2%
Less: Depreciation	35.2	28.2	24.8%	74.5	54.3	37.4%
Less: Finance Expenses	24.5	21.3	15.1%	40.8	44.8	-8.9%
Add: Other Income	49.6	41.0	20.8%	97.3	77.5	25.6%
Net Profit before Tax	64.7	70.2	-7.8%	149.9	110.4	35.8%

Consolidated Financials (Break up of Revenues)

(Rs. Million)	2nd Quarter ended		% of Total Revenues		% Growth YoY
	Sep-13	Sep-12	Sep-13	Sep-12	
Advertising Revenue	529.2	439.2	63.7%	62.7%	20.5%
Subscription Revenue	249.0	222.6	30.0%	31.8%	11.9%
Other Sales & Services	52.0	38.5	6.3%	5.5%	35.2%
Total Revenues	830.2	700.3	100.0%	100.0%	18.6%

Consolidated Financials (Break up of Expenditures)

(Rs. Million)	2nd Quarter ended		% of Total Expenditure		% Growth YoY
	Sep-13	Sep-12	Sep-13	Sep-12	
Cost of Goods & Operations	170.1	120.8	22.5%	19.4%	40.8%
Employee Cost	246.6	211.1	32.6%	34.0%	16.8%
Other Expenses	338.7	289.8	44.9%	46.6%	16.9%
Total Expenses	755.4	621.7	100.0%	100.0%	21.5%

Consolidated Financials (Break up of Revenues)

(Rs. Million)	Upto 2nd Quarter ended		% of Total Revenues		% Growth YoY
	Sep-13	Sep-12	Sep-13	Sep-12	
Advertising Revenue	1,058.1	902.4	65.8%	65.0%	17.3%
Subscription Revenue	459.0	398.7	28.6%	28.7%	15.1%
Other Sales & Services	89.9	88.0	5.6%	6.3%	2.1%
Total Revenues	1,607.0	1,389.1	100.0%	100.0%	15.7%

Consolidated Financials (Break up of Expenditures)

Earnings Release for the Quarter ended September 30, 2013

(Rs. Million)	Upto 2nd Quarter ended		% of Total Expenditure		% Growth YoY
	Sep-13	Sep-12	Sep-13	Sep-12	
Cost of Goods & Operations	296.2	252.6	20.6%	20.1%	17.2%
Employee Cost	479.1	417.4	33.3%	33.2%	14.8%
Other Expenses	663.8	587.1	46.1%	46.7%	13.1%
Total Expenses	1,439.1	1,257.1	100.0%	100.0%	14.5%

Consolidated Financials

(Rs. Million)	2nd Quarter FY 2014			2nd Quarter FY 2013			Growth		
	Existing	New	Total	Existing	New	Total	Existing	New	Total
Total Revenue	740.3	89.9	830.2	669.1	31.1	700.3	10.6%	188.9%	18.6%
Total Expenses	619.7	135.7	755.4	535.9	85.7	621.7	15.6%	58.3%	21.5%
EBITDA	120.6	(45.8)	74.8	133.2	(54.6)	78.6	-9.5%		-4.9%
EBITDA Margins	16.3%	-51.0%	9.0%	19.9%		11.2%			

Consolidated Financials

(Rs. Million)	Upto 2nd Quarter FY 2014			Upto 2nd Quarter FY 2013			Growth		
	Existing	New	Total	Existing	New	Total	Existing	New	Total
Total Revenue	1,466.0	141.0	1,607.0	1,323.9	65.2	1,389.1	10.7%	116.2%	15.7%
Total Expenses	1,157.7	281.4	1,439.1	1,077.6	179.5	1,257.1	7.4%	56.8%	14.5%
EBITDA	308.3	(140.4)	167.9	246.2	(114.3)	132.0	25.2%		27.2%
EBITDA Margins	21.0%	-99.6%	10.4%	18.6%	-175.2%	9.5%			

Business Highlights

- ❖ ZMCL continues to be the largest news network in India reaching out to over 124.4 mn viewers with its nine national and regional news channels. (Source: TAM, Q2, CS 4+, All India, Avg Monthly Reach).

The Zee Media Network, on the 66th Independence Day, launched Bharat Bhagya Vidhata to bring issues plaguing India to the fore and to find constructive solutions in partnership with political leaders, thought leaders, policy makers and the common man. Through the program we are promoting enough opportunities for viewers to

engage with us with their thought and ideas through mobile, internet and social media. This initiative had a series of television programs, running across our network channels supported by newspaper stories in DNA & complete archival information on website Zeenews.com & dna.com. The Bharat Bhagya Vidhata campaign integrated all media platforms under ZMCL with simulcast on seven channels, news stories in DNA, our websites and high level of engagement through our social media handles. Over 90 top-notch guests across various fields appeared on Bharat Bhagya Vidhata shows.

- ❖ Zee News, our flagship channel, reached out to over 41.8 million viewers across India. (Source: TAM, Q2, CS 4+, Weekly Reach).

Zee News, with its continuous endeavour of being a responsible media channel, executed the 4th edition of 'My Earth My Duty', a revolutionary pan-India campaign about activating youth action on imperative issues of human induced climate change. The three month long campaign, aimed at increasing awareness and protecting the environment, was done through awareness camps, rallies, skits, painting competitions and other engaging activities across India. 'My Earth My Duty' also represented India as a model green campaign at Earth Summit – 2012 in Rio De Janeiro and has been recognized by Limca Book of Records for being the only campaign to make India greener by over 5 million saplings in a single day. Additionally, Zee News in association with Marrow Donor Registry of India (MDRI) launched a new initiative 'Gift A Life' designed to help India in becoming healthier. This awareness initiative aimed to save lives of people suffering from blood disorders and increase the registration count of stem cell donors manifold.

- ❖ Zee Business reached out to 12.2 mn business news viewer audiences across India (Source: TAM, Q2, CS 4+, All India, Weekly Reach)

The channel held its 4th edition of India's Best Market Analyst Awards 2013 with much grandeur at Ahmedabad in July. The awards were given by Gujarat Chief Minister and the event was attended by the Who's Who of Indian financial markets.

- ❖ 24 Ghanta, our Bengali news offering, reached out to over 6.9 million audiences across India. (Source: TAM, Q2, CS 4+, Weekly Reach).

24 Ghanta was completely refreshed with a brand new look and feel keeping in mind the changing viewer and their preferences. The new content philosophy looks to capture conversations, expressions and reactions of the Thinking Bengali. The new



logo has been designed to look smart and appealing for the young generation and the new brand tag line says 'Jana Gana Mana' which literally means a channel which showcasing the 'Minds and Hearts' of the people of Bengal.

- ❖ Zee 24 Taas on the back of its widespread content sourced from large cities as well as rural areas had a high reach of 13.6 million viewers across India. (Source: TAM, Q2, CS 4+, Weekly Reach).

Zee 24 Taas executed 'Slap For Change' campaign in August. The campaign was an initiative to enforce accountability for the bad roads in Mumbai. Youth was reached out through a Facebook application and the campaign received an overwhelming response.

- ❖ Zee Uttar Pradesh Uttarakhand, our Hindi heartland channel, was No. 1 in Uttar Pradesh News in terms of relative market share and reached out to over 6.3 million viewers across India. (Source: TAM, Q2, CS 4+, Weekly Reach).
- ❖ Zee Madhya Pradesh Chhattisgarh continues to make inroads into the central India by becoming the fastest growing channel with a GTVTs growth of 320% QoQ in MP & CG market in just three months of its launch and reaching out to more than 4.1 million viewers across India with relevant and engaging content (Source: TAM, Q2, CS 4+, Weekly Reach)
- ❖ Zee Rajasthan Plus, launched in July is now reaching out to more than 0.5 million viewers across India. (Source: TAM, Q2, CS 4+, Weekly Reach). Based on Terrestrial Entertainment Network (TEN) content architecture, Zee Rajasthan Plus provides multifaceted generalized content to the regional viewer.
- ❖ Zee Punjabi was rebranded as Zee Punjab Haryana Himachal to address a much wider range of audience in the Northern region of the country.
- ❖ Zee 24 Gantalu continues to air Telugu news with extensive coverage of the Andhra Pradesh.
- ❖ In the second quarter, Zeenews.com garnered over 21 million unique visitors, 35 million visits with 89 million page views. Regional arms of the website also put up a good performance with visits to the Hindi, Bengali and Marathi websites growing by 3.5%, 9.5% and 28.0% respectively. Facebook Referral Traffic increased by 37.8% visits as compared to last quarter even as the English Facebook page touched 4 lakh



|| VASUDHAIVA KUTUMBAKAM ||
THE WORLD IS MY FAMILY

fans and the Hindi Facebook page attracted 3 lakh fans. (Source – Google Analytics).

Corporate Developments

During the quarter under review Mr. Punit Goenka resigned as Non-Executive Director of the Company with effect from September 28, 2013

The Scheme of Amalgamation for Merger of Essel Publishers Private Limited with the Company received No-Objection letter(s) from the Stock Exchanges on September 17, 2013. Thereafter, upon application filed by the Company, the Hon'ble Bombay High Court vide Order passed on October 19, 2013 has directed holding of the meeting of shareholders of the Company, for considering and approving the Scheme of Amalgamation, on Thursday, November 21, 2013 at 10.30 a.m. at Hall of Culture, Nehru Centre, Dr Annie Besant Road, Worli, Mumbai 400 018.

Additionally, the Board of Directors of the Company has today approved issuance of a Postal Ballot Notice inter-alia seeking approval of Public Shareholders (Other than shareholders forming part of Promoter & Promoter Group) to the proposed Scheme of Amalgamation in compliance with SEBI requirements

Channel Portfolio

National News Channels



Regional News Channels

Earnings Release for the Quarter ended September 30, 2013



Note: This earnings release contains results that are un-audited, and prepared as per Indian Generally Accepted Accounting Principles (GAAP).

Caution Concerning Forward-Looking Statements

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. Zee Media Corporation Limited is under no obligation to, and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.

About Zee Media Corporation Limited: Zee Media Corporation Limited, erstwhile Zee News Limited, is the leading news network of India. It has a unique cluster of news, current affairs and regional news channels, which includes Zee News, Zee Business, Zee Punjab Haryana Himachal, Zee Madhya Pradesh Chhattisgarh, Zee 24 Taas, Zee 24 Gantalu, Zee UP Uttarakhand and Zee Rajasthan Plus. More information about Zee Media Corporation Limited and its businesses is available on www.zeenews.com.