

# ZEE brings movie theatres to consumers' homes

*Launches Zee Plex – a ‘Cinema2Home’ service*

*Introduces a new content consumption medium for consumers & film distribution model for  
producers*

*Partners with leading distribution players in India (including Dish D2H, Tata Sky and Airtel Digital TV) as well as key distribution platforms in the international markets.*

*Service to be also available on the OTT Platform - ZEE5, in India & overseas*

**1<sup>st</sup> September 2020, Mumbai:** India's leading Content Company, Zee Entertainment Enterprises Ltd. (ZEE) today announced the launch of '**Zee Plex**' - **India's 1<sup>st</sup> ‘Cinema2Home’ (C2H) service** on Television and Digital platforms. With this new offering, consumers will now be able to watch their favourite new blockbuster releases in the comfort of their homes, along with their entire family at an attractive (per film) price point.

Right since its inception, keeping consumer interests at its core, ZEE has consistently set new trends for the industry to follow. Along with convenience for consumers, this new movie distribution model will enhance the overall commercial ecosystem for the film producers, enabling them to present their creative work, to a wider range of audiences on established entertainment platforms.

Speaking about this new initiative, **Mr. Shariq Patel, CEO, Zee Studios** said, "*We are very excited to bring this new offering to all the movie buffs across India and around the globe. While we all love to catch the latest movies at the nearest theatres, we sensed the need for a solution like Zee Plex, which gives the consumers flexibility and convenience, to catch their favourite films in the comfort of their homes, along with friends and family. We have received great interest from producers and are looking forward to release a strong slate of blockbusters across languages.*"

**Mr. Atul Das, Chief Revenue Officer – Affiliate Sales, ZEE** added, "We are thrilled to announce the launch of Zee Plex, a first of its kind service for movie lovers. This would be available in India from 2<sup>nd</sup> October as a Pay Per View service to subscribers of leading distribution platforms like Dish D2h, Tata Sky and Airtel Digital TV. We believe Zee

Plex will provide another opportunity for our partners to offer a unique and pioneering service to their consumers across different languages. We very much look forward to developing this opportunity in the coming years."

With new releases every month, Zee Plex aims to bring the theatres right to the consumers' homes, offering them a quality family viewing experience at an attractive price-point. ZEE has partnered with leading television distribution platforms in India and has also established strategic alliances with distribution partners in the international markets. Zee Plex as a C2H service, will also be available on ZEE5 (ZEE's OTT Platform) globally.

Zee Plex is scheduled for launch on the Foundation Day of the Company – i.e. 2<sup>nd</sup> October 2020.

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#### **Key highlight of Zee Plex:**

- Zee Plex - a 'C2H service' will enable consumers to watch their favourite blockbuster movies along with their entire families, in the comfort of their homes.
- On Television, the service will be available on leading distribution platforms in India and established content distribution networks across the globe.
  - The service will be available 24x7 and feature shows at various intervals through the day giving consumers the required flexibility.
  - Consumers will also be able to book their movie shows well in advance prior to release date.
- On Digital platforms, the service will be available on ZEE5, in India and overseas markets.
- The C2H service will be offered at an attractive price point.
- Consumers will be able to watch any **new movie release along with their family with a single ticket.**
- Users will have multiple payment options to purchase their favourite movie.

**About ZEE Entertainment Enterprises Ltd.:**

Zee Entertainment Enterprises Ltd. is a leading Content Company offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than 1.3 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, digital, live entertainment and theatre businesses, both within India and overseas, with more than 260,000 hours of television content and houses the world's largest Hindi film library with rights to more than 4,800 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 ZEE5 and has also ventured into live events.

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