

ZEE Entertainment's pioneering reality format 'Indian Pro Music League' strikes the right chord with Partners

The fresh concept and the show's star-studded line-up has attracted some of the leading brands across categories to come onboard as official sponsors

Mumbai, 1 March 2021: ZEE Entertainment Enterprises Ltd. (ZEEL), a leading Global Content Company, recently launched India's first-ever music league, the *Indian Pro Music League (IPML)*, airing on Zee TV & ZEE5. A clutter-breaking reality format innovation, IPML has received an overwhelming response from leading brands across categories who have come onboard as partners for the launch edition.

Revolutionising the music reality space on television, the music league has six teams representing different regions of India, battling it out against each other in a musical championship. The unique concept and the league's star-studded line-up has attracted multiple advertisers to be a part of IPML as official sponsors including:

- Maruti-Suzuki India Limited & Hindustan Unilever Limited's Lifebuoy as Co-Presenting Sponsors
- Parle Products Pvt. Limited's Parle G and Procter & Gamble Hygiene and Health Care Ltd.'s Whisper as Co-Powered Sponsors
- Balaji Wafers as Special Partner
- Nilkamal Industries' Nilkamal Mattrezzz, Asian Paints Limited's Ultima Protek and Life Insurance Corporation (LIC) as Associate Sponsors

The swift recovery in economic growth is leading to a robust upswing in the consumer demand and advertising sentiment. In order to boost the advertising economy, brands are increasingly looking at innovative and integrated brand solutions to reach their end consumers in a relevant manner across various touchpoints. ZEE has been at the forefront in creating platform agnostic solutions for advertisers across various properties, and IPML is another innovative solution by the Company to help brands enhance their visibility across consumer segments.

Speaking about the positive response from advertisers, **Mr. Ashish Sehgal, Chief Growth Officer – Advertisement Revenue, ZEEL said,** "The rise of the 'anytime' consumer has fuelled the need for creating content that is platform-agnostic and that can be consumed by the audience any time of the day. Our objective has always been to maximize our content presence by being platform

agnostic & thereby providing holistic solutions to our advertisers. Our aim of bringing India's first-ever music league on both, linear and digital platforms, was to amalgamate the enthusiasm generated by a league with the emotion evoking power of music. We are pleased to see the overwhelming response received from our partners and we are confident that the novel concept of the show along with the star-studded line-up will attract audiences across platforms to make the show a resounding success."

In line with the ZEE 4.0 strategy, creating extraordinary entertainment content via an integrated-platform centric approach continues to be a key area of focus for the Company. Taking cognisance of the evolving content preferences of the consumers in an increasingly multi-screen environment, Indian Pro Music League has been curated to offer seamless engagement opportunities for brands to derive the maximum value from the association.

With its strategic customer first approach, ZEE aims to further enhance its offerings to partners going forward, by providing holistic solutions to its clients synergised with unique content formats to help brands build a better connect with audiences using ZEE's strong reach across platforms.

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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 190 countries and a reach of more than 1.3 billion people around the globe, ZEEL is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.