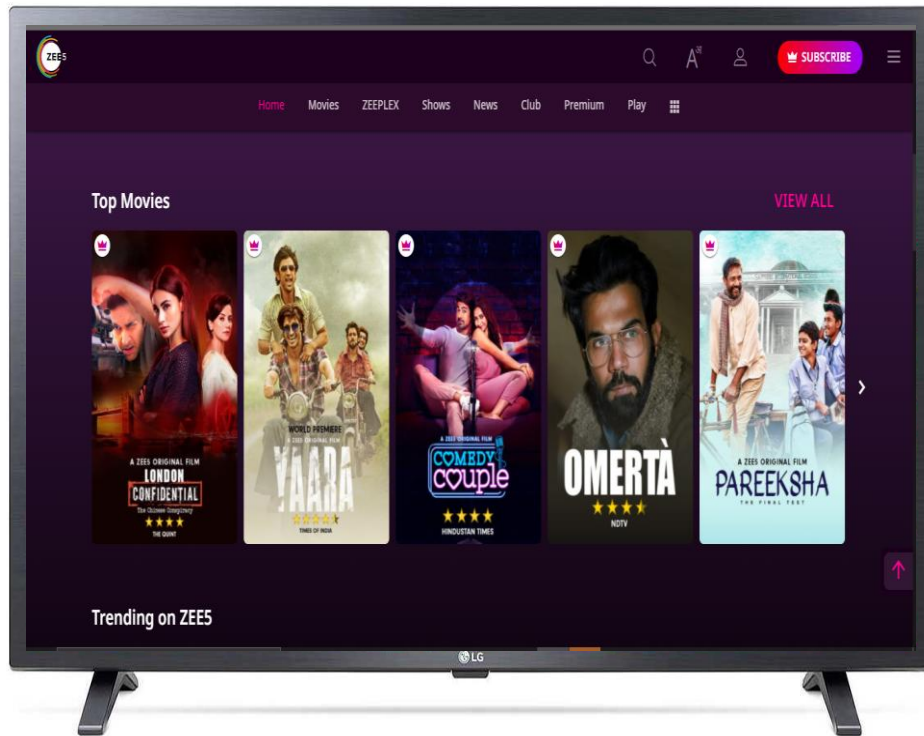# ZEE5 Sahaj Partnership

The Online Video BOOM in India

SAHAJ

01 Indians watch over 5 hours of online video content per day, most in the world

02 Internet Based Video on Demand (OTT) has emerged as a competitor to both TV and Box Office

03 There are over 17 Cr OTT viewers in India with total market size of 4,250 Cr, expected to grow to Rs 23,700 Cr by 2025

04 OTT Revenue surpassed Box Office Revenue in 2020 and the gap will further increase in the coming years

05 Subscription revenue per user per month is already Rs 250, equivalent to TV

Zee5 Strength

01 **Brand**
Voted India's Most Desirable OTT Platform
Part of the well renowned Zee group

02 **Popularity**
2nd Largest Ad based Video on Demand OTT Platform

03 **Content Leadership**
4500+ Movies, 90+ live channels, 14 Languages
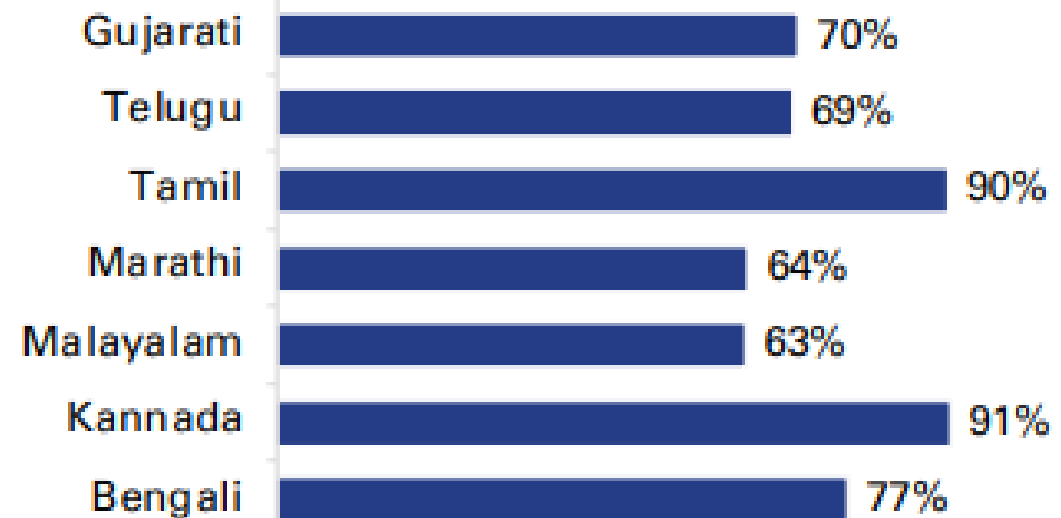Highest Number of Indian Original Releases in 2020

ZEE5 in the OTT Landscape

	ZEE5	hotstar	SONY LIV	Netflix	prime video
Live TV	✓	✓	✓	✗	✗
Music	✓	✗	✓	✗	✓
Before TV	✓	✓	✗	✗	✗
Blockbuster Movies	✓	✓	✓	✓	✓
Web Shows	✓	✓	✓	✓	✓
Original Movies	25+ ✓	2 ✓	✓	✓	✓
Original Shows	84+ ✓	6 ✓	84 ✓	✓	✓
Sports	✗	✓	✓	✗	✗
No. of Live Channels*	90	33	94	✗	✗
No. of Live HD Channels	15	2	9	✗	✗
Live Events	✓	✗	✗	✗	✗

SAHAJ

ZEE5 is the most dominant platform for Originals and Regional content

Platforms	Originals (No. of hours)	
	Hindi	Regional
Zee5	●	●
Amazon Prime Video	◐	◔
Eros Now	◕	◔
Hotstar	◔	◔
Alt Balaji	◕	◔
Netflix	◐	◔
Sony Liv	◔	◔

% of language speakers prefering content in native language*

Language	%
Gujarati	70%
Telugu	69%
Tamil	90%
Marathi	64%
Malayalam	63%
Kannada	91%
Bengali	77%

*Users whose top two language preferences for watching content includes their spoken language

Customer Proposition

Old Aged

- News
- Movie Library
- 90+ Live Channels
- Regional Content

Middle Aged

- Before TV
- Catchup TV
- 90+ Live Channels
- Parental Control

Youngsters

- ZEE5 & AltBalaji Original Movies & Shows
- Hipi
- Content Download to watch on the go

Kids

- Kids Shows
- Games
- Online Education

SM Payout

Pack Type	Price to Sahaj Customer	SM Revenue (Incl GST)
Monthly	89	12
Quarterly	269	65.40
Half-Yearly	400	90
Yearly	479	47.40

Portal Process

Highest Sales

Transaction Amount ▼   Today ▼

No Data Found !

Insurance   >
E-Learning   >
My Work Space   >
Utilities   >
My Reports   >
My Business   >
Marketing   >
HOME   >
Government Services   >
Inventory
Entertainment   ⌄
Hoichoi
Zee 5

Zee5 is available under entertainment Option in SM Portal

Frequently Used Service

BULK_DEAL	EL FRANCHISE MODEL

For internal training & circulation

8

Portal Process
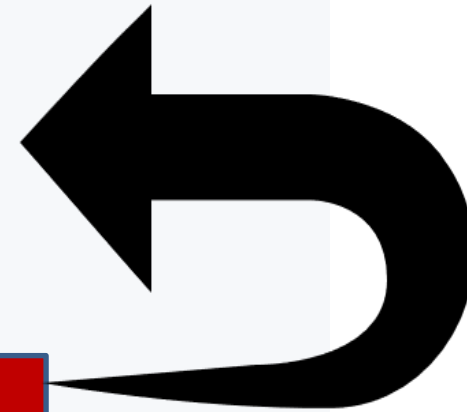
Zee 5

ZEE 5

Click on ZEE5 Option

Portal Process

SAHAJ

Zee 5

ZEE 5

Click on ZEE5 Subscription

ZEE 5 Subscription   Dublicate Receipt

Plans are available under drop down

Product Selection   Select Plan*

Select Plan   ⌄

| Select Plan |
| Zee 5 Half-Yearly |
| Zee 5 Quarterly |
| Zee 5 Yearly |

Portal Process

SAHAJ

Product Selection
Select Plan*

Zee 5 Quarterly

[Proceed]

Customer Section

Title*	Mr.	Subscription Charge Inclusive GST	269.0
First Name*		Last Name*	
Gender*	Male	DOB	
Mobile Number*		Email Id	

[Proceed To Pay]

← Quarterly Plan

After selecting any plan, subscription charge amount will be auto populated

Product Selection
Select Plan*

Zee 5 Half-Yearly

[Proceed]

Customer Section

Title*	Ms.	Subscription Charge Inclusive GST	539.0
First Name*	Manju	Last Name*	Das
Gender*	Female	DOB	13/02/1990
Mobile Number*	7605035206	Email Id	poulami.chatterjee1@sahaj.co.in

[Proceed To Pay]

← Half Yearly Plan

Portal Process

SAHAJ

Product Selection

Select Plan*

Zee 5 Yearly ⌄

[Proceed]

Customer Section

Title*	Mr. ⌄	Subscription Charge Inclusive GST	899.0
First Name*	Anirban	Last Name*	Aich
Gender*	Male ⌄	DOB	10/01/1989 📅
Mobile Number*	9932025948	Email Id	poulami.chatterjee1@sahaj.co.in

[Proceed To Pay]

Yearly Plan

Click on "Proceed to Pay"

Portal Process

SAHAJ

Skash Deduction

Customer Details

Amount to be deducted
269.0

Skash Card Number
1002011500000004

PIN

Insert correct PIN

Pay

Click on Pay

Portal Process

Plan wise Subscription charge will be deducted from SRL SKASH and money receipt will be generated

Sahaj Transaction Id: 264755889   Portal Transaction date: 10/03/2021 11:21:17

Received with thanks from Mr sudamcharan Shetty Rs 269.0 (Rupees: TWO HUNDRED SIXTY NINE) on account of collection of Subscription Charge dated 10/03/2021 11:21:17

This is computer generated receipt and does not require any signature.

Print

Home

Click on Print

Portal Process

Portal Process

Zee 5

ZEE 5

[ZEE 5 Subscription]   [Dublicate Receipt]

Click on Duplicate Receipt to generate receipt again in case on

TransactionId:*   264755889   [Search]

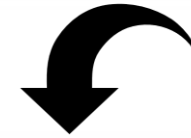**Insert Transaction ID to generate Duplicate Money Receipt**

Portal Process

TransactionId:* [264755889] [Search]

Money receipt will be generated

Sahaj Transaction Id:
264755889

Portal Transaction date: 10/03/2021 11:39:36

Received with thanks from

Mr sudamcharan Shetty
Rs
269.00
(Rupees:
TWO HUNDRED SIXTY NINE
) on account of collection of Subscription Charge dated
2021-03-10 05:51:16.0

This is computer generated receipt and does not require any signature.

[Print]
[ZEE5Home]
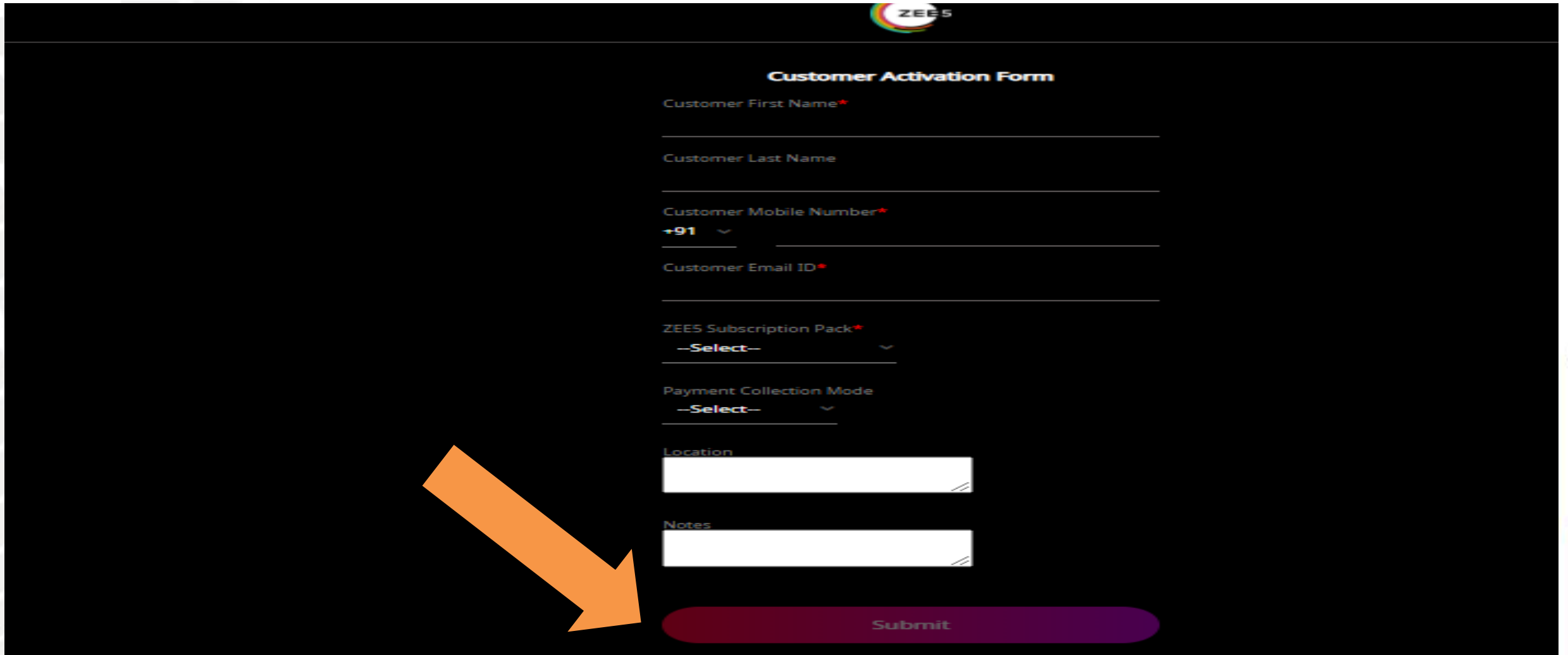
ZEE5 Customer Activation Process

Customer needs to fill up all the details and click on "Submit" button
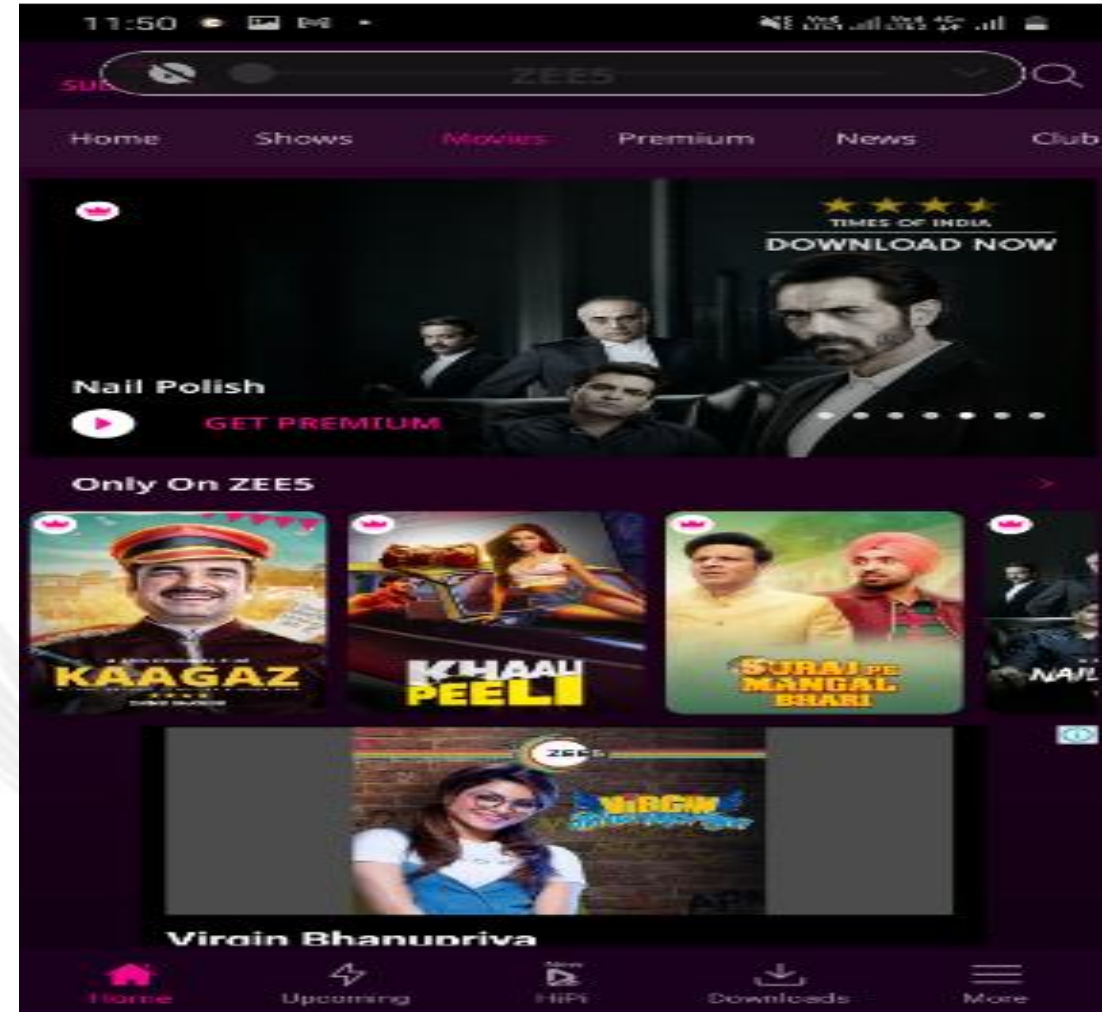
ZEE5 Customer Activation Process

Customer will select the preferred language

Customer will land on the home page

Thank you