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# Building Brand Beyond Television

THE ZEE MARATHI STORY



For a TV channel,  
its brand identity, is its  
on-air shows & content.

‘Reaching out to audiences’  
means one thing - TV

So how does a TV Channel  
Engage & Entertain The Audiences In Diverse Ways?

## About Zee Marathi

- Zee Marathi as a GEC has been ruling hearts for 15 years and is the dominant category leader for over 6 years
- The channel has reached the nooks and corners of Maharashtra with its variety of fiction & non-fiction shows



## The Problem

- In the last few years the competition in the Marathi GEC category has increased with more channels & OTT platforms vying for audience's attention & market share
- The channel was faced with some key questions that had to be answered to avoid becoming obsolete and redundant in an extremely dynamic market:

**How to become an inherent part of audience's lives & transcend the traditional position of a TV channel?**

**How to Stay ahead of the curve in a competitive market?**

**How to set new trends rather than following them?**

## The Solution

**Redefine what a TV brand means to its audience and become an important part of audience's life beyond TV**

- When it comes to a Television channel, the traditional ways of reaching out to the audience is through tv promos, print campaigns & other conventional mediums
- In this era of modernization, Zee Marathi decided to take a leap of faith!
- Solution: Diversify through various initiatives that will take the brand a step closer to lives of the audiences while also adding value to their lives in meaningful ways
- It decided to revive traditions & at the same time transcend the conventional

“Our culture, traditions & language are the foundations upon which we build our identity”

## Diversifying through Apps, Theatre & Magazines

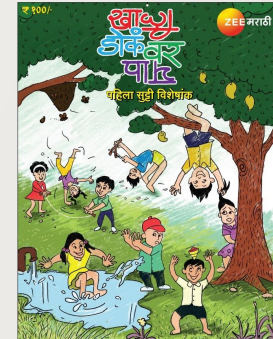
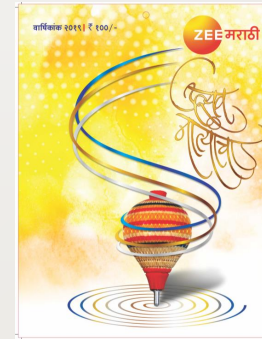
- In Maharashtra, Marathi literature & Marathi theatre form the core of the culture
- Hence the vision to be the modern torchbearers of Marathi in line with our channel ethos – Me Marathi. Zee Marathi. (I'm Marathi. Zee Marathi)
- Bringing this to life through:
  - Apps – Connecting to various audience segments in the most relevant ways
  - Marathi theatre – The core of Marathi entertainment & art culture
  - Magazines – Connecting to Marathi language lovers while also creating the next-gen audience

# Diversifying Beyond TV

Apps

Theater

Magazines



# Apps – The Modern Marathi Way

Apps that enrich lives of various audience segments:



- Home Minister App – For women entrepreneurs who are the true Home Ministers



- Kisaam Abhimaan – A free platform for farmers creating an online end-to-end agriculture value chain



- Tumcha Aamcha Jamla – Helping youngsters find their life partners

# Home Minister App - Empowering women Entrepreneurs

- Zee Marathi Home Minister App was launched as a connector between service providers & service seekers
- Over 3 lakh downloads, 1 Lakh+ monthly active users & 75000+ registered businesses
- Zee Marathi's belief has always been that the social fabric of our society is weaved around women and for the society to progress, it is imperative women progress.
- In Maharashtra, over 5 lakh women have successful home businesses. However, there is no single app that acts as a platform where these businesses can be listed and found by service users. Home Minister app is addressing this need where customers can now search for and avail services offered by these home-businesses easily.
- Named after Zee Marathi's longest running show, it is dedicated to all the "home ministers" of Maharashtra.



# Kisan Abhiman App - Online market place for farmers

- Zee Marathi is the only GEC to reach out to the farmers with the intent to make the life of farmers better.
- Over 1 lakh downloads and 1.42 lakhs subscribers
- As rural economy is majorly driven by agriculture, taking a step forward, this platform brings all the stakeholders related to farm products together i.e. farmers, wholesalers, retailers, customers, agri product manufacturers & so on
- Key features is that it is available in 10 major Indian languages. It means the person can navigate through the website/app in a language they are comfortable in.



## Tumcha Aamcha Jamla – Matrimony App for Youngsters

- Zee Marathi being considered a family member in most Marathi households and aims to own the space of celebrating relationships while being in tune with changing times.
- The first of its kind matrimony portal by a GEC site was created as brand extension for youth connect.
- With over 2 lakh downloads and 2 lakh profiles , the site not only has a stronger base but also has had successful match making of 200 marriages to its credit
- The app boasts a USP of personality matching to facilitate long term partnerships

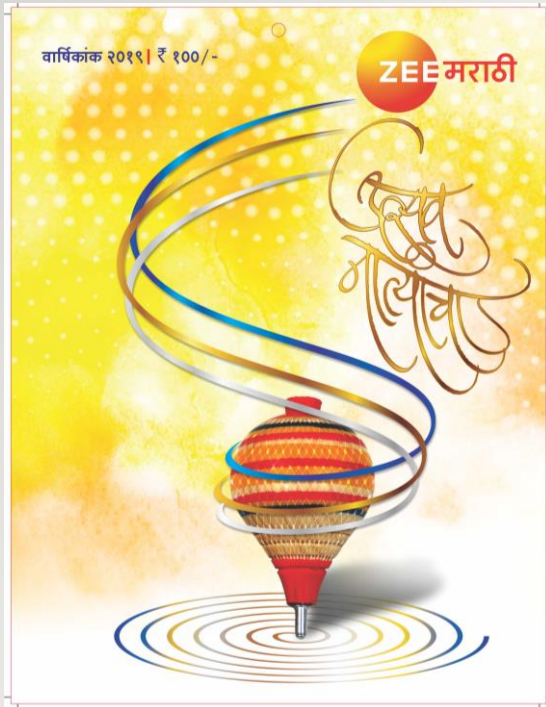


## Revive customs & traditions

- Marathi theatre dramas, colloquially known as *Natya*, form a cornerstone of Marathi culture and holds a treasured spot in the mind of every Maharashtrian
- Hence the vision to bring alive Marathi theatre on a grand scale
- Venturing into this unorganized segment, Zee Marathi has launched 11 commercially & critically acclaimed plays
- In the year 2019 itself, Zee Marathi launched 5 theater dramas & all of them saw a “Housefull” board
- From comedy to tragedy, niche plays to commercial kids plays – Zee Marathi threw a wide net for theater lovers to revel in



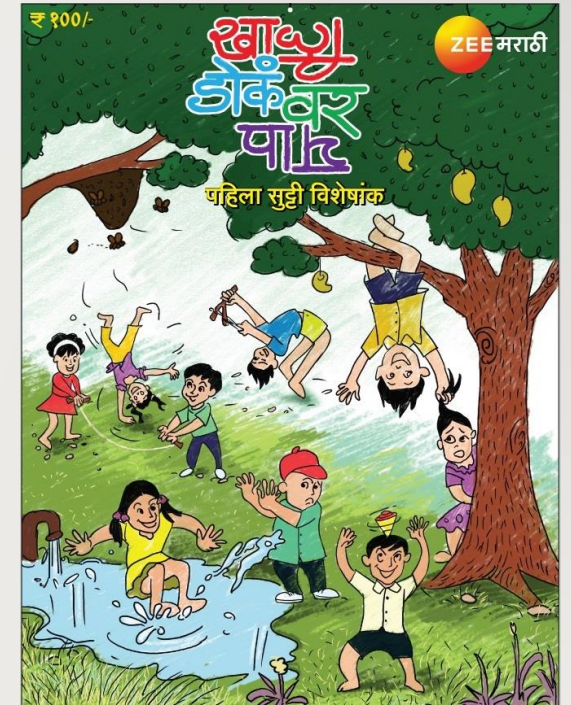
"In today's digital world where the existence of physical books is getting obsolete, we decided to enter this new arena – Magazines!"



Utsav Natyancha: Reviving the age-old Marathi tradition of a special edition magazine during Diwali - the Diwali *ank*.

For the first time Zee Marathi audiences could touch, feel and cherish the channel beyond the small screen

Khali Doka Var Pay: A kids magazine to reach a new audience base and create future viewers



# Diwali Magazine – *Utsav Natyancha*

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A Diwali magazine has always been part of Diwali tradition & culture for most Marathi-speaking people and among the many intrinsic aspects of the season is the ubiquitous Diwali *ank*.



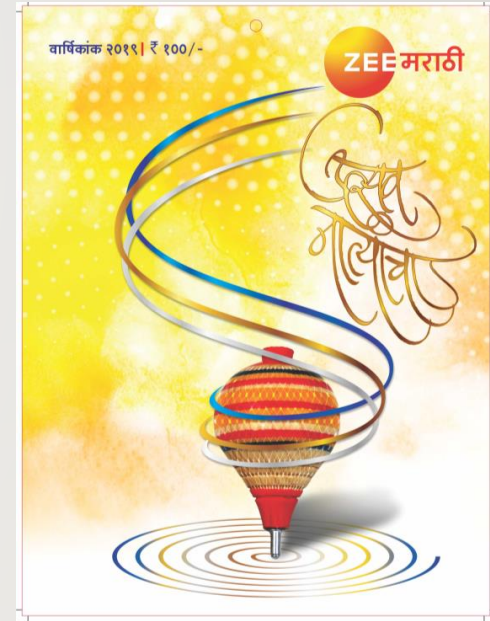
It is the first time we are stepping out of the television set and bringing something that a viewer can touch, feel and cherish for a longer time



The year 2019 saw the third edition of Utsav Natyancha (Zee Marathi's Diwali Magazine) with 1 Lakh copies that got sold out in 2 days



With the launch of this, Zee Marathi became the only television channel to present a magazine to it's audiences.

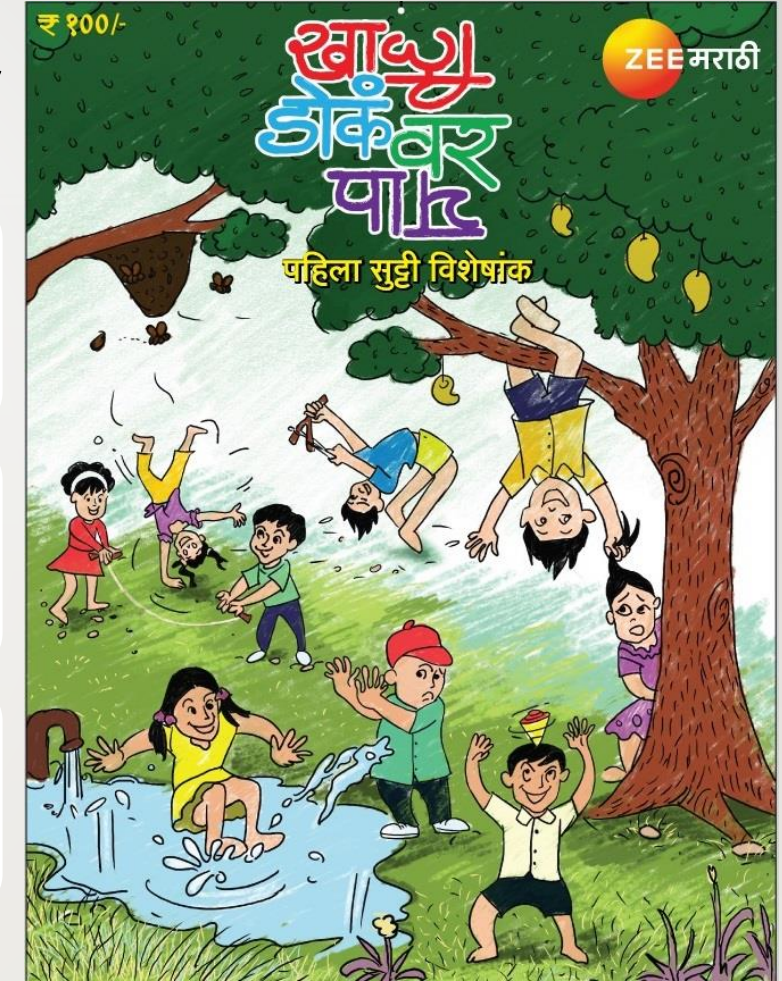


## Kid's Magazine – *Khali Doka Var Paay*

To create newer audiences Zee Marathi presented a magazine for the kids named *Khali Doka Var Paay*

The objective was to inculcate the habit of reading at a young age and create affinity towards Marathi content and in turn to Zee Marathi.

This year Zee Marathi proudly presented it's second edition and circulated 1 lakh copies and created history by getting Sold Out in 3 days



# Thank You

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