



**MOST INNOVATIVE
PROGRAMMING**



**ZEE Hindustan was last year
launched as first ever anchorless
news channel**

**Now it has been launched as the India's first
ever channel which is multilingual and
delivers news in your own language**

Gaps in News Market

- Biased and Coloured news by anchors
- Focus on North India by National news channels
- National news channels only in Hindi or English and not in regional languages
- Channels focussing only on current news & not on history of India



Zee Hindustan team identified these gaps in News Market that no other news channel is catering to and took the opportunity to deliver to this untapped market & create its own consumer base.

How is ZEE HINDUSTAN different than others?



Only National News Channel in multiple languages. Content delivery in 3 languages, all at real time

News focusses on all the states unlike other national news channels who focus only on metro cities and northern parts of India. It believes in "One Nation, One News"

Apart from covering hot topics from current news it also focusses on history of India and viewers get to know interesting facts about famous monuments, mountains, rivers, culture & places around them

Reasons to Believe

- No anchors, no shouting, no confusion & only news
- More content, videos & pictures compared to other channels from which viewers can make their own opinion
- National news channel which delivers news in your own language and viewers have option to select language through their remote
- Viewers will get to know about the news from all the states & from every corner of India
- Viewers also get to know about the history of their state, monuments, rivers and their country

Focus of ZEE Hindustan

Zee Hindustan focuses on development in the States, at the time where other channels are busy discussing the national capital priorities, Zee Hindustan is one channel which discusses State affairs that influences the Center as it believes that,
States Make the Nation.

ZEE Hindustan Tagline is ***“One Nation One News”*** and it firmly stands on the same. It chooses content in such a way that it is relevant to everyone in India irrespective of from which part he/she belongs. Its content focuses on the unity and pride of India while delivering news.

New Idea of news for our New India



Other than all the important news of nation from each state it also focusses on the history of India from Pre Independence. We in our channel present our viewers the real history of India and of the various monuments, rivers, etc. from our *unique and unconventional* shows such as Pride Of India, Jeevan Dhara, etc.

Unconventional Shows



Pride of India

This newly launched show presents stories and details of those monuments or rivers or anything which is pride of India to our viewers



Main Bharat Hoon

This show presents stories on behalf of India where history of India is presented



States of States

It covers all important news of nation by covering all the regions of India (North, South, East and West)



Jeevan Dhara

Jeevan Dhara is one such show that introduced India to the rivers beyond the trinity of Ganga, Yamuna & Saraswati.



LINK OF YOUTUBE VIDEOS FOR REFERENCE

1. <https://youtu.be/yDFGOINBWlc> (Jeevan Dhara)
2. https://youtu.be/MGFlvhY_Cj8 (Pride of India)
3. <https://youtu.be/8iawqvG6ZhM> (Mai Bharat Hoon Promo)
4. <https://www.youtube.com/watch?v=Ek7v6oaHpZk&feature=youtu.be> (ZEE Hindustan Channel Promo)
5. <https://www.youtube.com/watch?v=UNj2sO1qKD8&feature=youtu.be> (ZEE Hindustan Channel Promo)

Our unconventional shows are doing better than shows on other national news channels

	Share % Telugu Market	Share % Tamil Market	Rank in Telugu Market	Rank in Tamil Market
State of States	14.4	33.5	2	2
Mai Bharat Hoon	17.4	48.4	2	1
Pride of India	9.9	15.3	4	2

Source: BARC; 15+ All; AP/Telangana, Tamil Nadu/Pondicherry



THANK YOU