

Our luck lies in seizing opportunities!

At Zee Entertainment, we believe that luck in business can be cultivated, a belief that has been passed on from my father and Chairman of ZEE, Subhash Chandra. Being the pioneer in his field, he successfully set up India's first satellite channel in 1992. Following his footsteps, we ventured into untapped markets and innovative businesses by setting up 'Playwin' - India's first online lottery. Our intense expertise in identifying, evaluating & pursuing new business opportunities and developing market strategies was instrumental in the phenomenal success of a business that was purely based on luck.

Over the years, I have also realized that luck, along with strong research, is one of the key attributes to success. Basis our market analysis, we forayed into countries outside India. With the launch of Zee TV in the Middle East & Pakistan as early as in 1994, ZEE became the pioneer in reaching out to audiences across the globe. We then commenced operations in Europe (UK) in 1995, Africa in 1996, US in 1998 and lastly APAC in 2004. Today we have 39 channels in the international markets, of which 13 are dedicated to a non-Indian audience, offering them entertainment content in their native languages. Our portfolio of channels caters to not just the Indian and South Asian diaspora but also to local audiences in international territories. However, I think this journey has just begun. Going ahead, we believe our luck lies in seizing the opportunities that we identify and growing them into profitable businesses with self-belief and strong business acumen.

AMIT GOENKA

CEO - International Broadcast Business,
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