

# Interbrand

## ZEE Entertainment engages world's leading brand consultancy Interbrand for its Corporate Brand Valuation Study

Mumbai, February 27, 2015: ZEE Entertainment Enterprises Ltd. is the pioneer and one of the largest media and entertainment conglomerates in the industry. Going forward, the brand clearly envisages itself as a global media powerhouse which caters to a dynamic cosmopolitan population. With this blurring of boundaries of time, geography and media, ZEE has the ambition of becoming a leading global media conglomerate from the emerging markets. Vasudhaiva Kutumbakam – The World is My Family, being ZEE's corporate brand's positioning and philosophy reflects its vision of unify the entire world as one family, by offering rich and engaging content. To take this vision forward, ZEE has now associated with Interbrand to further strengthen, study and analyze its corporate brand. Along with the corporate brand, 6 key channels under the mother brand form a part of this brand study, aimed at chalking a clear path for ZEE to achieve its goals set for the year 2020.

Roland Landers, Head – Corporate Brand, ZEE Entertainment, said, "Corporate Brand ZEE has grown stronger, with its presence in over 169 countries. With our engaging content, which entertains over 800 million viewers worldwide, we envision to be ranked amongst the top brands in India by the end of 2015 and top global brands by the year 2020. Interbrand's association will certainly add immense value to this journey, in terms of valuating the brand's contribution to the enterprise value and in navigating the brand to achieve its qualitative goals."

Interbrand, founded in 1974, is the world's largest Brand Consultancy. It pioneered the concept of Brand Valuation, and publishes an annual definitive compilation of 100 Best Global Brands. It offers a 360 branding services suite to renowned brands the world over.

On the ZEE partnership, Ashish Mishra, MD, Interbrand India said "Our purpose as Interbrand India is to help Best Indian Brands navigate their ambitions to be Best Global Brands. We are delighted to be entering into a long term partnership with ZEE which is a Best Indian Brand contender and has the potential to emerge as a strong global brand too."

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## About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touch points, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report ([bestglobalbrands.com](http://bestglobalbrands.com)), the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report ([bestglobalgreenbrands.com](http://bestglobalgreenbrands.com)), which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created [brandchannel.com](http://brandchannel.com), a Webby-award winning resource for brand marketing and branding. For more information on Interbrand, visit [interbrand.com](http://interbrand.com).

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