



ZEE partners with Vyoma Technologies Pvt. Ltd. to set up Self Ticketing Zones at Railway Stations

- *Tapping 25 stations in Mumbai across 68 Self Ticketing Zones with 340 connected digital screens*

Mumbai, January 17, 2020: Zee Entertainment Enterprises Ltd. (ZEEL), a leading global media & entertainment powerhouse has partnered with India's largest integrated digital outdoor media company – 'Vyoma', to build Self Ticketing Zones (STZ) at railway stations across Mumbai.

Through this initiative, ZEEL takes another step towards ensuring the commuters' experience is enhanced and engaged throughout the ticket buying process. With the number of daily railway travelers steadily growing and the lines at ticketing counters getting longer, the STZ is the need of the hour and will prove a vital public utility.

These Self Ticketing Zones, which will be QR code enabled, will help the railway authorities in ensuring there is another point of transaction for commuters who want to buy tickets at stations. Additionally, the nature of the zones – which will give a 180 degree visual treat to commuters – will aim to make the experience more rewarding and visually appealing. ZEEL's content bouquet will ensure commuters are regularly updated with content from its repertoire of shows and movies, train information and public safety announcements whilst they buy their tickets. The partnership intends to bring an extraordinary entertainment experience in the commuter's everyday hustle-bustle. In Mumbai alone, railway attracts over 7.5 million commuters daily*.

Mr. Shriranga Sudhakara, Managing Director, Vyoma added "It is a pleasure to partner with ZEEL as they shared our vision of creating world class digital infrastructure to connect with people 'on the go' and enhance the journey experience. At Vyoma, our team has been inspired by 'Digital India' and building world class digital platforms has been our passion. The support we have received from railway officers at every step of the way has been unwavering which we are grateful for and we would also like to thank Railtel for their support. The dynamic team at Mumbai division, Central Railway is the reason we were able to get this project off the ground seamlessly."

Located at high traffic locations across 25 central railway stations in Mumbai, the STZ will offer engaging content from Zee TV, Zee Cinema, & Pictures, Zee Bollywood and ZEE5 India.

Note to the Editors:

About Zee Entertainment Enterprises Limited (ZEEL)

Zee Entertainment Enterprises Ltd. (ZEEL) is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than 1.3 billion people around the globe, ZEEL is among the largest global content companies across genres, languages, and platforms.

With its new brand ideology and purpose - "Extraordinary Together", ZEEL aspires to provide a unified brand experience and to delight consumers across the world by creating extraordinary entertainment and experiences that inspire to transcend the ordinary and become extraordinary.

ZEEL is present across broadcasting, movies, music, digital, live entertainment and theatre businesses, both within India and overseas. ZEEL has more than 260,000 hours of television content and houses the world's largest Hindi film library with rights to more than 4,800 movie titles across various languages. ZEEL has also produced several movies for theatrical release and is the fastest-growing music label in India. It has a presence in the digital space with ZEEL and has also ventured into live events.

Official Social Media Platforms:

Twitter: [ZEECorporate/Twitter.com](https://twitter.com/ZEECorporate)

Facebook: [ZEECorporate/Facebook.com](https://www.facebook.com/ZEECorporate/)

LinkedIn: [Linkedin.com/Company/ZEECorporate](https://www.linkedin.com/company/ZEECorporate)

About Vyoma:

Vyoma Media started with the intention of captivating audiences on the move and enable brands to converse with their customers in the out of home space. Since its inception, Vyoma Media has quickly grown to become India's leading out of home digital solutions company. With an audience reach of over 130 million a month, the company has progressively strived to integrate technology and creativity to turn brand awareness into engagement and adoption.

Vyoma Media currently operates across 16 states in India with its 2100+ smart digital displays located across 400 railway and metro stations.

Built on the foundation of providing highly visible content and effective reach, Vyoma Media's platform backs it up with real time monitoring, social media amplification, measurement and intuitive audience insights which enables brands to shape their customer journey and keep them relevant at all times. Vyoma Media has been successful in delivering performance-based impact to their client partners across a number of sectors.

For more information and to get exclusive access the report please go to: www.vyoma-media.com

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