

PEOPLE PRACTICES

A winning mindset

We prioritise the growth and development of our people, providing opportunities for continuous learning and skill-building to discover their full potential. By investing in their success, we are empowered to make progress towards achieving collective growth.



Employee engagement

Our people are at the heart of our organisation. We realise their well-being has a direct impact on our pursuit of success. Guided by four core principles—Exponential Thinking, Execution Excellence, Hunger for Impact, and Seamless Collaboration—we have developed a restructured performance and rewards framework.

This is further supported by our HR platforms—ZEELOMPICS, Cheers4Peers and ZEEcademy. We are also committed to building open communication and constructive feedback channels, prioritising our employees’ best interests. We encourage them to provide feedback during the appraisal cycle and voice concerns.

Rewards and recognition

A culture of appreciation and gratitude is the cornerstone of a positive work environment. To this end, we have introduced the Employee Reward and Recognition (R&R) initiative at ZEE. Our R&R programmes are structured to celebrate achievements, drive encouragement and uphold our commitment to fairness and transparency.

Our culture

Exponential Thinking

- Strategic Business Perspective
- Shaping Change

Hunger For Impact

- Pursuit of Excellence

Seamless Collaboration

- Building Talent
- Collaborations

Relentless Focused Extension

- Execution Excellence
- Consumer and Customer Centricity



HR platforms



Cheers 4 Peers

Cheers4Peers badges



Trailblazer



Go-getter



Dependable Ally



Driven Exceller



Customer/Consumer Champion

Cheers4Peers is our peer-to-peer recognition programme that communicates instant appreciation and strengthens relationships in a fun format. Hosted on ZEEConnect, our internal portal, the programme operates as a self-managed wallet system, enabling each employee to reward up to 10 badges per financial year. In FY 2023-24, an average of 1,600 employees received recognition.



ZEE Olympics

Key organisational competencies



Shaping Change



Collaboration



Execution Excellence



Hunger for Impact



Customer Centricity

ZEELOMPICS is our quarterly recognition platform that integrates our competency framework and rewards exceptional performance. Inspired by the spirit of the Olympics, it features five rings that each This programme celebrates employees across all units, functions, and regions, promoting competency-driven behaviours and encouraging continuous learning and development.



ZEEcademy

93.6%

Course completion rate

4.8/5

Content rating

64.5

NPS*

1.7 lakh

Hours of learning

**NPS Calculation: % Promoters- % Detractors*

At ZEEcademy, our AI-powered platform empowers individuals to unlock their full potential. The platform has achieved 52.4% increase in average active monthly learner engagement during the year, demonstrating our employees’ commitment to personal growth and development.



Awards

Gold

ZEEcademy wins in the ‘Best Approach to Implementing a Learning Experience Platform (LXP)’ category, at the Brandon Hall Forum

Gold

For Lead-Your-Ship (ARISE) In the ‘Best Skill Development Initiative’ category, at the TISS CLO



Learning and development

The 4X4 Academy of Excellence framework, a significant stride in ZEE's vision, comprises four specialised academies, each focused on distinct development areas, ensuring a skilled and engaged workforce ready to tackle industry challenges.

Compliance Academy

Ensures employees adhere to legal standards and internal policies, maintaining integrity.

Digital Learning Academy

Provides the latest courses on technical, functional, behavioural and leadership skills, keeping the workforce agile and enabling on-the-go learning.

Lead-Your-Ship Academy

Strengthens the leadership pipeline by cultivating skills at multiple levels, preparing leaders to manage teams and projects.

Techno-Functional Academy

Addresses skill gaps and prepares employees for career advancements with tailored learning journeys.

These academies are supported by Integrated Academic Journeys, Learner-Centric Technology, Assessments & Certifications and Career Progression, ensuring sustainable growth for ZEE's talent pool.

Compliance and ESG training

We take great pride in our commitment to compliance, reflected in the 100% completion rates of critical modules such as Digital Induction, Prevention of Sexual Harassment (POSH), Code of Conduct, Information Security and Data Privacy. Our commitment to regulatory standards is integral to our organisational ethos, guaranteeing a safe, respectful, and secure work environment for all employees.



Learning highlights

2,84,444

Number of self-paced online training courses

1,96,548

Number of total learning hours (online and offline)

1,438

Number of employees trained in classroom training



Leadership development

Our comprehensive leadership development programmes under the Lead Your Ship pillar focus on nurturing emerging leaders, building essential competencies, and ensuring a sustainable leadership pipeline to drive our organisation's success.

ARISE

Focused on cultivating leadership qualities and enhancing managerial skills, this programme includes workshops, mentorship sessions, and project-based learning, empowering emerging leaders with the tools and knowledge needed for organisational success

12,755+

Training-hours

82.1

NPS

1,594

Man-days

4.8/5

Feedback rating

25.9%

Women trainees

ASPIRE

Designed to build a robust leadership pipeline, focusing on developing future leaders

1,827+

Training-hours

14.2%

Women trainees

228

Man-days

4.6/5

Feedback rating

MASTERSTROKE

Aims to enhance specific competencies across the organisation

3,307+

Training-hours

21.5%

Women trainees

413

Man-days

4.5/5

Feedback rating





Embracing open dialogue and collaboration with Samwad

At ZEE, we are all about embracing open dialogue and collaboration, and our Samwad initiative embodies that spirit. 'Samwad', meaning 'dialogue' in Hindi, empowers every employee to engage in monthly conversations with their managers about key challenges and opportunities.

By making Samwad a cornerstone of our corporate culture, we enhance workplace dynamics and ensure that our values guide us in our journey toward high performance and ethical practices. Each monthly dialogue is a meaningful step in integrating these principles into our daily interactions and driving our collective success.

Samwad Theatre sessions

To embed this initiative deeply, the Enterprise Culture and Capability (ECC) Team at ZEE has conducted Samwad Theatre sessions across all locations featuring immersive enactments and engagements.

95%

Reach of Samwad Theatre sessions

4.87/5

Average feedback received

91.7

NPS

SAMWAD

Strengthens bonds
Cultivates deeper connections between employees and managers

Harmonises approaches
Aligns efforts to work seamlessly together

Co-creates pathways to success
Collaboratively achieve progress and drive success

Through Samwad, we reinforce on our ACHIEVE values

- A** Accountability for results
- C** Customer first
- H** Humility, respect and integrity
- I** Innovate and solve big problems
- E** Endeavour for big, hairy, audacious goals
- V** Velocity and agility
- E** Embrace frugality



Diversity and inclusion

We believe in creating a workplace where every individual feels valued, respected, and empowered to contribute their unique perspectives. Our initiatives focus on promoting diversity across all levels, implementing inclusive policies and practices and cultivating a sense of belonging among our employees. Through transparency and accountability, we aim to drive positive social impact and achieve sustainable business success.

Empowerment that goes a long way

ZEE is dedicated to empowering women both on and off-screen. Our programming celebrates woman talent and entrepreneurial spirit. Shows like 'Goan Gullies', 'Highway Dreams' and 'Shonar Bengal' feature inspiring stories of women like Sonia Shirat and highlight women-led businesses. By showcasing these diverse narratives, ZEE empowers women as well as inspires viewers to recognise and celebrate their achievements, leading to a more equitable media landscape.

FY 2023-24 highlights

19.5%

Women employees

Zero

POSH complaints



Uncha Majha Zoka Awards

We, at ZEE, hosted the 'Uncha Majha Zoka' awards, recognising the remarkable accomplishments of women who break barriers and inspire us all. This ceremony celebrated a diverse group of achievers, including the young cricket prodigy Jemimah Rodrigues and the pioneering cancer researcher Dr. Darshana Patil. We were honoured to shine a light on their unwavering spirit, dedication and the positive impact they create in their respective fields.



Employee health and safety

At ZEE, the well-being of our employees is at the heart of our values. We understand that a healthy and safe work environment directly contributes to productivity and happiness. We have implemented robust measures to maintain high standards of employee health and safety, including market-competitive comprehensive insurance and a supportive leave policy designed for employee rejuvenation.

Policies at ZEE

Maternity and paternity leave

We have continued to prioritise the well-being and support of our employees through comprehensive maternity leave policies. These include a maternity leave benefit of 30 weeks for up to two surviving children, and up to 12 weeks for more than two surviving children and for commissioning mothers are entitled for maternity benefits of 30 weeks for up to two surviving children if the age of child is less than 6 months and up to 12 weeks for more than two surviving children.

Additionally, commissioning mothers are eligible for 16 weeks from the child handover date. We also provide compassionate leave options, such as six weeks for miscarriage or medical termination of pregnancy and two weeks for related medical conditions.

Male employees are entitled to 10 working days of paternity leave for up to two surviving children. These policies underscore our commitment to building a supportive and inclusive workplace environment where employees can thrive both personally and professionally.



Other policies.

- 1 Employees are eligible for a sabbatical leave of up to six months during their entire tenure.
- 2 Our mediclaim policy covers self, spouse/same-sex partner/live-in partner, and up to two dependent children up to 25 years old. Employees have the flexibility to opt for Top-Up and Parental Mediclaim as per their preference.
- 3 Final settlement for exited employees is processed within 30 days of exit, subject to necessary clearances.
- 4 Each employee can avail 25 Privilege Leaves, one Happiness Leave for birthdays and anniversaries and two Optional Leaves for religious or cultural festivals, reflecting our commitment to supporting work-life balance and personal well-being.



FY 2023-24 highlights

Physical fitness and well-being

We promote fitness, well-being, and mental health through interventions such as gratitude practices, yoga, meditation, art therapy, and more.

Sports day

The 'ZEE5 Sports League' has been launched with a unique vision of bringing together a diverse group of participants across units to foster synergy and inclusion.

54%

Offices assessed for health and safety and working condition

100%

Employees have health and accident insurance

100%

Full time employees paid above minimum wages