

VODAFONE IDEA OFFERS CUSTOMERS EXCLUSIVE ACCESS TO ZEE5 THEATRE

~Premiering 30+ award-winning plays from diverse genres~

National, 22nd July'19: Vodafone Idea, India's leading telecom operator and ZEE5, India's fastest growing OTT platform have come together to make ZEE5 Theatre available to its subscribers on the go. With this exclusive offer, subscribers can now tune in to ZEE5 Theatre, a live channel available on Vodafone Play and Idea Movies & TV app.

The move is in line with the philosophy of Vodafone Idea of offering a range of content choices to the customers. Vodafone Idea customers can now enjoy varied plays across genres such as thriller, supernatural, crime, family drama, comedy and periodic drama ensuring a seamless viewing experience. After discovering the content, customers can access it on Vodafone Play and Idea Movies & TV app. ZEE5 Theatre will offer nine plays this July and further keep adding two new plays every week on Wednesday and Friday at 9:00 PM.

Some of the RENOWNED plays which customers will be able to watch as a part of this partnership include:

- **Savita Damodar Paranjape**, a psychological thriller starring Shilpa Tulaskar and Vinay Jain
- **Doll's House** based on Norwegian playwright, poet and theatre director Henrik Johan Ibsen's A Doll's House featuring Swastika Mukherjee and Subhrajyoti Barat
- **Double Game**, a suspense drama starring popular theatre and television actor Kiran Karmarkar and renowned actor-singer Rajeshwari Sachdev
- **Vaastav**, based on the blockbuster crime flick of the same name, Vaastav is the quintessential concoction of ambition, struggle and family emotions starring Puru Chibber and Mitalee Jagtap.

Commenting on the partnership **Avneesh Khosla, Operations Director – Marketing, Vodafone Idea Limited** said, "We are excited to partner with ZEE5 in order to make exclusive theatre productions more accessible. We intend to reach customers who enjoy Theatre and are not being catered to through other platforms."

Speaking about the association, **Manish Aggarwal, Business Head, ZEE5 India** said, "The Vodafone Idea association has been truly remarkable and we are now adding some well renowned plays for audiences in this offering. Theatre is an integral part of entertainment and we hope audiences enjoy watching these live from the comfort of their homes. Our strong repertoire of content backed with Vodafone Idea's reach is certainly to make waves among viewers."

Vodafone Idea and Zee Entertainment Enterprises Limited announced a strategic partnership a few months back for ZEE5 – the fastest growing OTT platform in the country. Under the strategic partnership, aimed at driving the growth of digital ecosystem in India, the content portfolio of ZEE5 is available to Vodafone Idea customers on Vodafone Play as well as Idea Movies & TV app. Customers of Vodafone Idea can enjoy the entire content catalogue of ZEE5 thereby providing a seamless viewing experience via multiple devices.

Vodafone Play

The Vodafone Play app is a one-stop entertainment destination to enjoy live TV Shows, latest movies and original content. Downloaded by more than 20 Million+ Vodafone Subscribers it gives access to over 10000+ movies, in 15 different languages, 400+ live TV channels along with a huge catalogue of original web series and International TV Shows across all genres.

Idea Movies and TV

Idea Movies & TV app is an ultimate gateway to popular movies and video watching experience. The robust library comprises of 1000+ movies, 400+ Live TV Channels, TV Shows and Original Content across various genres. With over 20 million+ downloads Idea Movies & TV app has been growing in popularity and rating of 4.3 on Play store.

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information, please visit www.vodafoneidea.com.

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About ZEE5

ZEE5 is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1 lakh hours of On Demand Content and 80+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

Follow ZEE5 on [Facebook.com/ZEE5Premium](https://www.facebook.com/ZEE5Premium), [Twitter.com/ZEE5Premium](https://twitter.com/ZEE5Premium), [Instagram.com/ZEE5Premium](https://www.instagram.com/ZEE5Premium)

About 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 presence in the digital space with ZEE5 and has also ventured into live events.

More information about ZEE and its businesses is available on www.zeeentertainment.com

Official Social Media Platforms:

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