

Vakrangee partners with ZEE5

Mumbai, May 22, 2019: Vakrangee Ltd., India's largest network of last-mile retail points of sale, today announced its partnership with ZEE Entertainment Enterprises Ltd., to make available distribution and subscription of the ZEE5 service for its customers in 3,504 Nextgen Vakrangee Kendras across the country. ZEE5 is one of the fastest growing OTT platforms in India.

These Nextgen Vakrangee Kendras exclusively offer a comprehensive range of products and services across banking, insurance, ATM, assisted e-Commerce, e-Governance and logistics. With 68% of its Nextgen outlets in Tier-5 and 6 towns, Vakrangee will offer ZEE5 services to the most remote and hitherto unserved/underserved parts of the country.

Commenting on this partnership, **Mr. Anil Khanna, Managing Director & Group CEO, Vakrangee Ltd.** said, "We are happy to partner with ZEE Entertainment to help our customers avail ZEE5 in remote areas. With this partnership, we continue to expand the bouquet of services available at our exclusive Nextgen Vakrangee Kendras making them in to one stop shop for all the requirements of our customers including entertainment."

He added, "We will continue to add products and services and tie-up with leading business partners to offer our customers a comprehensive solution to all their banking, insurance, ATM, assisted e-Commerce, e-Governance and logistics, all at their doorstep. Vakrangee provides these business partners with the unmatched reach in remote areas where these brands find the cost of operations too high."

Manish Aggarwal, Business Head, ZEE5 India said, "At ZEE5, users' convenience and comfort is of paramount importance. This offline to online partnership with Vakrangee Kendra helps with both distribution and accessibility, thus getting more people exposed to ZEE5's premium content. We hope that this first of its kind association in the OTT segment will prove beneficial for the customers as it gives them an easy option of payment."

Vakrangee currently has 3,504 Nextgen Vakrangee Kendra's spread across 19 states, 366 districts and 2,186 postal codes. More than 68% outlets are from Tier 5 and tier 6 cities. Vakrangee's planned target is to reach at least 25,000 operational Nextgen Vakrangee Kendras by FY 2019-20 and further enhance it to reach 45,000 Nextgen outlets by FY 2020-21 and 75,000 by FY2021-22.

The Company has tied up with reputed partners spread across Banking, ATM, Insurance, Financial services, e-Commerce, e-Governance and Logistics verticals to offer its customers best-in-class services and products.

About Vakrangee Limited

(BSE Code: 511431; NSE Code: VAKRANGEE)

Incorporated in 1990, Vakrangee is the unique technology driven company focused on building India's largest network of last-mile retail outlets to deliver real-time banking & Financial Services, ATM, insurance, e-governance, e-commerce and logistics services to the unserved rural, semi-urban and urban markets. The Assisted Digital Convenience stores are called as "Vakrangee Kendra" which acts as the "One-stop shop" for availing various services and products. Vakrangee has been at the forefront in financial inclusion space in India. It has signed "Common BC" and "National BC" agreements with various public sector banks for offering real-time banking to unserved and underserved rural population. Banking at "Vakrangee Kendra" outlets is a unique experience with disruptive technology like APS, e-KYC, inter-operability and real-time transactions. In addition to banking "Vakrangee Kendra" outlets also provide insurance products, e-governance services and ecommerce products.

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About ZEE5

ZEE5 is the digital entertainment destination 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 90+ 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/ZEE5](https://www.facebook.com/ZEE5), [Twitter.com/ZEE5India](https://twitter.com/ZEE5India), [Instagram.com/ZEE5](https://www.instagram.com/ZEE5)

About ZEEL

Zee Entertainment Enterprises Ltd. (ZEE) is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than 1.4 billion people around the globe, ZEEL is among the largest global content companies across genres, languages, and platforms.

ZEE is present across broadcasting, movies, music, digital, live entertainment and theatre businesses, both within India and overseas. ZEE has more than 250,000 hours of television content and houses the world's largest Hindi film library with rights to more than 4,200 movie titles across various languages. ZEE has also produced several movies for theatrical release and is the fastest growing music label in India.

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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