



24's THE CHARM

October 12 was a very special occasion for **Subhash Chandra**, chairman of Zee & Essel group. Celebrating its 20th Anniversary at the Bombay Stock Exchange (BSE) convention hall, Zee Entertainment Enterprises Limited has had many 'firsts' in its long and successful career – first satellite channel, first 24-hour entertainment channel, first 24-hour hindi news channel, among others – and what started off as a ₹24 crore IPO is currently worth more than ₹28,000 crore. "When we started, none of us knew that we would grow with

the kind of pace and numbers with which we have seen," he remarked in his speech, adding that Zee's journey has had its fair share of ups and downs. "But while I cannot comment on the next 20 years, we have certain plans worked out for the next 5-7 years; although today Zee's global network consists of 670 million viewers, we have to grow in excess of 1 billion viewers before 2020." Among other distinguished guests present at the event were Ashish Chauhan, S. Ramadorai, Rakesh Jhunjhunwala and Punit Goenka. ♦