



Extraordinary Together



March 30, 2024

To,
The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai - 400 001
BSE Scrip Code Equity: 505537

The Listing Department,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East), Mumbai- 400 051
NSE Symbol: ZEEL EQ

Dear Sir / Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release

Please find enclosed a copy of the press release which is issued by the Company.

This is for your information and records.

Thanking you,

Yours faithfully,
For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary
FCS6669

Encl: As above

Zee Entertainment Enterprises Limited

Regd. Office : 18th Floor, A-Wing, Marathon Futurex, N.M. Joshi Marg, Lower Parel, Mumbai - 400 013, India
P. +91 22 7106 1234 | F. +91 22 2300 2107 | CIN : L92132MH1982PLCO28767 | www.zee.com

For Immediate Release

ZEE's MD & CEO prunes the Company's Technology & Innovation

Centre by ~50% to achieve a cost effective structure

- *Restructured team at TIC to maintain a sharp focus on offering technology solutions to enhance content creation, distribution and monetization process*
- *Step taken in line with the advice received by the Board during the Monthly Management Mentorship (3M) Program*

Mumbai, 29th March 2024: ZEE Entertainment Enterprises Ltd. (ZEE), today implemented strategic steps to streamline and overhaul its Technology & Innovation Centre (TIC). Actioned by its MD & CEO, Mr. Punit Goenka, the steps are in line with his approach to optimize the resources and arrive at a cost-effective structure to drive continued growth for the Company.

Basis the guidance received from the Board during the recently conducted Monthly Management Mentorship (3M) Program, the MD & CEO has pruned the TIC's structure by approximately 50% and streamlined its scope of work. Going forward, the TIC will maintain a sharper focus on enhancing the overall Content Creation, Distribution and Monetization process for the Company by utilizing technology led tools to gain deeper insights into consumer preferences.

Speaking on this decision, **Mr. Punit Goenka, MD & CEO, ZEE** said, *"We are laser-focused towards creating exceptional content that is rich and engaging for our viewers. We have a huge responsibility on our hands to live up to the expectations of billions of viewers across the globe and we will continue to win their hearts. To achieve this, we need the blend of a creative approach, detailed consumer insights and futuristic technology*

solutions. The core and streamlined team at TIC will now only focus on enabling and empowering us in this process of content creation, distribution and monetization.”

Frugal approach, optimal utilization of resources and sharper focus on quality content are the key tenets of the approach undertaken by the Company’s management, under the guidance of its Board, chaired by Mr. R. Gopalan. In line with this approach, the Company is consistently taking all the required steps that are best aligned to deliver maximum value to its shareholders.

The Company recently announced the strategic realignment of its Revenue vertical, that is now being directly driven by the MD & CEO. The key changes actioned at the TIC are in line with this macro-level strategic approach, with an objective to arrive at a cost-effective structure that is competent and productive enough, to deliver the same level of output towards the Company’s growth.

Under the guidance of the Board, the MD & CEO is taking concerted efforts to achieve a streamlined structure of the organization and optimize resource utilization for improved efficiencies, to enable long-term growth.

=END=

Note to Editors:

About ZEE Entertainment Enterprises Ltd.

Zee Entertainment Enterprises Ltd. is a leading content company offering entertainment content to diverse audiences. With a presence in over 190 countries and a reach of more than 1.3 billion people around the globe, ZEEL is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.

Media Contacts: Parag.darade@zee.com | Chandni.mathur@zee.com