

For Immediate Release

ZEE Entertainment appoints Rohit Suri as Chief Human Resources Officer

Rohit to focus on strengthening the Human Capital and enhancing workforce capabilities in line with the Company's future ambitions

MUMBAI, 9th May 2025: Leading Media & Entertainment powerhouse **ZEE Entertainment Enterprises Ltd. (ZEE)**, has announced the appointment of Rohit Suri as the Chief Human Resources Officer with effect from 12th May 2025. In this role, Rohit will be based at the Company's headquarters in Mumbai and will report into the Chief Executive Officer, Punit Goenka.

Leveraging his vast expertise in the realm of talent development, Rohit will be responsible for strengthening the Human Capital and enhancing the overall capabilities of the workforce, further enabling the Company to achieve its targeted ambitions for the future. His role will encompass implementation of innovative HR policies and strategies to drive a high-performance and collaborative work culture for robust growth in line with the Company's rich value system.

Speaking on the development, **Punit Goenka, Chief Executive Officer, ZEE Entertainment Enterprises Ltd.** said, *"Human Capital remains the cornerstone of our success at ZEE as we progress to achieve our targeted goals for a robust future. I am glad to welcome Rohit, who joins us at a pertinent juncture, as we aim to strengthen the HR operations, people strategy and overall organisational culture to build a future-ready workplace. With his strong expertise and understanding in talent development and cultural integration especially within the Media & Entertainment sector, we look forward to fostering an environment of higher innovation and collaboration in the Company."*

Commenting on the appointment, **Rohit Suri** said, *“I am pleased to join ZEE at a pivotal time as it marches forward with clear, strategic goals to define the future of the Media & Entertainment industry. Across the sector, ZEE has always been recognized for nurturing an entrepreneurial culture and building leaders for tomorrow. I am excited to drive this momentum forward and cultivate a more performance-oriented environment that contributes meaningfully to the overall strategic growth plans of the Company.”*

Rohit comes with over 25 years of diverse experience across consumer internet, technology and media companies. He has worked across South Asia, APAC and Europe and held leadership roles spearheading change, business transformation, leadership development programmes, HR project management and cultural integration.

Rohit was previously associated with Netflix India as the Head of Talent and has served at several renowned companies in the technology and entertainment industries, with a focus on building a culture of digital innovation and data-driven decision-making.

With this appointment, the Company aims to further enrich its Human Capital in line with its strategic priorities for the future. As the Company swiftly progresses towards achieving its targeted goals, a robust workplace strategy will help accelerate the growth momentum and build a more performance-oriented culture for the long-term.

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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.

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