



Dear Shareholders,

We are delighted to share that **Bullet**, the highly anticipated micro drama platform, has been officially launched in India and as our valued shareholders, we invite you to experience the app first-hand and also share your valuable feedback. The app is now available for download on [Android](#) and [iOS](#).

Bullet has been created to redefine mobile storytelling. Designed for a generation shaped by fast, vertical and immersive content consumption, the platform combines cinematic quality with bite-sized storytelling, delivering gripping one-minute episodes. Bullet has been launched with an impressive slate **of 34 micro dramas across 7 Indian languages**—Hindi, Tamil, Telugu, Kannada, Bangla, Malayalam and Marathi.

Bullet is available as a standalone app on the Google Play Store and Apple App Store, while also being integrated within ZEE5 as an app-in-app feature, enabling seamless access for ZEE5's vast user base.

Gamification being an integral aspect of the platform, Bullet has also introduced an interactive layer with **Bullet Coins**, a virtual token system that lets users unlock premium episodes, join fan clubs, and access bonus content. With an easy-to-use wallet experience and multiple ways to earn or purchase coins, Bullet creates a community-driven, gamified environment that keeps engagement high and viewing experiences fun.

Zee Entertainment Enterprises Limited

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As your Company steps confidently into the next era of entertainment, Bullet represents our commitment to innovation at the intersection of content, technology and new consumer behaviour. We believe this platform will unlock fresh avenues of growth while strengthening our connect with younger audiences across India.

We look forward to your feedback as you experience Bullet and support us in shaping this exciting new chapter.

For any queries and your valuable feedback pertaining to the Bullet app, kindly write to:

shareservice@zee.com.

Thank you.

Yours Truly,

Zee Entertainment Enterprises Ltd.