



August 26, 2025

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: Change in Senior Management Personnel**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('LODR Regulations'), we hereby inform you about the following changes in Senior Management Personnel of the Company:

1. Ms. Laxmi Shetty is elevated as Head - Advertisement Revenue, Broadcast & Digital, who has been an integral part of the leadership team and a strong pillar of the revenue vertical of the Company for over 20 years and has rich experience in the overall advertising landscape.
2. Mr. Ashish Sehgal, Chief Growth Officer - Ad Sales, Broadcast & Digital, has resigned due to personal reasons. We would like to thank Mr. Sehgal for his contribution to the Company and wish him success in all his future endeavours. An e-mail received from him is enclosed as **Annexure - A**.

The details required to be disclosed as per Regulation 30 of the LODR Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated December 31, 2024, are enclosed as **Annexure - B**.

A copy of the press release which is being issued in this regard is enclosed as **Annexure- C**.

Kindly take the above on your record.

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, Maharashtra, India

**D:** +91 22 7106 1234 | **CIN:** L92132MH1982PLC028767 | **W:** www.zee.com

**From:** Ashish Sehgal [REDACTED]  
**Date:** Tuesday, 26 August 2025 at 2:26 PM  
**To:** Punit Goenka [REDACTED]  
**Subject:** Resignation

Dear Punit

After much reflection, I have decided to step down from my role at Zee Entertainment Enterprise Ltd, marking the end of a truly enriching chapter in my professional journey.

It has been an incredible experience spanning almost 20 years, during which I've had the privilege to learn every nuance of the trade, grow through challenges, and contribute meaningfully to our shared goals. I am deeply grateful for the unwavering support, mentorship, and trust extended to me by you throughout this time.

Working under your leadership and alongside such talented colleagues has been both an honour and a learning experience. The culture of excellence, collaboration, and innovation here has shaped me in ways I will always carry forward.

As I move on to explore new horizons, I do so with immense respect and appreciation for everything this organization has given me. I remain committed to ensuring a smooth transition and am happy to assist in any way that supports the team during this period.

Thank you once again for the opportunity, the trust, and the many memorable moments.

Warm regards,  
**Ashish Sehgal**

Chief Growth Officer – Ad Sales, Broadcast & Digital

**Annexure – B**

Sr. No.	Particulars	Details	
		Ms. Laxmi Shetty	Mr. Ashish Sehgal
1	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Ms. Laxmi Shetty has been elevated as Head - Advertisement Revenue, Broadcast and Digital	Mr. Ashish Sehgal has resigned from the office of Chief Growth Officer - Ad Sales, Broadcast & Digital due to personal reasons.
2	Date of appointment/re-appointment/cessation (as applicable) & term of appointment/re-appointment	With effect from August 26, 2025  Terms of Appointment: Existing Full-Time Employment.	With effect from August 26, 2025
3	Brief Profile (in case of appointment)	<p>Ms. Shetty has been responsible for enabling the organization to achieve overall strategic excellence across its entire sales value chain by cross-fertilizing &amp; synergizing efficiencies, leveraging revenue maximization opportunities &amp; ensuring a stronger relationship with its business associates through a process-oriented &amp; knowledge-based approach.</p> <p>Over the last 20 years at 'Z', her acute understanding of the media business and her analytical acumen coupled with a wide network with key decision-makers across clients &amp; agencies is being harnessed for the purpose of Strategic Sales Planning &amp; Revenue Maximization. She has been responsible for garnering revenue shares from key clients &amp; agencies, identifying new business potential, expanding existing business sources, cross-amplifying efficiencies across each of her portfolios, re-engineering 'Z's internal processes to optimize inventory &amp; maximize revenue.</p> <p>Prior to her current stint at 'Z', Laxmi spent 15 years with Bennett, Coleman &amp; Co. Ltd., where she played a pivotal role in driving data-led decision-making and revenue transformation for the print business.</p>	Not Applicable
4	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable	Not Applicable

***For Immediate Release***

## **‘Z’ elevates Laxmi Shetty as Head - Advertisement Revenue, Broadcast & Digital**

- *Laxmi to focus on enhancing revenue generation and maximizing synergies to further strengthen the Company’s financial foundation*
- *The Company and Ashish Sehgal mutually agree to part ways*

**Mumbai, 26<sup>th</sup> August 2025:** Leading Content and Technology powerhouse, ZEE Entertainment Enterprises Ltd. (‘Z’) today announced the elevation of **Laxmi Shetty** as **Head - Advertisement Revenue, Broadcast & Digital** for the Company. In this role, Laxmi will lead the Company’s efforts to enhance monetization across the linear and digital businesses, further strengthening its financial foundation by maximizing revenue generation. In this role, Laxmi will report directly to the **CEO, Punit Goenka**.

Laxmi has been an integral part of the leadership team and a strong pillar of the revenue vertical for over 20 years and has rich experience in the overall advertising landscape. She has been recognized for successfully implementing sustainable creative solutions, enhancing revenue generation opportunities. Her expertise lies in driving strategic excellence across the sales ecosystem through innovative cross-platform solutions, capitalizing on newer opportunities, leading to enhanced value delivery to advertisers.

In this new role, Laxmi would be responsible for driving a holistic monetization strategy across the business by tapping into newer revenue streams and enhancing the advertiser base by delivering unique solutions at the intersection of content and technology. The Company and Ashish Sehgal (*who has led the advertisement revenue vertical as Chief Growth Officer*) have mutually agreed to part ways, as Ashish embarks on a journey to pursue new endeavours.

As the Company progresses swiftly towards achieving its targeted ambitions for the future, augmenting the capabilities of its valuable Human Capital continues to be a key factor to achieve success. With an aim to further nurture an entrepreneurial spirit, the Company is empowering the management team, to build leaders of tomorrow.

Laxmi's elevation to Head - Advertisement Revenue, Broadcast & Digital is with immediate effect.

=END=

**Note to the Editors:**

**About Zee Entertainment Enterprises Ltd.:**

*Zee Entertainment Enterprises Ltd. ('Z') is a leading Content and Technology powerhouse, seamlessly blending its rich legacy with pioneering innovation to deliver cutting-edge entertainment experiences. With a presence in over 190 countries and a reach of over 1.3 billion people across the globe, 'Z' brings diverse stories to life through linear television, digital platforms, movies and music across languages. As a truly Indian brand with a global footprint, 'Z' remains committed towards enriching the lives of people around the world by creating extraordinary moments which celebrate the power of optimism and togetherness.*

**Media Contacts:** [paraq.darade@zee.com](mailto:paraq.darade@zee.com) / [chandni.mathur@zee.com](mailto:chandni.mathur@zee.com)