



August 14, 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**

**Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

**Dear Madam/Sir,**

We would like to inform you that the Board of Directors of the Company in its meeting held today i.e. August 14, 2025, has inter-alia approved investment in Optionally Convertible Debentures ('OCDs') of:

- ZBullet Enterprises Limited, subsidiary of the Company up to Rs. 50 Crores.
- Advance Media Distribution Limited, wholly owned subsidiary of the Company up to Rs. 40 Crores.

The details required to be disclosed as per Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 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 attached as **Annexure - A**.

The Board Meeting commenced at 2.30 p.m. and concluded at 4.50 p.m.

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

**Annexure – A**

Sr. No.	Particulars	Details	
1	name of the target entities	<b>ZBullet Enterprises Limited ('ZBEL')</b>	<b>Advance Media Distribution Limited ('AMD')</b>
2	Details in brief such as size, turnover etc.	<p>The Board of Directors of the Company at its meeting held today has approved the investment in Optionally Convertible Debentures ('OCDs') of:</p> <ul style="list-style-type: none"> <li>➤ ZBEL up to Rs. 50 Crores; and</li> <li>➤ AMDL up to Rs. 40 Crores.</li> </ul> <p><b>Authorized and Paid-up equity share capital of ZBEL and AMDL:</b> Rs. 1,00,000 divided into 10,000 equity shares of Rs. 10 each.</p> <p><b>Turnover of ZBEL &amp; AMDL:</b> Nil (yet to commence business operations)</p>	
3	whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	<p>ZBEL and AMDL are subsidiaries of the Company and hence fall within the category of related parties.</p> <p>Promoters of the Company have no interest in the said investment.</p> <p>These transactions would be on an Arm's Length basis.</p>	
4	industry to which the entity being acquired belongs	ZBEL has been incorporated to launch micro drama app named 'Bullet' offering short form series, targeting younger audience.	AMDL has been incorporated to engage in the distribution business by providing Unified services comprising Linear TV and broadband distribution and OTT aggregation.
5	objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	The present investment would help ZBEL to meet ongoing business requirements and other general purposes.	The present investment would help AMDL to meet its Capex, working capital requirements and other general purposes.
6	brief details of any governmental or regulatory approvals required for the acquisition	No governmental or regulatory approval is required.	
7	indicative time period for completion of the acquisition	The said investment will be made in one or more tranches and as per the terms and	The said investment will be made in one or more tranches and as per the terms and

		conditions agreed between the Company and ZBEL.	conditions agreed between the Company and AMDL.
8	consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration.	
9	cost of acquisition and/or the price at which the shares are acquired	Up to Rs. 50 Crore	Up to Rs. 40 Crore
10	percentage of shareholding / control acquired and / or number of shares acquired	The Company has agreed to acquire OCDs of ZBEL up to Rs. 50 Crore in one or more tranches. Post this investment, ZBEL remains the subsidiary of the Company.	The Company has agreed to acquire OCDs of AMDL up to Rs. 40 Crore in one or more tranches. Post this investment, AMDL remains the wholly owned subsidiary of the Company.
11	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>ZBEL has been incorporated to launch micro drama app named 'Bullet' offering short form series, targeting younger audience.</p> <p><b>Date of Incorporation:</b> June 12, 2025</p> <p><b>Turnover of the last three years:</b> Nil (yet to commence business operations)</p> <p><b>Country of Incorporation:</b> India</p>	<p>AMDL has been incorporated to engage in the distribution business by providing Unified services comprising Linear TV and broadband distribution and OTT aggregation.</p> <p><b>Date of Incorporation:</b> June 28, 2025</p> <p><b>Turnover of the last three years:</b> Nil (yet to commence business operations)</p> <p><b>Country of Incorporation:</b> India</p>