



Dear Shareholders,

We are pleased to share that your Company organized an open house – **Samwad** with Retail (non-institutional) Shareholders on 30th August 2025 in New Delhi. We are glad to share that the Shareholders who participated, were deeply engaged in the overall functioning and business operations of the Company. The Shareholders posed some intelligent and thoughtful questions to your Company's CEO, Mr. Punit Goenka, and other members of his leadership team.

Your Company's management intends to proactively approach you, as the true owners of 'Z', to conduct a seamless dialogue. With this, we wish to achieve a direct and first-hand communication with the Retail majority Shareholders of the Company. While we had a very interactive session with the Shareholders, we remain concerned to note the low turnout. The Shareholders who were present appreciated this unique effort and remarked – *"This is a unique initiative by the Company, and we would like to see more such sessions in the future."*

Taking this remark as an inspiration, your Company now intends to meet all of you through such interactive sessions across various towns in India, making it easier for you to participate and exchange thoughts with the leadership team, closer to your place of residence or business.

Before we take these steps forward, we request you to send us an email on shareservice@zee.com or a message on WhatsApp at **+91-8291280139** with a simple Yes/No



response to the following question: ***“Should your Company organize Samwad events in the nearest town to have a direct interaction with shareholders including yourself?”***

We believe that it is only worth investing the Company’s time, resources and efforts if there is a strong attendance achieved for the above-mentioned open house sessions. If you feel it is not required and majority of the responses to the mentioned question indicate the same, we will not conduct these sessions.

We request you to kindly share your response (Yes/No) via email or WhatsApp text within the next ten days, i.e., latest by 15th September 2025. Your response will help us take the necessary steps in line with your preference.

Thanking you, and wishing the very best for you, your families and loved ones!

Yours truly,

Zee Entertainment Enterprises Ltd.