

Dear Shareholders,

Right since its inception, your Company has been a pioneer in many ways than one. Conceptualizing and building its own **Intellectual Properties (IPs)** has been one such strong ability of your Company. This has enabled your Company to create culturally resonant and globally recognized IPs such as **Sa Re Ga Ma Pa, Dance India Dance, Jeena Isi Ka Naam Hai** and many others that have become household names over the years. Unlike several other players in the media and entertainment industry who license foreign expensive formats, your Company has consistently developed and invested in creating its own original IPs that celebrate India's creative spirit and storytelling legacy.

In continuation to this pioneering approach, your Company has taken a 20% strategic stake to create and own a yet another potential IP – **Ideabaaz**. This strategic investment underscores your Company's vision of identifying high-potential, future-facing opportunities that align with its transformation into a Content and Technology Powerhouse. The Board of your Company at its meeting held on 16th October, 2025 has approved an additional investment of INR 15 Cr in the equity share capital of **Ideabaaz Tech Private Limited**. We are pleased to share a significant milestone in this journey. Ideabaaz, which has the potential to become India's first integrated marketplace connecting startups and investors was successfully launched at the **National Stock Exchange of India (NSE)** and was graced by Mr. Ashish Chauhan, MD & CEO of NSE, along with an eminent line-up of business leaders, investing titans, innovators and dignitaries from across the country.

For your Company, Ideabaaz as an IP, marks the creation of a movement to democratize access to capital, mentorship, and growth opportunities for India's start-ups, especially those emerging from Tier-II and Tier-III cities.

Ideabaaz as a platform provides entrepreneurs with:

- Direct access to investors and funding opportunities.
- End-to-end professional services including legal, accounting, digital marketing and go-to-market strategy support.
- Mentorship from leading industry experts and innovators.
- Transparent quarterly updates and performance tracking systems.

Complementing the marketplace, **Ideabaaz** is a first-of-its-kind entrepreneurial reality show that will air on **Zee TV** and stream globally on **Zee 5**. The show will bring to life the dreams, struggles, and triumphs of Indian entrepreneurs, showcasing the vibrant spirit of innovation across Bharat. Adding further depth and credibility, the Ideabaaz journey will be powered by a panel of distinguished investing titans and industry leaders, including: **Rishabh Mariwala** (Managing Partner, Sharrp Ventures); **Anupam Bansal** (Executive Director, Liberty Shoes); **Shaili Chopra** (Founder, SheThePeople & Gytree); **Arjun Vaidya** (Partner, V3 Ventures & Founder, Dr. Vaidya's); **Archana Jahangir** (General Partner, Rukam Capital); **Jimmy Mistry** (CMD, Della Group); **Sandesh Sharda** (Serial Investor & Venture Capitalist, Washington DC); **Simran Mohapatra** (Partner, Turbo Start); **Pawan Jaggi** (Founder, Genisys Group & Global Director, Turbo Start) and **Priyanka Salot** (Co-Founder, The Sleep Company). With **IIT Madras** serving as the Knowledge Partner, Ideabaaz is positioned to become a launchpad for India's next generation of unicorns, job creators, and changemakers. The successful launch of Ideabaaz underscores our commitment to building scalable, future-ready IPs that connect media, innovation and entrepreneurship.

We thank you for your continued trust and support as we shape new opportunities at the intersection of creativity, technology and enterprise - continuing to fuel India's growth story.

As we celebrate this festive season, we extend our warmest wishes to you and your families for a Happy and Prosperous Diwali!

Yours truly,

Zee Entertainment Enterprises Ltd.

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