



October 16, 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: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investment in Ideabaaz Tech Private Limited

The Board of Directors of the Company at its meeting held today, based on the recommendation of Audit Committee, has *inter-alia* approved an additional investment of Rs.15 crores in the equity share capital of Ideabaaz Tech Private Limited.

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 are as under:

Sr. No.	Particulars	Details
1	name of the target entity, details in brief such as size, turnover etc.	The Board of Directors of the Company at its meeting held today has approved an additional investment of Rs.15 crores in the equity share capital of Ideabaaz Tech Private Limited (ITPL). Authorized equity share capital of ITPL: Rs. 5,00,000 divided into 50,000 equity shares of Rs. 10 each. Paid-up equity share capital of ITPL: Rs. 1,20,060 divided into 12,006 equity shares of Rs. 10 each. Turnover of ITPL for FY 25: Nil
2	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	The acquisition wouldn't fall under a related party transaction, and the promoter/ promoter group/ group companies have no interest in ITPL.

Zee Entertainment Enterprises Limited

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

	thereof and whether the same is done at “arm’s length”	
3	industry to which the entity being acquired belongs	ITPL is engaged in the business of media and entrepreneurship. It is operating across three transformative verticals— Show, Platform, and Exhibition—ITPL aims to empower startups across India, with a special focus on Tier 2 and Tier 3 cities, where access to resources is often limited.
4	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 objective is to diversify and expand the current business operations of ITPL.
5	brief details of any governmental or regulatory approvals required for the acquisition	No governmental or regulatory approval is required.
6	indicative time period for completion of the acquisition	On completion of the conditions precedent as mentioned in the Share Subscription and Shareholders' Agreement.
7	consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration.
8	cost of acquisition and/or the price at which the shares are acquired	Rs. 15 crores for the acquisition of additional equity shares of ITPL, resulting into 20% stake in ITPL on a fully diluted basis.
9	percentage of shareholding / control acquired and / or number of shares acquired	Post acquisition, the Company’s stake would be 20% in ITPL.
10	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)	ITPL is engaged in the business of media and entrepreneurship. It is operating across three transformative verticals — Show, Platform, and Exhibition—ITPL aims to empower startups across India, with a special focus on Tier 2 and Tier 3 cities, where access to resources is often limited. ITPL was incorporated on November 18, 2024. Turnover of the last three years: Nil Country of Incorporation: India ITPL does not have any presence outside India.

The Board Meeting commenced at 11:00 a.m. and concluded at 2:45 p.m.

This is for your information and records.

Thanking you,

Yours faithfully,

For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary
FCS6669