



Dear Shareholders,

Your Company continues to take firm steps to build a robust foundation for the future, in line with the growth initiatives identified as part of its strategic framework. With the objective of fortifying its leadership in the Indian media & entertainment landscape, your Company has made significant progress across the new growth initiatives identified to expand its audience base and enhance revenue streams.

The live entertainment segment in India is witnessing exponential growth as consumers increasingly seek shared and premium experiences. Recognising this opportunity, your Company will curate unique and immersive live entertainment formats that combine India's cultural vibrancy with technology-led innovation.

In line with this approach, your Company's live events vertical - **Zee Live**, successfully hosted its flagship property, '*Marathi Vajlach Pahije*', on 12th October 2025 in Pune. The event served as a vibrant cultural celebration, capturing the energy and creativity of hip-hop, indie music, and street art. The festival featured performances by over 40 artists, delivering high-octane music, rhythm, and visual experiences that brought audiences together in an electrifying atmosphere.

Leveraging the synergies within your Company's ecosystem, **Zee Live** partnered with **Marathi Zee 5** to extend the festival's reach beyond the physical venue. Through exclusive digital content, artist spotlights, and behind-the-scenes storytelling, the collaboration amplified the on-ground excitement into an always-on digital experience, allowing audiences across platforms to engage with the event.

Zee Entertainment Enterprises Limited

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Your Company remains focused on building scalable IPs in the live entertainment space that can be extended across linear, digital, and on-ground formats. These efforts are aligned with the long-term vision of creating sustainable, multi-platform experiences that enhance brand equity, deepen audience engagement, and contribute meaningfully to future growth.

We thank you for your continued trust and support as we take purposeful strides towards expanding our creative footprint and strengthening your Company's leadership in India's vibrant entertainment industry.

Yours truly,

Zee Entertainment Enterprises Ltd.