



**Dear Shareholders,**

Cinema continues to play a defining role in Bharat's culture, bringing families together and serving as a powerful medium of expression, storytelling and shared experiences. Your Company has always believed in the power of great stories and has consistently worked to deliver compelling movie experiences to audiences in every part of the country.

In this week's note, we are pleased to share that during the second quarter of FY26, your Company's Hindi movie cluster reported a significant milestone by achieving a **three-year high viewership share of 28.7%**. This strong performance reflects the continued success of your Company's content strategy, which combines high-impact premieres with a rich library of iconic titles that appeal to diverse audience groups. Zee Cinema led this performance by regaining its position as the **No. 1 Hindi movie channel** in the 15 + HSM (Hindi Speaking Market) Urban segment during the quarter. The channel delivered strong viewership on the back of blockbuster premieres such as *Jaat* and *Game Changer*. *Pushpa: The Rule – Part 2* delivered the **highest-rated movie premiere of FY26** so far. Your Company's free-to-air movie channels, Anmol Cinema and Zee Action, also delivered outstanding performance by achieving the **highest reach among all channels across languages and genres, with over 116 million viewers each**.

Across markets, your Company's movie channels continued to deliver consistent leadership and reached **more than 550 million viewers in September 2025**. In Maharashtra, the Marathi movie cluster consisting of Zee Talkies, Zee Yuva and Zee Chitramandir sustained its position as the market leader with **close to 50% share**. The World Television Premiere of *Phullwanti* recorded the **highest ratings for the cluster during the quarter**. In Tamil Nadu, Andhra Pradesh, Telangana and Bihar; the respective movie channels Zee Thirai, Zee Cinemalu and Zee Biskope continued to rank among the **top 3 channels** in their markets. The strong performance of the movie portfolio reflects your Company's focus on quality content, data-backed programming decisions and a deep understanding of audience preferences. The movie cluster, consisting of **22 channels across 6 languages**, offers a mix of family dramas, romance, action, adventure and suspense, giving viewers an unmatched variety of entertainment. This scale and diversity also make the genre a preferred choice for many of the Nation's top advertisers.



Your Company's movie library remains one of its greatest strengths. Films such as *Hum Aapke Hain Koun*, *Hum Saath Saath Hain*, *Karan Arjun*, *RRR*, *Bobby* and *Ram Teri Ganga Maili* continue to be watched and loved by audiences even today. *Hum Aapke Hain Koun* alone has been viewed by **more than 250 million people** over the past 5 years, demonstrating the extraordinary reach and timeless relevance of our content library.

Your Company remains committed to build on this momentum as a leading Content and Technology Powerhouse that inspires and entertains millions every day.

We thank you for your continued trust and support as your Company strengthens its position across genres, regions and platforms.

**Yours truly,**

**Zee Entertainment Enterprises Ltd.**