



Dear Shareholders,

Your Company continues to make steady progress on its strategic growth roadmap, expanding into high-potential categories that widen its audience base, enhance engagement and build future-ready revenue streams. Each of these steps is aligned with the broader objective of strengthening your Company's position as India's leading **Content and Technology Powerhouse** within the media and entertainment landscape.

In this week's update, we are pleased to share that your Company has forayed into the **Kids entertainment genre**, marking a meaningful expansion of its content portfolio and opening doors to an entirely new audience segment. The new offering has been launched under the brand "**KidZ**", which is currently available on Zee 5.

'KidZ' has been built on a simple and reassuring promise for families that its content is Safe and Fun for children. This commitment was brought alive through a heart-warming [launch campaign](#) that celebrates the everyday moments and emotions. The film reinforces the trust that 'KidZ' seeks to earn in every household by ensuring that children can watch freely, and parents can feel secure about what they consume.

To ensure a rich and diverse content slate from day one, your Company has partnered with leading creators and aggregators of children's programming. The launch line-up features **28 titles**, with new shows releasing every Friday. Well-known IPs such as *Boonie Bears*, *Vir* and *Inspector Chingum* form part of this first phase of programming, ensuring instant familiarity and strong affinity among young viewers.

A dedicated 'KidZ' profile is now available across all devices on Zee 5, offering a curated environment that is both ad-safe and content-safe. 'KidZ' provides parents the much-needed confidence in the choices available to their children, while supporting your Company's long-term vision of building trusted digital ecosystems for families.

The entry into the Kids category marks an important milestone in your Company's broader strategy of expanding into value-accretive verticals, strengthening its digital footprint and deepening engagement across diverse audience groups. With a mix of beloved characters, global IPs and trusted curation, 'KidZ'



will play a pivotal role in shaping the next phase of your Company's growth in the family entertainment space.

We thank you for your continued trust and support as your Company remains focused on creating new opportunities for growth and delivering meaningful entertainment experiences to households across the country.

Yours truly,

Zee Entertainment Enterprises Ltd.