



Dear Shareholders,

In line with our transparent communication approach, vide this week's note, we would like to address a pertinent desire raised by several of you, expecting Promoters to raise their shareholding in your Company. As you are aware that in June 2025, the Board of your Company accepted the proposal from the Promoters to raise their stake via a preferential issue, enabling them to participate in the fund raising exercise by investing ~ Rs. 2237 Cr. for the Company's next phase of growth. The Promoters were even ready with 25% liquidity of the overall amount (~ Rs. 500 Cr). However, the preferential issue was not approved by the shareholders.

Recently, many of you as shareholders have asked that – *“Why the available funds are not being utilised by the Promoters to buy the shares from the open market?”* and *“What action is being taken by the Board of the Company in this regard?”*.

The Board has conducted a discussion with the Promoters and via this week's report, we are communicating the response.

Basis the response garnered, the Promoters feel that they can buy around 4-5% stake by investing the available funds. This, as per them will not make a meaningful addition to their shareholding. The Promoters have further stated that - *“We will wait for sufficient liquidity arrangement (which we are working upon) so that we can have a meaningful shareholding”*. The Promoters added that they tried to meet the institutional shareholders but did not get a clear indication of their expectations from the Promoters. Few of them wanted to come back to shareholders with increased per share value than Rs. 132 offered earlier. The Board and the management of your Company have taken note of this feedback from the Promoters, while also being mindful of shareholder expectations. At the same time, we would like to reiterate that the



Company's focus remains firmly on strengthening its fundamentals, improving performance and building long-term value for all shareholders.

We believe that sustained operational improvement, financial discipline and consistent execution will be the most effective way to restore confidence and create the right environment for all stakeholders.

We thank you for your continued engagement, patience and trust, and assure you that your Company remains committed to transparent communication and responsible governance.

Yours Truly,

Zee Entertainment Enterprises Ltd.