



6th February 2026

Dear Shareholders,

Your Company continues to strengthen its leadership team in line with its long-term growth ambitions and evolving business priorities. We believe that investing in the right leadership talent is critical to building sustainable value, especially at a time when the media and entertainment landscape is undergoing rapid change.

In this context, we are pleased to share that your Company has appointed **Mr. Sandeep Mehrotra as Chief Operating Officer – Advertisement Revenue**. This appointment reflects your Company's continued focus on sharpening monetization capabilities and building a future-ready revenue engine across platforms.

In his role, Sandeep will be responsible for driving and scaling advertising and other revenue streams by leveraging the growing convergence between linear television and digital platforms. As audience consumption increasingly spans screens and formats, your Company is focused on creating integrated, outcome-driven monetization solutions for advertisers. Sandeep will work closely with the leadership team to strengthen existing revenue streams while developing new growth opportunities across businesses.

Sandeep brings with him over **30 years of experience** in building large-scale, high-impact revenue verticals across complex, consumer-facing businesses. He has a strong track record of transforming traditional sales models into client-centric and performance-led commercial engines. His experience spans integrated go-to-market strategies, digital enablement, enterprise partnerships and building high-performing teams.

Your Company believes that Sandeep's deep understanding of the advertiser ecosystem, combined with his ability to build integrated monetization frameworks across linear and digital platforms, will play an important role in driving diversified and sustainable revenue growth in the years ahead.

Zee Entertainment Enterprises Limited

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This addition is part of your Company's broader effort to enhance human capital and align organizational capabilities with its strategic priorities. As your Company sharpens its focus on profitability, disciplined growth and long-term value creation, strengthening leadership depth remains a key enabler of that journey. We thank you for your continued trust and support as your Company builds a stronger, more resilient organization for the future.

Yours Truly,

Zee Entertainment Enterprises Ltd.