



13th March 2026

Dear Shareholders,

With the rising need of entertainment, more and more audiences are consuming content across screens and platforms. To further boost this pattern, the rising internet connectivity, is allowing viewers to consume content on television, mobile and digital platforms. In this environment, media companies must keep **innovating and exploring new ways to grow**. Your Company's **omni channel strategy** has been designed keeping this changing landscape in mind, allowing content to reach seamlessly across all platforms. Vide this communication, we also wish to **address the common perception that television as a medium is declining**. In reality, television continues to deliver strong reach and engagement, while digital platforms expand the ways in which audiences discover and interact with content.

This integrated approach is also supported by both, academic and industry research. A recent report titled **"Future of TV in India"** released by the **Indian Institute of Management, Ahmedabad** projects that India's television audience will continue to grow steadily and could approach nearly **1 billion viewers by 2029**.

The research also notes that growing internet penetration supports television consumption rather than replacing it, reinforcing that television **and** digital platforms will continue to grow together.

Industry studies by reputed research firms indicate that the number of affluent **urban households** classified under NCCS (National Consumer Classification System) 'A' has **nearly doubled over the last five years**, growing from 24 million in 2019 to 46 million in 2024. These households continue to watch television regularly and **contribute nearly 34 percent** of total TV viewership.

Zee Entertainment Enterprises Limited

Regd Office: 18th floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400 013, Maharashtra, India

D: +91 22 7106 1234 | CIN: L92132MH1982PLC028767 | W: www.zee.com



For your Company, these insights validate the strategic direction that has already been taken. By combining the scale and trust of television with the flexibility and reach of digital platforms, your Company continues to build a balanced and future ready media ecosystem.

As content consumption continues to grow across devices, regions and audiences, your Company remains focused on innovating, strengthening its content capabilities and exploring new opportunities of growth.

We remain confident that this integrated approach will help create value for all stakeholders.

In this journey of entertaining the world through purposeful content, we thank you for your continued trust and support.

Yours Truly,

Zee Entertainment Enterprises Ltd.