



21st August 2026

Dear Shareholders,

The children's entertainment segment continues to emerge as one of the fastest-growing categories in the digital content ecosystem, driven by increasing digital adoption, greater demand for safer content, and evolving viewing habits among younger audiences. As families increasingly seek high-quality, language-first programming across devices, the opportunity to build enduring children's brands and intellectual properties (IPs) has never been stronger.

Vide this week's letter, we are pleased to share an update on **KidZ** - a key growing pillar within your Company's omni channel entertainment ecosystem. KidZ continues to strengthen its position as a leading destination for children's entertainment, reaching ~ **3.5 million monthly unique viewers**, generating over **10 million video views**, and delivering more than **30 million minutes of watch time**. Through a diverse catalogue of animation, live-action and learning-led content, available across multiple Indian languages, KidZ continues to engage young audiences and families across India.

A key milestone this year was the launch of *Shivlok Ki Kundakka Mandakka*, your Company's marquee 3D animated original, further strengthening KidZ's premium content offering. Building on this momentum, your Company will relaunch the iconic *Bandbudh Aur Budbak* franchise this month, introducing one of India's most loved children's brands to a new generation of viewers. KidZ will also unveil its content slate for the year ahead, reinforcing its commitment to a **robust pipeline of original and franchise-led programming** designed to deepen engagement, strengthen audience retention and build long-term consumer loyalty.

Zee Entertainment Enterprises Limited

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Backed by Zee 5's robust digital platform and a focused IP strategy, KidZ remains well-positioned to capitalize on the growing demand for high-quality children's entertainment. By creating compelling **original content and reviving iconic franchises**, your Company is building a differentiated offering that resonates with young audiences while strengthening its long-term digital entertainment ecosystem. As the IPs continue to grow, your Company also plans to unlock their value beyond the screen through live experiences, merchandise and other consumer engagement opportunities, creating new avenues for audience connect and long-term monetization.

KidZ reflects your Company's continued focus on **developing scalable digital entertainment businesses** that complement its broader content portfolio and create sustainable long-term value for all stakeholders. We thank you for your continued trust and support.

Yours truly,

Zee Entertainment Enterprises Ltd.