



4th September 2026

Dear Shareholders,

India's entertainment landscape continues to evolve, with audiences increasingly discovering stories beyond language and geographical boundaries. This presents a significant opportunity for your Company to build stories that are locally relevant, culturally rooted and at the same time, have the ability to connect with audiences across markets.

Vide this week's letter, we are pleased to share an update on **Zee Studios**, as it strengthens its multilingual and multi-genre content strategy for 2026-27. With a diversified slate spanning **Hindi, Marathi, Telugu, Tamil, Malayalam, Gujarati, Kannada** and **other Indian languages**, Zee Studios is bringing together commercial entertainers across genres and differentiated stories to deepen its presence across key markets.

In **Hindi**, the upcoming slate includes films such as '**Baap**', '**Shri Ram Bhoomi**' and '**Silaa**', offering a mix of large-scale entertainment, action, suspense, horror and contemporary storytelling. The Studio is also strengthening its presence across the southern markets with key titles including '**Indraputra**', '**NBK111**', '**Kanaka Durga**' and '**Anasuya General Stores**' in **Telugu**; '**Anna from Mexico**' in **Kannada**, along with '**Hi**' and '**Sathyavan Savitri**' in **Tamil**. The studios also recently expanded into **Gujarati cinema** with the much-anticipated '**Tom and Cherry**'.

Marathi cinema continues to be an important pillar of Zee Studios' strategy. Building on the recognition received by films such as the National Award-winning '**Aatmapamphlet**', the upcoming slate includes '**Jhep**', '**Phulwara**', '**Maan**' and '**Jogai**', further strengthening the studio's commitment to culturally rooted and differentiated regional storytelling. The portfolio has been consciously built to balance star-

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led commercial entertainers with differentiated, high-impact stories which include romantic-action dramas, Indian mythology, thriller and suspense-led narratives.

Through the above mentioned diversified approach, Zee Studios aims to deepen its presence in established markets while identifying opportunities across newer languages and audience segments. With a balanced slate spanning languages, genres and markets, Zee Studios continues to strengthen its position as a leading movie studio with a shared vision to represent India in every story.

As content increasingly travels across languages and markets, your Company remains focused on strengthening its ability to create and own valuable content IPs.

We thank you for your continued trust and support.

Yours truly,

Zee Entertainment Enterprises Ltd.