

# Corporate Social Responsibility Policy

Zee Entertainment Enterprises Limited

Approved by the Board of Directors on 16<sup>th</sup> July, 2024



Extraordinary Together

# Contents

<b>Section 1</b>	<b>Context: About ZEEL</b>	<b>3</b>
<b>Section 2</b>	<b>Definitions</b>	<b>3</b>
<b>Section 3</b>	<b>Approach to Corporate Social Responsibility</b>	<b>4</b>
<b>Section 4</b>	<b>CSR Focus Areas</b>	<b>4</b>
	A. Women Empowerment	
	B. Protection and Preservation of our Arts, Crafts, Culture, National Heritage & Monuments	
	C. Disaster Relief & Recovery	
	D. Integrated Rural Development	
	E. Initiatives to improve public health through food quality	
	<b>4.1: Locations</b>	
	<b>4.2: Collaborations &amp; Partnerships</b>	
	<b>4.3: End Use &amp; Impact Monitoring</b>	
<b>Section 5</b>	<b>Governance</b>	<b>6</b>
	<b>5.1: Responsibilities of the Board</b>	
	<b>5.2: Responsibilities of the CSR Committee</b>	
	<b>5.3: Criteria for Funding</b>	
	<b>5.4: Stakeholder Communications</b>	
	<b>5.5: Amendments to the Policy</b>	
<b>Section 6</b>	<b>CSR Annual Action Plan 2025</b>	<b>7</b>

## Section 1

# Context: About ZEEL

Zee Entertainment Enterprises Limited (ZEEL or Company) is a global entertainment powerhouse, with a strong presence across broadcast, digital, movies, music, theatre and live events. It reaches over 1.3 billion viewers across 190 countries. ZEEL is a digitally transformed organisation creating rich entertainment experiences through powerful and culturally immersive storytelling. ZEEL continues to be a pioneer in India's Media & Entertainment industry, powered by original content, advanced technology and data-driven insights.

With its inception in 1992 as India's first private TV channel, ZEEL powered the shift from the single-channel, state-owned entertainment infrastructure then to the media & entertainment landscape we operate in today. This shift heralded the establishment of a thriving industry with new work streams for the country's young, talented professionals and new platforms of engagement. It sparked a new wave of creativity and confidence in the country and captured the imagination of millions.

ZEEL has always espoused a culture of shared value and as a result, been instrumental in creating tangible wealth and intangible value for all its stakeholders - be it employees, investors, partners or communities. It has always believed in giving back and contributing to causes that make a difference to its communities and people at large. In this endeavour, ZEEL has always been guided by the concept of doing good as espoused in Indian culture and ethos.

## Section 2

# Definitions

- (A) "Act" means the Companies Act, 2013;
- (B) "Board" means the Board of Directors of the Company;
- (C) "CSR Rules" means the Companies (Corporate Social Responsibility Policy) Rules, 2014;
- (D) "Corporate Social Responsibility (CSR)" means the activities undertaken by a Company in pursuance of its statutory obligation laid down in section 135 of the Act in accordance with the provisions contained in the CSR Rules
- (E) "CSR Committee" means the Corporate Social Responsibility Committee of the Board referred to in section 135 of the Act;
- (F) "CSR Focus Areas" means the areas of focus selected from the list of areas specified in Schedule VII of the Act.
- (G) "CSR Policy or the Policy" means this policy prepared by the Company pursuant to the provisions of Section 135 of the Act and the CSR Rules;
- (H) "International Organisation" shall have the meaning assigned to this term in the CSR Rules;

Reference to any provision of the Act or the CSR Rules shall be deemed to refer to such provision as may be amended, modified or replaced from time to time. Any other term not defined herein shall have the same meaning as defined in the Act or the CSR Rules, as amended, modified or replaced from time to time.

### Section 3

# Approach to Corporate Social Responsibility

The CSR Policy applies to all CSR activities of ZEEL in India, conforming to the requirements of Section 135 of the Act, the CSR Rules and other applicable legal requirements.

This Policy details chosen areas of focus selected from the list of areas detailed in Schedule (VII) of the Act. However, these focus areas are an indicative statement of intent, and our CSR Committee will have the ability to deploy the

funds earmarked for the CSR budget in any intervention that they would like irrespective of whether the proposed interventions are covered under our CSR Focus Areas.

The provisions of this CSR Policy shall form the guiding principles for preparation of the annual action plan as required under the CSR Rules.

### Section 4

## CSR Focus Areas

At ZEEL, we have chosen specific focus areas in which to deploy our CSR contributions with a view to having a longer-term focus on certain areas

#### A. Women Empowerment

Women empowerment has always been at the core of our CSR Focus Areas. Their aspirations, needs and achievements are paramount for us. We have a track record of championing the cause of women & girls through progressive, women-centric storytelling and we want to impact their lives positively in every way possible; both through our entertainment platforms and through meaningful social outreach. There exists a direct correlation between educating women and girls and successfully empowering them. The requirement of intervention for women empowerment through the activities listed below are needed more in rural India, hence that is intended to be the focus in terms of geography.

##### Activities covered

- **Health:** Interventions focused on improving women's/girls' health; reducing female infanticide and improving maternal & neo-natal health outcomes
- **Education:** Educating girls; scholarships for women enrolled in programmes with M&E Institutions - MICA/Jamia/ACJ/NSD/NID/ EMRC etc.
- **Skilling:** Vocational skilling of women and girls
- **Enhancing livelihoods:** Enhancing livelihoods including through enabling women entrepreneurship.

#### B. Protection and Preservation of Our Arts, Crafts, Culture, National Heritage & Monuments

We cherish our role in propagating and celebrating Indian culture. As content creators, we have relied on stories that bring out the richness of our civilisation and the beauty of our customs for establishing a strong connection with our viewers. Our appreciation for our rich culture motivates us to give back by supporting initiatives that serve to preserve and protect our arts, crafts & culture. With very few organisations making sustained efforts in this space, ZEEL's focused interventions help to bring strong credibility through real impact, benefiting the creative arts ecosystem at large.

## C. Disaster Relief & Recovery

While disasters do not discriminate, their impact on the most vulnerable sections of the society is cataclysmic. It is important that we stand up and be counted as responsible members of society during such disasters. ZEEL intends to provide assistance in relief and rehabilitation efforts in the event of occurrence of natural or any other disasters.

### Activities covered

- **Support to Government:** Grants to Central and State relief funds
- **Partnerships:** Associating with relevant NGOs/para-state institutions engaged in disaster relief and recovery.

## D. Integrated Rural Development Projects

More than 70% of Indians live in rural areas, which also face the highest levels of poverty. Majority of this population directly or indirectly depends on agricultural income. Hence, support to farmers is imperative for all-round development of the Country.

Some of the key issues that have resulted in/arising out of the decrease of farmers' income are:

- One of the biggest issues that an Indian farmer faces is that of very small land holdings due to the division of land that occurs from expanding families & generations.
- Traditional farming and lack of technology availability has resulted in low productivity.
- Excessive use of fertilisers, chemicals, pesticides and insecticides has failed to boost yields, thereby affecting the soil quality and resulting in loss of income for farmers.
- The nutritional value of food has been going down steadily, thereby affecting the immunity levels of people at large. The Indian middle class spends 20% of their earnings on healthcare.
- Integrated Rural Development Projects are intended to be a one of the areas of focus for ZEEL, with intent to improved lives and livelihoods in rural India and also stem migration to urban areas.

## E. Initiatives to improve public health through food quality

There is strong need to create a healthy India that consumes healthy, nutrition-rich and chemical-free food. ZEEL intends to work with reputed NGOs across the country to encourage pesticide-free and chemical-free food development for the benefits of Indians and India at large.

### 4.1 Locations

The Company intends to give preference to the local area/s around where it operates. The CSR committee will decide on the locations for CSR activities to be carried out.

### 4.2 Collaborations and Partnerships

In the carrying out of ZEEL's CSR activities, initiatives and programmes, the Company may form collaborative partnerships with like-minded external agencies and organisations, government and administrative bodies and institutions. The Company may assess, through due process, the ability and the capacity, availability of relevant regulatory approvals as well as the track record of any such external stakeholder in the discharge of their duties.

### 4.3 End Use & Impact Monitoring

ZEEL will undertake relevant impact assessment of its CSR projects as is required under the CSR Rules.

The knowledge generated from different studies to be used for supporting the cause of advocacy for development issues, to positively influence the evidence-based decision-making process in the development sector.

## Section 5

# Governance

The ZEEL Board of Directors and CSR Committee undertake their statutory role on CSR-related matters.

### 5.1 Responsibilities of the Board

The Board has an important statutory role (as set out in the Act and the CSR Rules) on CSR-related matters and it shall undertake such responsibilities.

### 5.2 Responsibilities of the CSR Committee

The CSR Committee shall undertake its statutory responsibilities under the Act and the CSR Rules, and shall work under the oversight of the Board in this regard as per its terms of reference.

CSR Committee shall deploy the funds for the CSR Projects in the manner permissible under the Act and Rules.

### 5.3 Criteria for Funding

ZEEL's in-house core team will assess the requests received for funding of projects throughout the calendar year, keeping in mind the CSR budget for the relevant year, other existing commitments made, provisions of this Policy and as per guidance from the annual action plan/ other criteria set by our CSR Committee.

- Based on the assessment, the core team will make recommendations to the CSR Committee, which will, after due deliberation, approve proposals for implementation at its discretion
- The Company may engage Reputed International Organisations for designing, monitoring and evaluation of the CSR projects or programmes as per its CSR policy as well as for capacity building of its own personnel for CSR.
- The Company may also collaborate with other companies for undertaking projects or programmes or CSR activities in such a manner that the CSR committees of respective companies are in a position to report separately on such projects or programmes in accordance with CSR Rules.

### 5.4 Stakeholder Communications

ZEEL shall provide relevant updates regarding key CSR projects through the Company's annual report, corporate website and any other relevant medium as may be required by applicable laws and regulations from time to time.

### 5.5 Amendments to the Policy

Any amendment of any provision of this Policy must be carried out as per the recommendations of our CSR Committee in due consultation, oversight and guidance of our Board and must be duly approved by the Board. Any subsequent amendment or modification in the Act and/or applicable laws in this regard shall automatically apply to this Policy and shall prevail over anything stated in this Policy from the date of notification of such amendment. Any amendments to this Policy would be disclosed as per applicable laws and regulations.

Section 6

# CSR Annual Action Plan 2025

1) The table below is the AAP '25

CSR Projects	Item under schedule VII	Budget (Crores)	Mode of implementation	Implementation and monitoring schedule (Y/N)	Details of need/ Impact assessment, if applicable
<ul style="list-style-type: none"> <li>The project aims to increase avenues for livelihoods by connecting women to the marketplace and work opportunities through public procurement prospects across the nation. The focus is on enabling community-based institutions to leverage on the existing opportunity of Government of India mandate to public buyers for procuring at least 25% of their annual procurement from MSME</li> </ul> <p><b>Project Name - Public Procurement</b></p>	Schedule VII (ii) and (iii)	2.00	Indirect	Y	Due in FY 28-29
<ul style="list-style-type: none"> <li>Elevate communities towards sustainable livelihoods and socio-economic resilience by identifying and enabling 1000 women from low-income households in urban slums and rural areas to become micro-entrepreneurs.</li> </ul> <p><b>Project Name : Swabhiman</b></p>	Schedule VII (i), (ii) and (iii)	1.50	Indirect	Y	Due in FY 28-29
<ul style="list-style-type: none"> <li>Educational Initiatives has been working for the Central Board for Secondary Education (CBSE) for the last three years on a project to transform the board exams and make the questions more thinking and understanding based. The hypothesis is that the Indian Board exams have traditionally been very recall and procedure-based, and this drives teaching in schools to similarly focus on recall-based learning. Not only does this lead to students performing poorly in International tests like PISA (India ranked 72 out of 73 countries in 2010, the last time it participated in PISA), it also makes the workforce less equipped for the more thinking based jobs of the future.</li> <li>Educational Initiatives is assembling a coalition of mission-driven funding partners for Phase II, including the Michael and Susan Dell Foundation, Douglas Marshall Foundation, and Ek Step Foundation, among others (who also supported Phase I), dedicated to fostering significant systemic change within the CBSE examination board.</li> </ul> <p><b>Project Name : System Strengthening</b></p>	Schedule VII (i) and (iii)	5.00	Indirect	Y	Due in FY 26-27

CSR Projects	Item under schedule VII	Budget (Crores)	Mode of implementation	Implementation and monitoring schedule (Y/N)	Details of need/ Impact assessment, if applicable
<ul style="list-style-type: none"> <li>Through the support from Zee, the project will help 50-75 girls with their higher education including nursing and hospitality courses.</li> </ul> <p><b>Project Name : Scholarship Project</b></p>	Schedule VII (iv) and (x)	0.50	Indirect	Y	Due in FY 27-28
<ul style="list-style-type: none"> <li>The project is aimed at rehabilitating and building resilience in Gram Panchayat Bawasni, of Solan district, Himachal Pradesh. This project, is born out of a dire need following a catastrophic disaster that struck the region in July-August 2023. The disaster left countless families displaced and their homes, agricultural lands, and livelihoods in ruins. Proposed project seeks to provide support to the affected population while ensuring their long-term recovery and disaster preparedness. It encompasses a holistic approach, addressing transitional shelter to families lost their houses, reviving the livelihood, education, and community development to help these communities rebuild their lives in better way with a focussed approach on children safety.</li> </ul> <p><b>Project Name : Adopt a Village</b></p>	Schedule VII (i) and (x)	1.50	Indirect	Y	Due in FY 26-27
<ul style="list-style-type: none"> <li>Through the support of ZEE the trust is building a new special cancer block for the treatment of people in their existing hospital. This is being done in collaboration with Tata Memorial Hospital.</li> </ul> <p><b>Project Name : Hospital construction</b></p>	Schedule VII (i)	10.00	Indirect	Y	Due in FY 27-28

### Implementation Schedule including details on funds utilization

1. Fund will be disbursed in phase/tranche wise depending on the nature of the project.
2. All the CSR projects will be implemented as per the scheduled timeline in the respective agreement.

### Monitoring and Reporting Mechanism

1. The monitoring mechanism of each project will differ on the basis of the nature of the project. For the purpose of proper monitoring of the CSR projects, each project shall include well-defined timeline & parameters.
2. Monitoring will be done based on the periodic reports and utilisation certificates received from Implementing Agencies.
3. The Company will also monitor project implementation on a periodic basis via field visits or review calls, as the case may be.

### Details of Need and Impact Assessment, if applicable, as per the projects undertaken by the Company

Impact assessments will be conducted as per applicability.





Extraordinary Together