

For Immediate Release

ZEE Entertainment & Private Satellite Television celebrate 32 illustrious years of extraordinary entertainment

- *As the No. 1 home-grown entertainment network, ZEE continues to touch billions of hearts by representing Bharat's rich culture across the globe*
- *Company further fortifies its aspirations to deliver higher profitability through enhanced performance across the business*
- *Mr. Punit Goenka, MD & CEO, addresses employees and highlights the exciting opportunities on the horizon*

Mumbai, 1st October 2024: Leading Media & Entertainment powerhouse **ZEE Entertainment Enterprises Ltd. (ZEE)** and the Private Satellite Television industry today marked the completion of 32 exceptional years of extraordinary entertainment, which propelled the M&E Industry that has reached INR 2 trillion plus today and continues to grow rapidly.

Over the last 32 years, ZEE has stayed true to its commitment of delivering quality entertainment experiences across all its platforms, further cementing its position in the hearts of over a billion viewers across the globe. As the No. 1 home-grown entertainment company in the country, ZEE stands tall as the cultural ambassador of Bharat and its rich traditions through compelling stories on every screen and in every household that traverse the entire gamut of human emotions. Since its inception to its current dominance in broadcast, digital entertainment, movies and music, ZEE has successfully navigated industry shifts and consistently pushed the boundaries of creativity.

On this occasion, Mr. Punit Goenka, MD & CEO, ZEE addressed the employees, recognizing the efforts undertaken to create a successful legacy for the Company with the support of its viewers, shareholders, partners and employees. All the accolades earned by the Company as a Value-Accretive Institution, Entertainment Powerhouse and Academy of Talent amongst others, stem from the collaborative, performance-oriented culture instilled within the Company. During the session, Mr. Goenka further fortified the Company's aspirations to deliver higher profitability through enhanced performance across the business and generate higher value for all stakeholders. He also

emphasized on the numerous opportunities for the Company to capitalize upon to ensure robust growth for the future.

Speaking to the employees on this momentous milestone, **Mr. Goenka** said, *“This day is much more than a milestone for us. It is a recognition of our hard work, success and learnings over the last 32 years. We have faced challenges together, celebrated wins together and grown into one of the most respected names in the industry together. Over the next 32 years, I envision ZEE to emerge as a beacon of hope and change for the society. I see the Company delivering on its commitment of driving societal progress through entertainment experiences and realizing our vision of bringing about a positive change in people’s lives through purposeful entertainment.”*

Amidst the rapidly evolving industry landscape, ZEE has remained at the forefront of extraordinary entertainment with its innate ability to navigate the shifts and adapt swiftly. The Company continues to take the necessary action-oriented steps across the business to enhance the performance and deliver stronger returns, in line with the strategic plan articulated by its MD & CEO centered around Frugality, Optimization and a sharp Focus on Quality Content. The structured steps implemented across the business are displaying positive results as the Company remains firmly focused towards its targeted aspirations for future growth.

ZEE aims to nurture its spirit of positivity and optimism as it strengthens its abilities to deliver higher performance, redefine entertainment experiences for audiences across screens and generate long-term value for all stakeholders.

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Note to Editors:

About ZEE Entertainment Enterprises Ltd.

Zee Entertainment Enterprises Ltd. is a leading content company offering entertainment content to diverse audiences. With a presence in over 190 countries and a reach of more than 1.3 billion people around the globe, ZEE is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.

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