



24th July 2026

Dear Shareholders,

We are pleased to share that your Company's very-own digital entertainment platform - **Zee 5** has unveiled its most ambitious, **multi-lingual content slate, encompassing a bold showcase of stories, creators and formats**. The content slate features an expansive line-up of **movies, original series, AI originals, animation and kids entertainment** across **Hindi, Tamil, Telugu, Marathi, Malayalam, Kannada and Bangla**.

The content offerings in each language will not only be rich, but also **bold and culturally-rooted**, narrating stories that entertain, spark conversations, shape culture and travel across languages and borders. For instance, in **Hindi**, consumers can look forward to bold new originals and iconic franchise revivals including, **'Kambli'** - inspired from the life of Vinod Kambli, **'Jeena Isi Ka Naam Hai 2.0'** hosted by R. Madhavan, the iconic **'Zee Horror Show'** and the fourth season of the franchise **'Rangbaaz'**. The platform will also offer a blockbuster slate of movies including **'Hai Jawani Toh Ishq Hona Hai'** and **'Bandar'** amongst others.

With a sharp focus on authentic storytelling that brings alive the rich traditions from across regions, the platform will also offer a compelling value proposition across the 7 key languages.

In **Tamil**, consumers will be engaged with the return of **'Koose Munisamy Veerappan'** and **'Thadayam'**, coupled with new originals such as **'Thee Kural'**, the first ever independent rap battle show. In **Telugu**, the content line-up features originals such as **'Shrimathi'**, along with the return of the popular talk show **'Jayammu Nishchayammu Ra'**. In **Kannada**, the slate includes the new season of the audience favourite **'Ayyana Mane'**, along with originals like **'Bitcoin Scam'** and **'Operation Bangara'**. In **Malayalam**, the

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platform will premiere the region's independent rap battle show '**Kerala Underground**' and the acclaimed film '**Balan the Boy**' amongst others.

In **Marathi**, consumers can look forward to a new season of '**Hey Kay Navin?**' and new originals like '**Aga Aai, Aaho Aai**'. In **Bangla**, the platform is offering new seasons of the audience favourites '**Shwetkali**' and '**Lalbazaar**' coupled with compelling original offerings.

The rich multi-lingual content slate reinforces your Company's long-term content strategy of creating differentiated stories that resonate with consumers across the globe. **Developed in collaboration with some of the country's leading film-makers, studios and creative talent**, the slate further strengthens Zee 5's premium content offering while expanding its appeal across diverse consumer segments. Click [here](#) to get a glimpse of the all-new Zee 5 content slate.

The platform will also blend technology with creative storytelling to offer a compelling slate of AI and Animation originals including '**Garud – Ek Yodha Ki Gatha**', '**Vikram Betal**', '**Shiv Sati-Ek Anant Prem Kahani**' and '**Aiyappan**'. Zee 5 is also expanding its kids programming with offerings such as '**Shivlok Ke Kundakka Mandakka**', '**Smart KidZ**', '**Bandbudh and Budbak 2.0**' which reinforce its commitment to meaningfully entertain and engage with consumers across age groups.

In today's **Attention Economy**, where consumers are increasingly seeking immersive, premium and always-on experiences across multiple screens, leveraging its marquee properties, Zee 5 is creating a differentiated ecosystem that drives **deeper audience engagement, strengthens subscriber value** and **unlocks new monetisation opportunities**.

In terms of sports, FIFA World Cup 2026™ was successfully served across your Company's platforms, although it could have done far better if the piracy of the tournament would not have happened. That said, your Company took significant efforts along with FIFA, to take down websites and links that were



circulating pirated content pertaining to the tournament. Your Company will continue to offer premium football content, including the FIFA Women's World Cup in 2027, along with other sports properties.

Your Company continues to invest in building a future-ready digital platform through AI-powered storytelling, enhanced personalisation, improved product experiences and a language-first approach. As consumer preferences continue to evolve, your Company remains committed to investing in high-quality content, technology and strategic partnerships to build a sustainable digital entertainment business that creates enduring value for all stakeholders.

We thank you for your continued trust and support.

Yours Truly,

Zee Entertainment Enterprises Ltd.