



February 2, 2026

To,
The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai - 400 001
BSE Scrip Code Equity: 505537

The Listing Department,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East), Mumbai- 400 051
NSE Symbol: ZEEL EQ

Dear Sir / Madam,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended – Appointment of Senior Management Personnel and Press Release thereto.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations'), we hereby inform you that Mr. Sandeep Mehrotra is appointed as a Chief Operating Officer – Advertisement Revenue, designated as Senior Management Personnel of the Company with effect from February 3, 2026.

The details required to be disclosed as per Regulation 30 of the SEBI Listing Regulations read with SEBI Circular HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, is enclosed as **Annexure – A**.

A copy of the press release which is being issued in this regard is also enclosed as **Annexure - B**.

This is for your information and records.

Thanking you,

Yours faithfully,
For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary
FCS6669

Encl: As above

Annexure - A

Sr. No.	Particulars	Details of Mr. Sandeep Mehrotra
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	Mr. Sandeep Mehrotra is appointed as a Chief Operating Officer - Advertisement Revenue.
2.	Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ reappointment	Date of Appointment: February 3, 2026 Term of Appointment: Full-Time employment
3.	Brief Profile (in case of appointment)	Mr. Mehrotra is a Senior revenue and commercial leader with 31+ years of experience driving large-scale P&L ownership, multi-portfolio monetization, and enterprise growth across complex, consumer-facing businesses. He is Known for transforming traditional sales models into client-centric, outcome-driven commercial engines, delivering disproportionate revenue performance, market-leading efficiency, and sustained profitability. He is a Proven builder of high-performance teams and scalable revenue systems, with deep expertise in sales transformation, integrated go-to-market strategy, digital enablement, and long-term partnership creation at national scale.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

For Immediate Release

**‘Z’ strengthens its core leadership team; on-boards Sandeep Mehrotra as
Chief Operating Officer – Advertisement Revenue**

- *Company continues to enhance its Human Capital in line with its ambitions for the future*
- *Sandeep to leverage his rich experience with a sharp focus not only on enhancing the existing revenue streams, but also developing new forms of growth across businesses*

Mumbai, 2nd February 2026: Leading Content and Technology powerhouse, Zee Entertainment Enterprises Ltd. (‘Z’), has further fortified its leadership team with the appointment of **Sandeep Mehrotra** as **Chief Operating Officer – Advertisement Revenue**. In this role, Sandeep will be responsible for maximizing the advertisement revenue generation capabilities of the Company by leveraging the convergence between the linear and digital business. Sandeep will be based at the Company’s headquarters in Mumbai and will report into the Chief Executive Officer, Punit Goenka.

Laxmi Shetty will continue to lead the advertisement revenue vertical as Head - Advertisement Revenue, Broadcast & Digital, with a firm focus on further boosting advertisement revenue under Sandeep’s guidance.

In line with the Company’s ambitions to build a robust growth trajectory for the future, it is implementing the required steps to strengthen its monetization potential across all aspects. As the entertainment landscape evolves and the lines between consumption mediums continue to blur, it is pertinent for the Company to enhance the synergies between the linear and digital business segments to drive higher revenue generation. Leveraging his rich experience of over 31 years, Sandeep will be responsible of further enhancing advertisement revenue and building scale with a sharp focus on delivering meaningful value to the

advertisers. He will play a crucial role in strategizing, innovating, planning and driving revenue across the linear and digital business.

Speaking on this development, **Mr. Punit Goenka, CEO, Zee Entertainment Enterprises Ltd.** said, *"The evolving entertainment landscape demands sharper monetisation strategies that are outcome-driven and platform agnostic. As we sharpen our revenue generation capabilities to build sustained growth for the future, we are also taking strategic steps to enhance our bench strength with experienced leaders. I am glad to welcome Sandeep, whose deep understanding of the advertiser ecosystem and expertise to build integrated monetisation frameworks across linear and digital segments, will play a pivotal role in driving sustainable and diversified growth for the Company. I look forward to working with Sandeep and team closely, to build a stronger and converged revenue generation model in line with our long-term ambitions."*

Speaking about his appointment, **Mr. Sandeep Mehrotra, Chief Operating Officer – Advertisement Revenue, Zee Entertainment Enterprises Ltd.** said, *"I am pleased to join 'Z' at this pertinent juncture, as the Company builds a robust monetization engine for the future. The long-term aspirations of the Company present a unique opportunity to drive higher engagement with advertisers and deliver meaningful value. 'Z' has a robust presence across the linear and digital segments, and I look forward to leveraging these strengths to shape a furthermore integrated and scalable advertisement revenue ecosystem for the future."*

Sandeep comes with vast experience in driving large-scale P&L, multi-portfolio monetization and enterprise growth across complex, consumer-facing businesses. During his career, he has transformed traditional sales models into client-centric, outcome-driven commercial engines, delivering exceptional revenue performance, market-leading efficiency and sustained profitability. He is recognized as a proven builder of high-performance teams and scalable

revenue systems, with deep expertise in sales transformation, integrated go-to-market strategy, digital enablement and long-term partnership creation. Sandeep was previously associated with Culver Max Entertainment Pvt. Ltd. (formerly known as Sony Pictures Networks India) as the Head of Advertisement Sales - Network Channels.

With this step, the Company is further enhancing its Human Capital to build capabilities that align with its aspirations for the future. Sandeep's appointment as the Chief Operating Officer – Advertisement Revenue, is with effect from 3rd February 2026.

=END=

Note to the Editors:

About Zee Entertainment Enterprises Ltd.:

Zee Entertainment Enterprises Ltd. ('Z') is a leading Content and Technology powerhouse, seamlessly blending its rich legacy with pioneering innovation to deliver cutting-edge entertainment experiences. With a presence in over 190 countries and a reach of over 1.4 billion people across the globe, 'Z' brings diverse stories to life through linear television, digital platforms, movies and music across languages. As a truly Indian brand with a global footprint, 'Z' remains committed towards enriching the lives of people around the world by creating extraordinary moments which celebrate the power of optimism and togetherness.

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