



Extraordinary Together

March 20, 2020

The Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400 001

BSE Scrip Code: Equity - 505537
Pref - 717503

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

NSE Scrip Code: Equity - ZEEL EQ
Pref - ZEEL P2

Dear Sirs,

**Sub: Intimation under Regulation 30 of SEBI Listing Regulations -
Appointment of Independent Director**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), we wish to inform that based on the recommendations of the Nomination & Remuneration Committee, the Board of Directors of the Company at its meeting held today have approved appointment of Mr. Piyush Pandey (DIN 00114673) as Additional Director in the category of Independent Director of the Company with effect from March 24, 2020.

Brief Profile of Mr Piyush Pandey is as under :

Mr. Piyush Pandey (DIN 00114673) (Age 64), MA from St. Stephens College, Delhi and a Post Graduate in History from University of Delhi has a rich experience of over 37 years in the field of Advertising, all with Ogilvy and Mather, India. Besides his current role as Executive Chairman of O & M India, he was made the Worldwide Chief Creative Officer of Ogilvy in January 2019. He is the only Indian to have won three Grand Prizes at the London International Advertising Awards. He was awarded the Clio Lifetime Achievement Award in 2012 and the Lion of St. Mark at the International Festival of Creativity at Cannes 2018 alongwith his brother Prasoon Pandey - the first Asians to be given this recognition. In 2016, he was awarded the *Padma Shri* in recognition of his distinguished service in the field of advertising and communication- the first Indian to be awarded in this field. He also published his first book 'Pandeymonium' in 2015.

Mr Pandey has been a brand ambassador for Indian advertising at many international and Indian forums and was also a mentor at the Berlin School of Creative Leadership. He is best known for his creative work. He believes advertising must talk to the hearts of people, and that the best reward of good work is when people on the streets it is aimed at talk about it. His work has won over 1,000 awards nationally and internationally.

Zee Entertainment Enterprises Limited

Regd. Office : 18th Floor, A-Wing, Marathon Futurex, N.M. Joshi Marg, Lower Parel, Mumbai - 400 013, India
P: +91 22 7106 1234 | F: +91 22 2300 2107 | CIN: L92132MH1982PLC028767 | www.zeeentertainment.com





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Apart for being the Whole Time Director of Ogilvy and Mather Private Limited, Mr Pandey is a member on the Board of Directors, of D B Corp Limited, Pidilite Industries Limited, Eighty Two Point Five Communications Private Limited, Quintessentially Lifestyle Services (India) Private Limited and Brand David Communications Private Limited. As an Independent Director on the Board of D B Corp Limited he has also been appointed as a member of the Audit Committee and Stakeholders Relationship Committee.

Mr. Pandey is not related with any other existing Director of the Company.

This is for your information and records.

Thanking You,

Yours faithfully,

For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary

A handwritten signature in blue ink, appearing to read 'Ashish Agarwal', is written over the typed name and title.



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