



Extraordinary Together

September 02, 2024

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 Securities and Exchange Board of India (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. Shiva Chinnasamy is appointed as the Chief Technology & Product Officer, designated as Senior Management Personnel of the Company with effect from today.

The details required to be disclosed as per Regulation 30 of SEBI Listing Regulations read with SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, 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

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.zee.com



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Annexure - A

Sr. No.	Particulars	Details of Mr. Shiva Chinnasamy
1.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Mr. Shiva Chinnasamy is appointed as Chief Technology & Product Officer of the Company.
2.	Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ reappointment	Date of Appointment: September 2, 2024 Term of Appointment: Full-Time employment
3.	Brief Profile (in case of appointment)	Mr. Shiva Chinnasamy has over 20 years of work experience across technology, data science & analytics to provide large scale, long-term solutions in close collaboration with stakeholders and business partners. His expertise spans across Ad tech, eCommerce, omni channel retail, B2C FinTech, B2B SaaS, platform engineering and mobile engineering. He has been instrumental in building multiple impactful products in lead roles through innovative ideas and tight execution. Previously, he was associated with Rippling as the India Site Lead, responsible for building a high performance, data driven collaborative culture. During his career, Shiva has also been associated with global companies including Google, Tesco, Target, Amazon and Verizon Labs amongst others.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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For Immediate Release

ZEE appoints Shiva Chinnasamy as Chief Technology & Product Officer

Chinnasamy to lead the efforts being undertaken at the Technology & Innovation Centre to enhance the Company's technological capabilities

Mumbai, 2nd September 2024: Media & entertainment powerhouse **Zee Entertainment Enterprises Ltd. (ZEE)**, has announced the appointment of Mr. Shiva Chinnasamy as the Chief Technology & Product Officer with effect from 2nd September 2024. In this new role, Shiva will be based at the Company's Technology & Innovation Centre (TIC) in Bengaluru, and will report into Mr. Amit Goenka, President – Digital Business, International Linear Business, Enterprise Technology and Broadcast Operations & Engineering.

Shiva will be responsible for the efforts being undertaken at the TIC across Data, Artificial Intelligence (AI) & Machine Learning (ML) to enhance the consumer experience across platforms and further support the Company's growth plans across its core business segments.

Speaking on the appointment, **Mr. Amit Goenka, President – Digital Business, International Linear Business, Enterprise Technology and Broadcast Operations & Engineering, ZEE Entertainment Enterprises Ltd.** said, *“As the Company moves forward in line with its strategic objectives to drive robust growth, certain action-oriented steps are being implemented to enhance the capabilities of the businesses. Technology plays a crucial role in enhancing the overall customer journey across all our platforms, and our Technology and Innovation Centre is steadily working towards gaining a deeper understanding of our vast audience base in order to deliver successful business outcomes.*

Shiva's invaluable industry expertise and experience in scaling businesses with a deep understanding of technology will be instrumental in building the necessary capabilities for the Company in its next phase of growth. I look forward to working closely with Shiva and the team at TIC to complement the long-term growth trajectory of the Company."

Commenting on his new role, **Mr. Shiva Chinnasamy, Chief Technology & Product Officer, ZEE Entertainment Enterprises Ltd.** added, *"I am honoured to join the journey of ZEE at a pivotal intersection between content and technology, as the Company aims to fortify its capabilities in the realm of content distribution and monetization. I am excited to get started and work with the teams to build innovative solutions for our businesses and unlock deeper consumer insights that help accelerate innovation driven growth opportunities for the Company."*

Shiva comes with over 20 years of experience across technology, data science & analytics to provide large scale, long-term solutions in close collaboration with stakeholders and business partners. His expertise spans across Ad tech, eCommerce, omni channel retail, B2C FinTech, B2B SaaS, platform engineering and mobile engineering. He has been instrumental in building multiple impactful products in lead roles through innovative ideas and tight execution. Previously he was associated with Rippling as the India Site Lead, responsible for building a high performance, data driven collaborative culture. During his career, Shiva has also been associated with global companies including Google, Tesco, Target, Amazon and Verizon Labs amongst others.

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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, ZEEL is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.

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