



August 17, 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. Ashish Mishra is appointed as Chief Marketing Officer, designated as Senior Management Personnel of the Company with effect from August 17, 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. Ashish Mishra
1.	Reason for change viz. appointment, reappointment, resignation, removal, death or otherwise	Mr. Ashish Mishra is appointed as Chief Marketing Officer.
2.	Date of appointment/ reappointment/ cessation (as applicable) & term of appointment/ reappointment	Date of Appointment: August 17, 2026 Term of Appointment: Full-Time employment
3.	Brief Profile (in case of appointment)	Mr. Ashish Mishra is a seasoned marketing leader with over two decades of experience spanning brand strategy, consumer marketing, business growth, digital transformation, and go-to-market leadership across diverse industries and geographies. Prior to joining us, he served as Chief Marketing Officer at ACKO, where he led the company's marketing function, brand building initiatives, customer acquisition, and growth strategy. During his tenure, ACKO's marketing efforts received significant industry recognition, including accolades at the Cannes Lions and Effies. Prior to ACKO, Mr. Ashish Mishra spent nearly 14 years with HSBC, holding several leadership positions across India, Dubai and London. Across his various roles, including Product Marketing Head and Regional Marketing Lead, he managed marketing mandates across multiple markets including the UAE, Oman, Egypt, Bahrain and Qatar, spanning brand, cards, retail banking, wealth and customer growth initiatives. Mr. Ashish Mishra holds a Post Graduate Diploma in Communications Management from MICA, Ahmedabad, and a Bachelor's degree in Computer Science Engineering.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

For Immediate Release

'Z' appoints Ashish Mishra as Chief Marketing Officer to further strengthen its marketing capabilities

- *Ashish will leverage his deep understanding of consumer behavior to strengthen the Company's marketing agenda*
- *Company aims to deepen consumer connect to propel its growth ambitions*

Mumbai, 17th August 2026: Leading Content and Technology powerhouse, **Zee Entertainment Enterprises Ltd. ('Z')** is implementing concerted efforts to strengthen its leadership capabilities and build a future-ready organization to deepen consumer connect across its businesses. In line with this approach, the Company has announced the appointment of **Ashish Mishra** as **Chief Marketing Officer**, to further strengthen its marketing capabilities. In this role, Ashish will be based out of the Company's headquarters in Mumbai and will report into **Punit Goenka, Chief Executive Officer, 'Z'**.

Further to the appointment, Kartik Mahadev, who has made valuable contributions to the Company's marketing function, will move to a new role within the organization, details of which will be communicated shortly.

Leveraging over two decades of experience garnered across diverse industries and geographies, Ashish will be responsible for leading the marketing and brand agenda across the network, with a sharp focus on strengthening consumer propositions and driving impactful marketing campaigns across the Company's businesses. In addition, he will also drive key strategic and special projects at the

network level, working closely with the leadership team to identify and unlock newer opportunities that support the Company's long-term growth ambitions.

As the media and entertainment landscape continues to evolve, consumer preferences and content discovery journeys are becoming increasingly dynamic across platforms and touchpoints. In line with this shift, 'Z' is laying a sharp focus on building deeper consumer connections by leveraging insights, creativity and technology to create differentiated brand experiences.

Speaking about the appointment, **Punit Goenka, Chief Executive Officer, Zee Entertainment Enterprises Ltd.** said, "Our continued focus is to build a strong and future-ready organization that remains deeply connected with its consumers and is well positioned to capitalize on emerging opportunities across the entertainment landscape. Marketing plays a pivotal role in shaping this connection and creating sustained value for the business. I am glad to welcome Ashish on board as we further strengthen our capabilities in this area. His extensive experience in building consumer-centric brands, coupled with his strategic and creative approach, will be valuable in sharpening our marketing interventions and strengthening the overall brand proposition of 'Z'. I look forward to working closely with him as we propel the Company towards its next phase of growth."

Ashish Mishra, Chief Marketing Officer, Zee Entertainment Enterprises Ltd., added, "I have long admired 'Z', a homegrown media brand that has been part of India's cultural fabric for over three decades. It has built its scale by genuinely understanding what the Indian consumer actually wants, across languages and

markets. That's a rare foundation, and I intend to build on it. I look forward to bringing my marketing and growth expertise to sharpen our brand and content strategy, deepen consumer engagement across the network, and drive real value for 'Z'."

Ashish is a seasoned marketing leader with over two decades of experience spanning brand strategy, consumer marketing, business growth, digital transformation and go-to-market leadership across diverse industries and geographies. Most recently, he was associated with ACKO as Chief Marketing Officer, where he led the company's marketing function, brand building initiatives, customer acquisition and growth strategy. During his tenure, ACKO's marketing initiatives received significant industry recognition, including accolades at the Cannes Lions and Effies.

Prior to ACKO, Ashish spent nearly 14 years with HSBC, holding several leadership positions across India, Dubai and London. Across his various roles, including Product Marketing Head and Regional Marketing Lead, he managed marketing mandates across multiple markets including the UAE, Oman, Egypt, Bahrain and Qatar, spanning brand, cards, retail banking, wealth and customer growth initiatives.

Ashish's appointment is in line with the Company's strategic efforts to enhance its leadership capabilities and build a strong marketing ecosystem that enables deeper consumer engagement and long-term value creation across its businesses.

=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 and experiences to life through linear television, digital platforms, movies, music and live entertainment 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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