



May 26, 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 Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release

Please find enclosed a copy of the press release which is being issued by the Company.

This is for your information and records.

Thanking you,

Yours faithfully,
For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary
FCS6669

Encl: As above

For Immediate Release

**'Z' to enhance its presence across sports broadcasting with the
launch of Unite8 Sports channels**

- *Company to launch 4 dedicated sports channels to build a robust linear sports bouquet*
- *Unite8 Sports to offer key events across football, kabaddi, cricket, badminton, wrestling, boxing and combat sports amongst others*

Mumbai, 26th May 2026: Leading Content & Technology powerhouse **Zee Entertainment Enterprises Ltd. ('Z')** is implementing firm steps to further enhance its presence across the sports broadcasting ecosystem by announcing the launch of Unite8 Sports, a dedicated portfolio of sports channels that will encompass emerging formats, marquee properties and high-engagement content to create a robust value proposition for consumers.

Over the years, the Company has steadily built a strong presence in sports broadcasting, commencing its journey by offering key sporting events across its entertainment channels. The step enabled the Company to successfully leverage the high viewer affinity for live sporting action and garner massive reach. The Company is building further on this strong foundation by taking a sharper and focused approach to expand its footprint in the sports ecosystem.

In line with its strategic approach, the Company will launch four dedicated sports channels –Unite8 Sports 1, Unite8 Sports 1 HD in Hindi and Unite8 Sports 2, Unite8

Sports 2 HD in English. Catering to diverse consumer preferences, the channels will offer the best of action across football, kabaddi, cricket, badminton, wrestling, boxing and combat sports amongst others, enabling the Company to unlock new avenues of engagement, while nurturing the growth of sports across markets. The brand name of Unite8 Sports will further create a distinct offering for consumers across the Company's linear portfolio. The requisite applications for the launch of the channels have been submitted by the Company.

In line with its efforts to consistently enhance the capabilities of its Human Capital, Bavesh Janavlekar, who has successfully managed the Marathi movies cluster (linear and studio business) of the Company, will assume additional charge as Chief Business Officer of Unite8 Sports channels. Bavesh will leverage his deep understanding of the business and strong strategic vision to drive the next phase of expansion in the Company's sports business.

Speaking about the development, **Bavesh Janavlekar, Chief Business Officer – Unite8 Sports, Zee Entertainment Enterprises Ltd.** said, *"In a vast country like India, there is rising demand for sports which are global in appeal yet rooted within the heartland. Sports consumption across the country is accelerating rapidly, driven by an increasing demand for live, appointment-based content and rising audience affinity for multiple sporting formats. Building a robust presence in the linear ecosystem with four channels aligns with our broader strategy of diversifying the content portfolio and building scalable, value-accretive businesses that capitalize on emerging growth opportunities."*



With an aim to build a competitive sports content offering, the Company is also in talks with Fédération Internationale de Football Association (FIFA) to broadcast and stream the FIFA World Cup 2026 matches in India.

With the launch of a dedicated linear sports portfolio, 'Z' is reinforcing its commitment to strategically expand its presence in the high-growth sports broadcasting segment and build long-term value through a balanced mix of scale and innovation.

=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, 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.

Media Contacts:

parag.darade@zee.com / chandni.mathur@zee.com