

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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