

October 28, 2025

<b>National Stock Exchange of India Limited</b> Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E) Mumbai – 400 051 <b>NSE Symbol - ZEEMEDIA</b>	<b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 <b>Script Code - 532794</b>
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**Kind Attn. :** Corporate Relationship Department  
**Subject :** Appointment of Senior Management Personnel of the Company  
**Reference :** Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations') read with Schedule III to the Listing Regulations, we wish to inform you that basis the recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company today *i.e.* October 28, 2025, has approved the appointment of Mr. Manish Seth as the 'Chief Revenue Officer' of the Company, designated as Senior Management Personnel, with effect from October 28, 2025.

The requisite details required under Regulation 30 of the SEBI Listing Regulations read with SEBI Master Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, is enclosed herewith as **Annexure A**.

This is for your information and records.

Thanking you

Yours truly,  
**For Zee Media Corporation Limited**

**Ranjit Srivastava**  
**Company Secretary & Compliance Officer**  
*Membership No. A18577*  
*Contact No.: +91-120-715 3000*

**Zee Media Corporation Limited**

**Corporate Office:** FC-9, Sector-16A, Film City, Noida - 201301, UP, India | Phone: +91-120-7153000

**Regd. Office:** 135, Continental Building, 2nd Floor, Dr. Annie Besant Road, Worli, Mumbai-400018, Maharashtra, India | D: +91-22-71055001

**W:** www.zeemedia.in | **Email:** zmcl@zeemedia.com | **CIN:** L92100MH1999PLC121506

**Annexure A**

S. No	Change in Key Managerial Personnel	Information of such event
1	Reason for change viz. appointment, <del>resignation, removal, death or otherwise</del>	Mr. Manish Seth has been appointed as Chief Revenue Officer of the Company
2	Date of appointment/ <del>cessation</del> (as applicable) & term of appointment	Mr. Manish Seth is appointed as the Chief Revenue Officer ( <i>designated as Senior Management Personnel</i> ) of the Company, with effect from October 28, 2025, at such remuneration and terms as approved by Board.
3	Brief profile (in case of appointment)	<p>Mr. Manish Seth has over 25 years of experience in media sales, business strategy, and revenue leadership, and has a proven record of driving exponential growth across top Indian media networks. Mr. Seth last served as “Revenue Head – TV9 Digital and Business Head – Money9” at TV9 Network, where he had doubled the company’s digital revenue in two years and successfully launched integrated TV + Digital sales models.</p> <p>Prior to tenure with TV9, he held senior leadership roles at Zee Unimedia Limited, Zee Media Corporation Limited and Bennett Coleman &amp; Co. Ltd, where he consistently delivered double-digit growth, built high-performing teams, and led multiple successful channel and product launches.</p> <p>Mr. Seth specializes in revenue strategy, sales transformation, Go To Market planning, and P&amp;L management across broadcast and digital platforms.</p> <p>Mr. Seth holds a Post Graduate Diploma in Marketing Management from the Times School of Marketing and a bachelor’s degree in science from Delhi University</p>
4	Disclosure of relationships between directors (in case of appointment of a director)	N.A.

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