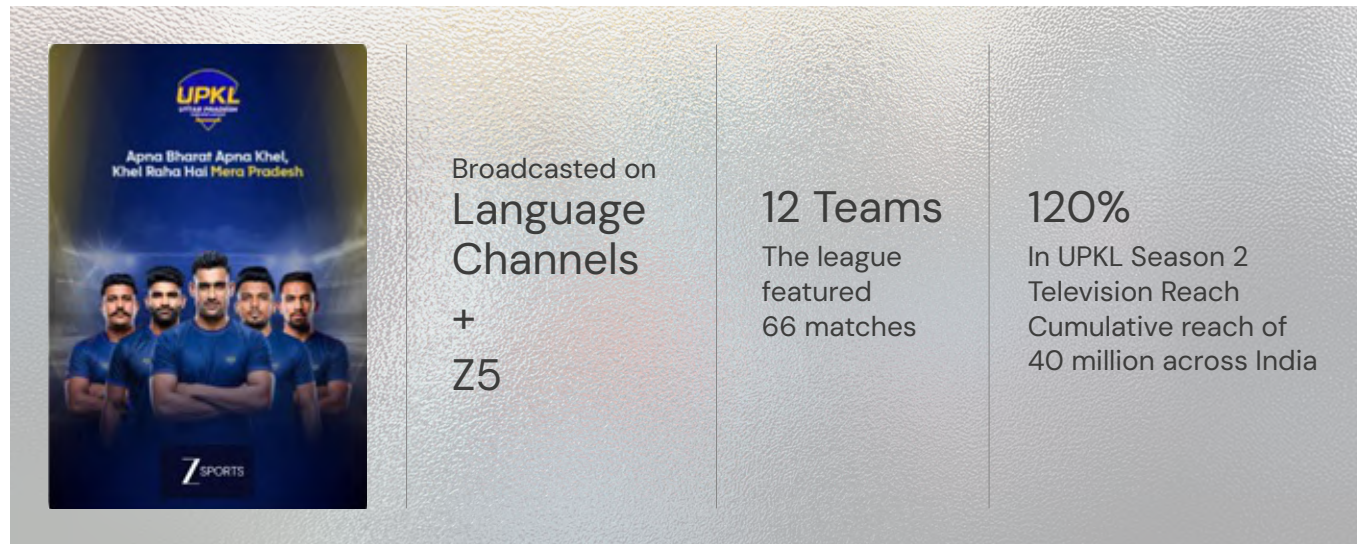




Zee Sports

Zee Entertainment Enterprises Limited (ZEEL) continues to build its sports business with a long-term strategy focussed on audience growth and ecosystem development. In line with this outlook, ZEEL aims to nurture grassroots talent and create regionally relevant sports properties with strong community engagement across India and Bharat.

During the year, the Bengal Super League and the UP Kabaddi League emerged as important milestones, in building regional sports engagement and community connect. ZEEL also successfully executed the International League T20 season 4 (ILT20 season 4), which demonstrated its capacity to manage and monetise premium sports properties while reaching audiences across linear and digital platforms. ZEEL further expanded into emerging sports categories by airing and streaming leagues in baseball and pickleball, alongside exploring additional hosting and broadcast partnerships to assess audience potential across formats.



BASEBALL UNITED



ILT20 S4



UPKL



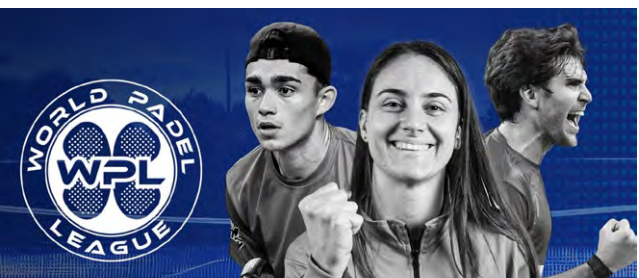
KABADDI CHAMPIONS LEAGUE



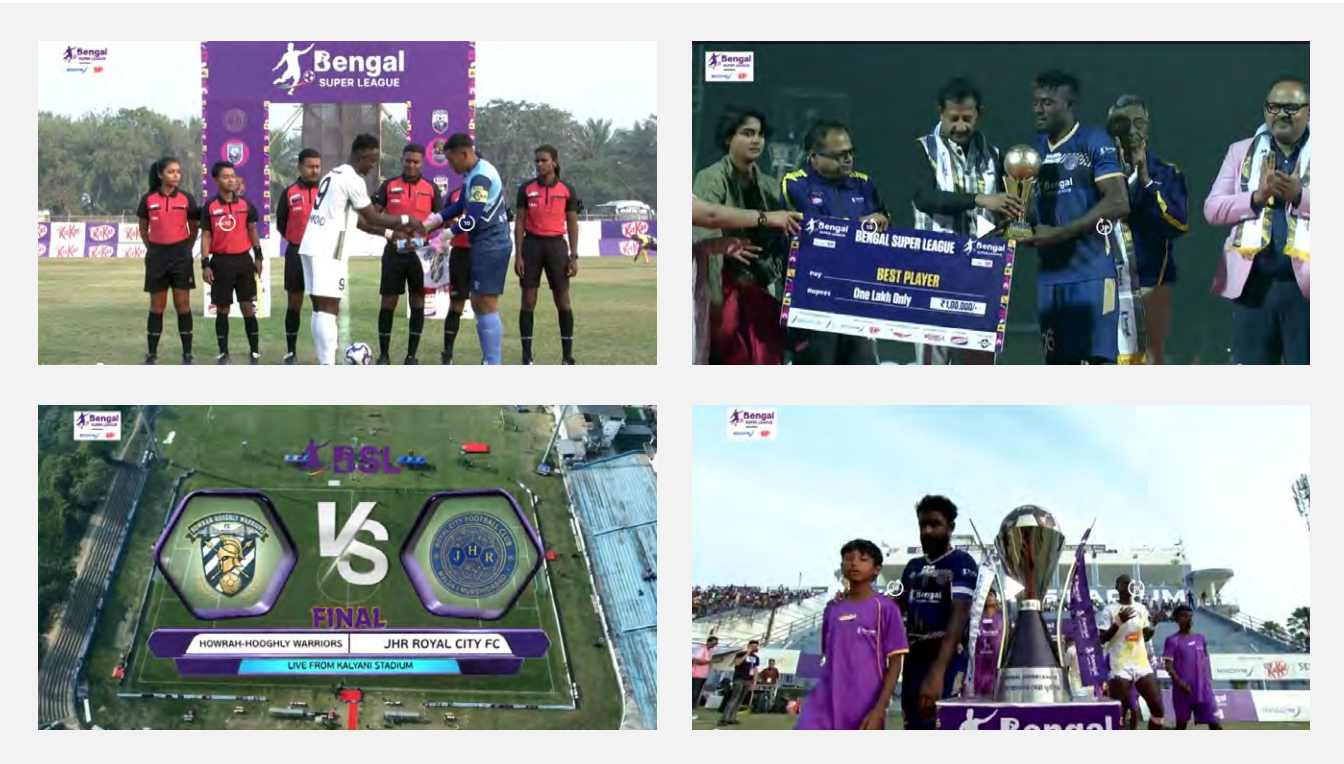
GSPL – INDIA’S BIGGEST PICKLEBALL LEAGUE & GRAND SLAM



WORLD PADEL LEAGUE



BENGAL SUPER LEAGUE



MAHARASHTRA BASKETBALL LEAGUE

