

STAKEHOLDER ENGAGEMENT

At ‘Z’, stakeholder engagement drives how content is imagined, produced and delivered to millions of viewers. By staying closely connected with audiences and other stakeholders across the value chain, we translate diverse expectations into critical insights that guide strategy, enhance responsiveness to evolving priorities and unlock new opportunities aligned with stakeholder needs.



STAKEHOLDER VALUE CREATION

Stakeholders	Objective of engagement	Value created in FY26
CUSTOMERS/ CONTENT DISTRIBUTION PARTNERS	Customers - Strengthen connections - Understand evolving preferences to deliver relevant and engaging content Distribution partners - Expand reach, distribution efficiency, and viewer satisfaction	50 NPS Customer satisfaction score
PRODUCTION HOUSES	- Build strategic partnerships through shared expertise and creative vision - Gain access to specialised production capabilities, state-of-the-art infrastructure, and a diverse pool of creative talent - Foster innovation and experimentation in delivering high-quality content - Expand content reach and distribution of our programming - Produce engaging and differentiated content that sustains viewer interest over time	179+ Content partnerships
SHAREHOLDERS & INVESTORS	- Communicate the Company’s vision, strategic priorities, and value creation roadmap - Gather feedback from investors and incorporate relevant insights into decision-making - Build investor confidence by addressing concerns proactively to strengthen long-term investor relationships - Reinforce the Company’s credibility and brand image among the investment community - Enable shareholders and potential investors to make well-informed investment decisions through comprehensive disclosures	200% Dividend payout ratio ₹1,921 million Dividend declared for FY26
CREATIVE AGENCIES	- Foster creative partnerships and exchange diverse perspectives to enrich content development - Encourage innovation and explore new creative possibilities - Navigate complex creative and production challenges collaboratively - Enhance viewer engagement and strengthen storytelling through consistent high-quality content	37 Agency partnership

TECHNOLOGY PROVIDERS

- Leverage cutting-edge technologies and innovation-led collaborations to drive digital transformation, enhance capabilities and strengthen competitiveness
- Co-create scalable, secure, and audience-centric technology solutions that enhance content delivery, elevate user experience, and improve operational efficiency
- Respond appropriately to evolving consumer preferences and market expectations

51

Technology partners

REGULATORY BODIES/ GOVERNMENT

- Maintain continuous compliance with all relevant regulatory requirements

Zero

Non-compliance incidents

100%

On-time regulatory filling

CREATIVE TALENT

- Enable a creative environment by nurturing a vibrant ecosystem of actors, directors, musicians, writers, and other key contributors
- Foster innovation and empower talent through open exchange of ideas to create engaging content
- Sustain our leadership position in the entertainment industry through creative excellence

4,466+

Artists/Creators onboarded or engaged

SUPPLIERS AND VENDORS

- Establish partnerships with suppliers and vendors upholding ethical, environmental, and quality standards
- Promote transparency, accountability and responsible business practices
- Drive continuous improvement across the value chain
- Strengthen operational efficiency and supply chain sustainability

Read more under the Social – Supply Chain section on ■ 126

₹13,088 million

Procurement from local vendors

EMPLOYEES

- Foster a culture of engagement, collaboration and shared accountability
- Strengthen alignment with organisational goals and strategic priorities
- Encourage open communication and constructive feedback
- Foster awareness on key business developments and initiatives
- Enhance employee participation and sense of belonging
- Support a motivated, connected and a purpose-driven workforce

Read more under the Social – Employee section on ■ 105

COMMUNITY

- Contribute to community development, building long-term resilience
- Address key societal challenges through investment in social initiatives
- Support underserved communities and deliver sustainable impact, while maximising outreach through partnerships with credible non-government organisations (NGOs)

Read more under the Social – Communities section on ■ 116

CAMPUSES/ INSTITUTES

- Develop a future-ready talent pipeline for media and entertainment sector
- Address skill gaps and nurture aspiring professionals through internships and industry-relevant training programmes
- Foster innovation through academic partnerships

IMPLEMENTATION AGENCY/ BUSINESS PARTNERS

- Support effective execution of strategic initiatives
- Leverage partner expertise to deliver high-quality outcomes
- Promote accountable, transparent and compliant implementation for a positive impact

Note: For channel of communication and frequency of engagement, refer to ■ 292 of the Business Responsibility and Sustainability Report (BRSR)

Stakeholder Feedback and Grievances in FY26

Three (3)

Grievances received from employees

Please find the details on the complaints/grievance's mechanism on the BRSR ■ 271

63.44 hours

Average learning per employee

₹178 million

CSR spending

30,182

CSR beneficiaries

8

Campuses/ Institutes partnered with

83

Consultants hired during FY26

4,159

Feedback from the viewers