

ZEE Entertainment appoints Nimisha Pandey to head Hindi Originals for ZEE5

- *Appointment is in line with the Company's ZEE 4.0 approach*
 - *Further strengthens the integrated content team*

MUMBAI, 18th January 2021: ZEE Entertainment Enterprises Ltd. (ZEE), a leading Global Content Company has roped in the National award winning writer and director, Nimisha Pandey to head the Hindi Originals for its digital entertainment platform, ZEE5. In this role, Nimisha will report to Mr. Punit Misra, President - Content and International Markets, ZEE.

In line with the ZEE 4.0 Strategy, creating extraordinary entertainment content will continue to be a key area of focus for the Company. In its recent official communication issued on 21st October 2020, the Company had announced the creation of an integrated content team to continue delivering rich, meaningful and engaging content for its viewers across platforms. The appointment of Nimisha is in line with this approach. In this leadership role, Nimisha will be responsible for creating quality original content for ZEE5.

Nimisha commenced her career in television as a creative executive, diversifying her experience as a director and programming head, before going on to explore the digital domain by launching ALTBalaji in the year 2017. In her previous stint, she was associated with Netflix as the Director for International Originals, giving her a rich experience in the domain of content creation for the digital ecosystem. Nimisha has also been associated with leading production houses like 4 Lions Films and Firework Productions.

An alumna of the Film and Television Institute of India (FTII), Nimisha comes with over 17 years of rich & diverse work experience in the entertainment industry.

Nimisha's appointment is with effect from 18th January 2021.

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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, ZEE is among the largest global Media & Entertainment Companies across genres, languages, and integrated content platforms.

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