



ZEE5 INDIA APPOINTS RAJEEV DHAL AS ITS CHIEF REVENUE OFFICER TO DRIVE NEXT STAGE OF GROWTH

Mumbai, April 21, 2020: ZEE5, India's Entertainment Super-app is set to take the next big leap to bolster its Advertising Sales and Operations vertical by appointing Rajeev Dhal as Chief Revenue Officer. Rajeev will succeed Taranjeet Singh who was a key member in setting up the advertisement revenue stream and played an instrumental role in framing the architecture of the industry first Ad Stack. During his tenure, he has helped build and drive the Sales and Sales Support teams of ZEE5 India.

In this role, Rajeev will report to the CEO of ZEE5 India, Tarun Katial. This appointment demonstrates company's commitment to invest in its leadership talent to foster continued growth, especially in the realm of digital revenue.

Speaking on this development, Tarun Katial, CEO, ZEE5 India said, "The strength of our business and the momentum experienced in the last two years of our existence have made us a leader in the video streaming space. From delivering bespoke content in 12 Indian languages to being available across the spectrum of devices to launching new product offerings within the ZEE5 app, we have truly made ourselves ubiquitous and consumer's go-to entertainment super-app. With Rajeev's appointment, we are confident that with his extensive amount of experience and his inclusive leadership skills, he will be able to guide the Ad Sales and Operations function to the next stage of our growth in India, and we're excited to have him on the team."

He further added, "In Taranjeet, we had a man with undying passion to contribute to the overall Ad Sales business and simultaneously, adding value to the brands who were advertising on our platform. His relentless efforts in putting together the Ad-suite model is an industry first and has encouraged brands to leverage the massive reach of our platform to reach out to audiences across the country. On behalf of the entire team at ZEE5, I thank him for his valuable contribution and wish him all the best."

Rajeev has worked in the leadership position across a wide range of media and consumer internet companies in his career spanning more than two decades. Most recently, he was responsible for the revenue function at "SHAREit" – world's largest p2p content sharing app. As the CRO of "SHAREit" he has established teams and revenue across India, South East Asia, Middle East and Africa. Prior to that, he was heading monetization at "Dailyhunt" where besides establishing a strong revenue function he has also built awareness and demand for Indic



language advertising across all leading brands and agencies. In the last 13 years he has led four start-ups from scratch to scalable revenue models.

In his new role, Rajeev will be responsible for achieving and delivering the revenue growth through Advertising Sales and Operations for ZEE5 India.

He is an alumnus of MICA, Ahmedabad in “Communication and Media Studies”.

ZEE5 India wishes Rajeev and the entire Advertisement Sales and Operations team all the very best for the future!

About ZEE5 India:

ZEE5 India is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1.25 lakh hours of On Demand Content and 100+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

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