



## RELIANCE CUTS BALAJI TELEFILMS STAKE TO 21% AS MEDIA BETS PIVOT TO JIOSTAR

Reliance Industries Ltd. (RIL) has trimmed its holding in Balaji Telefilms to 21.07% in FY25, down from 24.82% a year earlier, the broadcaster's annual report shows. While RIL remains Balaji's largest non-promoter shareholder, the move reflects its growing focus on the Disney-backed JioStar entertainment venture.

RIL first invested about Rs 413 crore in 2017 for a 25% stake to boost Jio's content strategy. Since then, Reliance has poured over Rs 20,000 crore into Viacom18 and JioStar, positioning the JV as a dominant player in India's streaming and TV space.

Balaji's promoter group-led by Ekta and Shobha Kapoor-now holds 32%, slightly lower than last year's 34.21%. Meanwhile, institutional investors have increased stakes: Vanderbilt University Atyant Capital to 6.19%, Gothic Corporation to 6.68%, and Atyant Capital India Fund to 5.77%.



The studio recently raised Rs 130.7 crore through a preferential issue to fund new films and digital projects, including collaborations with Netflix, even as it retools after the July 2025 ban of its ALTT streaming app.

## ZEE ENTERTAINMENT: INSTITUTIONAL STAKE CLIMBS AMID MERGER UNCERTAINTY

Institutional investors have



quietly increased their holding in Zee Entertainment Enterprises Ltd. to 46.1% in FY25 from 43.4% a year ago, even as the proposed Zee-Sony merger remains in limbo. Promoter shareholding has slipped to 3.99%, highlighting the company's changing ownership landscape. Analysts say the rise in institutional interest suggests confidence in Zee's core broadcasting and OTT assets despite regulatory and legal challenges around the stalled merger.

## SUN TV: PROMOTER GROUP ADDS SLIGHTLY TO HOLDING

Promoter ownership in Sun TV Network Ltd. inched up to 77.02% in FY25, compared with 76.83% the



Sun TV Network Limited

previous year, according to exchange filings. The modest increase reinforces the Maran family's long-term commitment to the Chennai-based broadcaster, even as competition from streaming platforms intensifies. Public shareholding stands at roughly 23%, with institutional investors maintaining steady positions.

## NETWORK18: RELIANCE-BACKED STAKE REMAINS STRONG

In Network18 Media & Investments, Reliance Industries' effective control remains steady



through its subsidiaries, with promoter group holding at 74.98% in FY25, nearly unchanged from 75.0% last year. Institutional investors collectively own about 17%, reflecting stable confidence as Network18 continues to integrate its operations with Viacom18 and prepare for the upcoming JioStar rollout. ■