



**Hitesh Vakil**

CEO - Service Centre Excellence  
Zee Entertainment Enterprises Ltd.

Hitesh Vakil, a qualified Chartered Accountant with 29 years of experience is recently elevated as CEO - Service Excellence Centre at Zee Entertainment Enterprises Limited (ZEEL). Prior to this, he acted as CFO of ZEEL for 18 years. He joined ZEEL in 1995.

In recognition of his exceptional performance throughout the career, he was given this new responsibility of setting up a state-of-the-art Service Excellence Centre for Zee network providing shared services (across functions) to all business entities across the group by implementing right systems and processes enabling business heads to focus and pursue their future growth plans.

As Chief Financial Officer, Mr. Vakil was responsible for development & implementations of corporate strategy, financial strategies, budgeting & Management Accounts, treasury, reporting & compliances, taxation, audit, Information Technology, credit control and managing external Relationship with current and future stakeholders including Investors, Analysts, financiers, Bankers, Rating Agencies etc for entire Zee Network globally.

Mr. Vakil is also a member of the Board of Directors in various joint venture companies and subsidiary companies of the Group and has contributed in its rebuilding and growth.

Mr. Vakil, as an experienced finance professional, has been a member of Top Management Team of the company and played a key role in all value maximizing opportunities in the form of new businesses, expansion, M & A , capital structuring, corporate restructuring and others pursued by the company.

Prior to joining Zee, Mr. Vakil had worked as CFO of Tips & Toes Cosmetics India Ltd for 12 years.