March 12, 2015

BSE Limited
National Stock Exchange of India Limited.

Kind Attn.: Corporate Relationship / Listing Department

Dear Sir,

Sub: Issuance of Press Release – 1st Ratings of Company's GEC '&TV

Please find enclosed a copy of Press Release being issued by the Company in connection with first Ratings of Company's newly launched General Entertainment Channel '&TV'.

This is for your information and dissemination to the investors.

For **ZEE ENTERTAINMENT ENTERPRISES LIMITED**

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Encl. As above

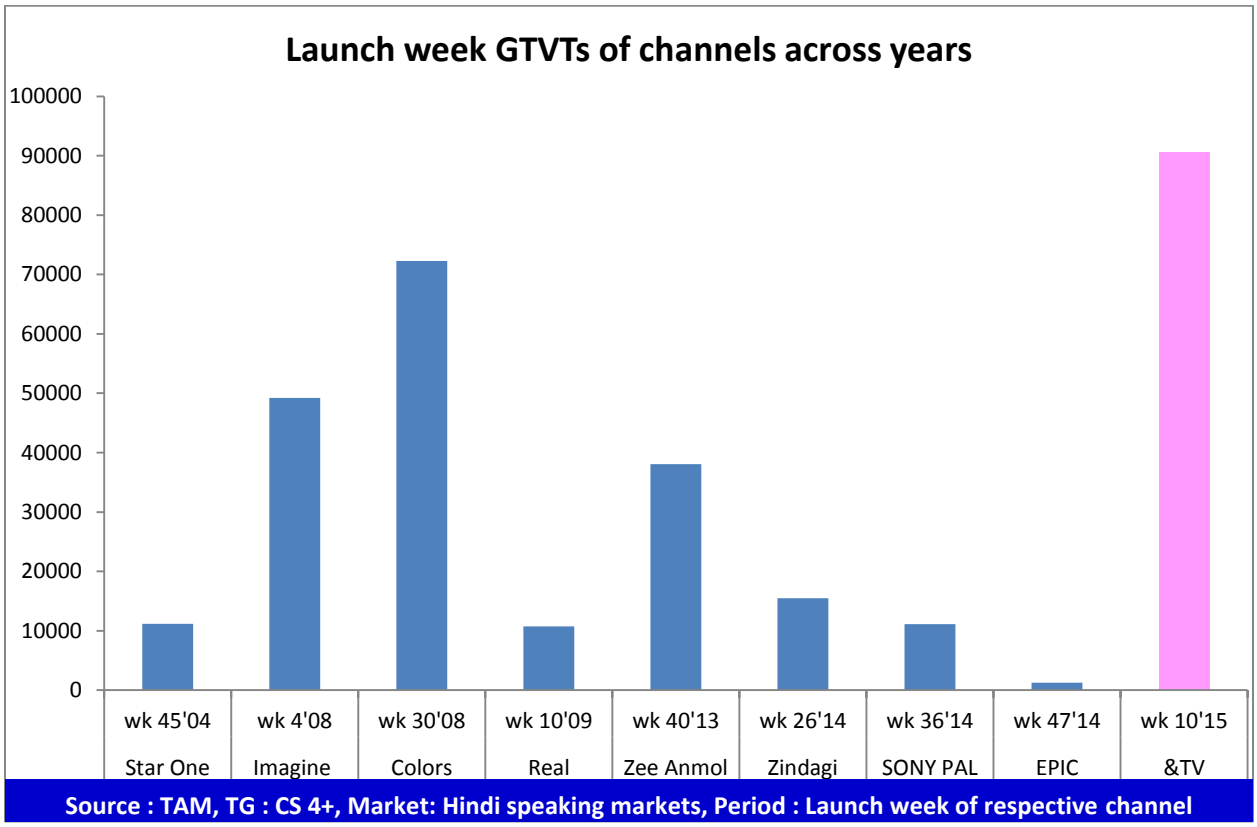
ZEE ENTERTAINMENT

VASUDHAIVA KUTUMBAKAM
THE WORLD IS MY FAMILY

ZEE ENTERTAINMENT ENTERPRISES LIMITED
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☎ + 91 22 2483 1234 F + 91 22 2490 0302
www.zeetelevision.com | CIN : L92132MH1982PLC028767

&TV's numbers make it the biggest launch ever

Further to its launch on 2nd March, the channel registers ***90612 GVTs*** *in its opening week*



Mumbai, March 12, 2015: With only 5 and half days in the opening week, the newly launched Hindi GEC **&TV** from **ZEE Entertainment Enterprises Limited (ZEEL)** emerged a major gainer in the ratings game. This is for the first time that a general entertainment channel (GEC) has opened at **90612 GVTs** creating waves in the Hindi GEC space. The high octane flagship shows have both critics and audiences appreciate the progressive yet relatable content of the channel.

Be it &TV's flagship show hosted by King Khan, ***India Poochega – Sabse Shaana Kaun?*** or the strong fiction line up with shows like ***Razia Sultan, Bhaghyalakshmi, Gangaa, Begusarai, Bhabi Ji Ghar Par Hai!***, and the weekend offering with ***Killerr Karaoke*** and ***Tujhse Naaraaz Nahi Zindagi;*** the programing has certainly struck a chord with the audience.

Punit Goenka, MD & CEO, ZEEL said "We would like to thank everyone for the support extended towards this initiative"

About Zee Entertainment Enterprises Limited ("ZEE")

Zee Entertainment Enterprises Limited is one of India's leading television media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 120,000 hours of television content. With rights to more than 3,500 movie titles from foremost studios and of iconic film stars, ZEE houses the world's largest Hindi film library. Through its strong presence worldwide, ZEE entertains over 730 million viewers across 169 countries.

Pioneer of television entertainment industry in India, ZEE's well known brands include Zee TV, &TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, &pictures, Zee Anmol, Zee Smile, 9X, Ten Sports, Ten Cricket, Ten Action, Ten Golf, Zee Cafe, Zee Studio, Zee Jagran, Zee Salaam, Zing, ETC Music, Zee Khana Khazana, Zee Q and Zindagi. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Talkies, Zee Bangla, Zee Bangla Cinema, Zee Telugu, Zee Kannada and Zee Tamizh. The company's recently launched HD offerings include Zee TV HD, &TV HD, Zee Cinema HD, Zee Studio HD, &pictures HD and Ten HD.

ZEE and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media and print media amongst others. More information about ZEE and its businesses is available on www.zeetelevision.com.