September 30, 2016

BSE Limited
National Stock Exchange of India Ltd

Dear Sirs,

Re : Clarification on News Item appeared in some newspapers today titled 'Zee Acquires UAE Radio Station'

This refers to the communication received from the Stock Exchanges seeking clarification on the news item appeared in The Economic Times, Business Line, etc., today.

We, Zee Entertainment Enterprises Limited (ZEE), wish to clarify the following in relation to the said news item:

a) There is no acquisition of UAE's Hum 106.2 FM by Zee or any of its subsidiaries;

b) In early September, 2016 Zee has established a step-down subsidiary at Dubai for carrying out radio business in the name of Zee FM;

c) Under an agreement entered in to recently, the radio frequency owned by the Emirate of Umm Al Quwain (which is currently used for Hum 106.2 FM) has been leased effective January 2017 to a subsidiary of Zee for the Zee Radio business;

The establishment of subsidiary and the lease of radio frequency in UAE are NOT MATERIAL in relation to the operations of the Company and hence was not reported as price sensitive information.

This clarification is for your information and information of general investing public.

Yours faithfully,
ZEE ENTERTAINMENT ENTERPRISES LTD

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Zee Entertainment Enterprises Limited Mumbai