INFORMATION TO BE FILED WITH STOCK EXCHANGES BY THE ACQUIRER AS REQUIRED UNDER REGUALTION 3(3)

Name of the Target Company	**Zee Entertainment Enterprises Limited**			
Name of the acquirer(s) along with PAC [Referred together as "Acquirers" hereinafter]	Premier Finance & Trading Company Ltd			
Shareholders details	**Before the said proposed Acquisition**		**After the said proposed Acquisition**	
	No. of shares	% (shares/ voting rights)	No. of shares	% (shares/ voting rights)
Shareholding/ voting rights of acquirer(s) in target company before and after the proposed acquisition	34,096,975	3.53%	38,569,685	3.99%
Paid up capital of the target company before and after the proposed acquisition	96,61,91,151	100%	96,61,91,151	100%
Type of acquisition (By way of public/ rights/ inter se transfer)	Off market Inter se transfer amongst entities belonging to the Promoter Group.			
In case, the acquisition is by way of inter se transfer as per regulations, disclose names of transferors and their shareholding in TC before transfer	**Name of Transferor**	**No. of Shares to be held before transfer**	**% Shareholding**	
	Ashok Mathai Kurien	4,472,710	0.46%	
No. and percentage of shares/ voting rights of T.C. proposed to be acquired through the acquisition	No. of shares: 4,472,710 Percentage: 0.46%			
Acquisition price per share	Not above prevailing market price (off market inter se transaction)			
Date of proposed acquisition	October 20, 2011 or within 90 days thereafter			

Signature of the acquirer

For **PREMIER FINANCE & TRADING COMPANY LTD**

PREMIER FINANCE AND TRADING CO. LTD.

Director

Place: Mumbai

Date : 14th October, 2011