April 28, 2016

BSE Limited
National Stock Exchange of India Limited

Kind Attn: Manager - Corporate Relationship

Dear Sirs,

Sub: Integration of Channel Distribution functions within the Company.

This has reference to our earlier communication dated March 29, 2016, intimating details of Board approval for re-organisation *inter alia* of Channel Distribution functions in the Business Operations of the Company.

In this regard, we wish to provide update that the said integration of Channel Distribution functions within the Company is proposed to be done with effect from May 1, 2016 instead of April 1, 2016 as approved by the Board earlier. This change has been necessitated to facilitate strict compliance with the requirement of submitting Reference Interconnect Offer (RIO) to regulators in pursuance of subsequent judicial pronouncement.

It may be noted that the above change shall not have any impact on the consolidated financials of the Company for FY 2016-17.

This is for your information and records.

For **Zee Entertainment Enterprises Limited**

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

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