ZEE ENTERTAINMENT ENTERPRISES LTD.
135, Continental Building,
Dr. Annie Besant Road, Worli,
Mumbai - 400 018. India.
+91-22-2483 1234
+91-22-2490 0302
www.zeetelevision.com

July 8, 2011

The Bombay Stock Exchange Limited
The National Stock Exchange of India Limited.

Kind Attn.: Corporate Relationship / Listing Department

Dear Sirs,

Sub: Disclosure of Pledged Shares as on 30th June 2011, under Regulation 8A of SEBI (SAST) Regulations, 1997.

In compliance with the requirements of Regulation 8A(4) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997, based on the disclosures received by the Company from its promoters, we hereby enclose our disclosure in Form B, providing details of transaaggregate details of shares of the Company held and pledged by the Promoters as at the close of 30th June 2011.

This disclosure as at 30th June 2011 includes particulars of transactions relating to creation and/or revocation of pledge of Promoters shareholding in the Company as disclosed by the Promoters, including creation / revocation of pledge on Shares on June 29 & 30, 2011.

Kindly acknowledge receipt of these disclosures

Yours truly,
For **ZEE ENTERTAINMENT ENTERPRISES LIMITED**

M Lakshminarayanan
Executive Vice President & Company Secretary

Encl. As above

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ANNEXURE B - REPORTING FORMAT U/R 8A(4) TO BE FILED BY THE COMPANY TO STOCK EXCHANGE

(Format for filing the details of the shares pledged by the promoter or every person forming part of the promoter group by the company to the Stock Exchange(s) in terms of Regulations 8A(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997)

This report is required to be filed when aggregate quantity of shares pledged by promoter / promoter group exceeds the limits specified in Reg 8A(4) during quarter

Date of Reporting	June 30, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of the company	978,142,930 Equity Shares of Re. 1 each

Name of the Entity (I)	A. Details of Transaction(s)		B. Aggregate details after the transaction(s)			
	Date of Transaction (II)	Number of Shares pledged (III)	Total No. of Shares held by entity in company (IV)	Information on pledge		
				Total No. of shares pledged (V)	%of shares pledged shares held by entity (VI) = (V) / (IV)	% of shares pledged to total no of o/s shares (VII)
Ashok Kurien	NA	NA	4,472,710	1,600,000	35.77%	0.16%
Ambience Business Services Pvt Ltd	NA	NA	4,983,064	0	0.00%	0.00%
Ganjam Trading Co. Pvt Ltd	NA	NA	19,991,752	600,000	3.00%	0.06%
Churu Trading Co Pvt Ltd	30.06.11	1200000 (Create)	47,920,814	35,070,314	73.18%	3.59%
Essel Infraprojects Ltd	NA	NA	14,018,290	0	0.00%	0.00%
Laxmi N Goel	NA	NA	3,843,758	0	0.00%	0.00%
Sushila Goel	NA	NA	1,360,000	1,360,000	100.00%	0.14%
Briggs Trading Co Pvt Ltd	NA	NA	958,470	0	0.00%	0.00%
Prajatma Trading Co Pvt Ltd	30.06.11	50,000 (Create)	17,908,984	16,490,672	92.08%	1.69%
Premier Finance & Trading Co Ltd	29.06.11	955312 (Revoke)	101,589,186	38,183,184	37.59%	3.90%
Veena Investment Pvt Ltd	29.06.11	1182251 (Revoke)	28,738,218	17,681,682	61.53%	1.81%
Delgrada Limited	NA	NA	102,888,286	0	0.00%	0.00%
Lazarus Investments Ltd	NA	NA	23,000,000	0	0.00%	0.00%
Essel Holdings Ltd	NA	NA	46,378,518	0	0.00%	0.00%
Asian Satellite Broadcasting Pvt Ltd	NA	NA	420,090	0	0.00%	0.00%
Prajatma Enterprises LLP	NA	NA	100	0	0.00%	0.00%
Jayneer Enterprises LLP	NA	NA	100	0	0.00%	0.00%
Churu Enterprises LLP	NA	NA	100	0	0.00%	0.00%
TOTAL			**418,472,440**	**110,985,852**	**26.52%**	**11.35%**

For Zee Entertainment Enterprises Limited

M Lakshminarayanan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai