135, Continental Bldg.
Dr. Annie Besant Road
Worli, Mumbai 400 018.
Tel.: +91-22-6697 1234
Fax: +91-22-2490 0302
www.zeetelevision.com

January 24, 2011

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

Kind Attn.: Corporate Relationship / Listing Department

Dear Sirs,

Sub.: Disclosure of particulars of creation / revocation of Pledge on Shares held by the Promoters under Regulation 8A of SEBI (SAST) Regulations, 1997.

Pursuant to Regulation 8A(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997, promoters of the Company have informed the details of creation / revocation of pledge on equity shares held by them in the Company as detailed herein:

a) Revocation of Pledge on 908,000 and Creation of Pledge on 1,970,000 Equity Shares held by Premier Finance & Trading Company Limited;
b) Creation of Pledge on 1,030,000 Equity Shares held by Churu Trading Company Private Limited;
c) Creation of Pledge on 2,915,000 Equity Shares held by Veena Investments Private Limited; and
d) Creation of Pledge on 825,000 Equity Shares held by Prajatma Trading Company Private Limited.

Based on aforesaid disclosures, in compliance with the requirements of Regulation 8A(4), we hereby enclose our disclosure in Form B.

Kindly acknowledge receipt of these disclosures

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

Zee Entertainment Enterprises Limited Mumbai

M Lakshminarayanan
Executive Vice President & Company Secretary

Encl. As above

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)

Date of Reporting	January 24, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of the company	978,076,130 Equity Shares of Re. 1 each

This report is required to be filed by the company every time when the aggregate quantity of shares pledged by the promoter / every person forming part of promoter group exceeds the limits specified in Regulation 8A(4) during a quarter

Name of the Entity	A - Details of Transaction(s)		B - Aggregate details after the transaction(s)			
	Date of Transaction	Number of Shares on with Pledge created/ revoked / invoked	Total No. of Shares held by the entity	Information on pledge		
				Total No. of shares pledged	% of total shares pledged/shares held by entity	% of shares pledged to total o/s shares of co
(I)	(II)	(III)	(IV)	(V)	(VI) = (V) / (IV)	(VII)
Premier Finance & Trading Co. Ltd	14.01.2011	100,000 (created)				
	17.01.2011	1,200,000 (created)				
	17.01.2011	908,000 (revoked)				
	18.01.2011	120,000 (created)				
	19.01.2011	550,000 (created)	101,589,186	15,927,972	15.68%	1.63%
Churu Trading Company Pvt Ltd	17.01.2011	700,000 (created)				
	21.01.2011	330,000 (created)	47,920,814	22,529,468	47.01%	2.30%
Veena Investment Pvt Ltd	17.01.2011	2,715,000 (created)				
	21.01.2011	200,000 (created)	28,738,218	20,995,000	73.06%	2.15%
Prajatma Trading Company Pvt Ltd	17.01.2011	325,000 (created)				
	18.01.2011	200,000 (created)				
	19.01.2011	300,000 (created)	17,908,984	11,026,423	61.57%	1.13%

For Zee Entertainment Enterprises Ltd

Zee Entertainment Enterprises Limited Mumbai

M Lakshminarayanan
Executive Vice President & Company Secretary
Mumbai, January 24, 2011