August 31, 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, as amended, 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) Creation of pledge on 610,000 Equity Shares held by Prajatma Trading Company Pvt Ltd;
b) Creation of pledge on 225,000 & revocation of pledge on 290,000 Equity Shares respectively held by Premier Finance & Trading Company Ltd; and
c) Creation of pledge on 455,000 Equity Shares held by Veena Investments Pvt Ltd.

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

Please note that in compliance with SEBI (Buyback of Securities) Regulations 1998 and in pursuance of the buyback commenced by the Company on July 27, 2011, the Company had on August 26, 2011 executed a Debit Corporate Action for extinguishment of 9,375,967 Equity Shares bought back by the Company, through CDSL. In view of the foregoing this extinguishment, the disclosure & percentage of shares pledge reported by the Company in Form B are based on the revised paid-up Share Capital of the Company comprising of 968,766,963 Equity Shares of Re. 1 each.

Kindly acknowledge receipt of the disclosure.

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	August 31, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of the company	968,766,963 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 (VI) = (V) / (IV)	% of shares pledged to total o/s shares of co
(I)	(II)	(III)	(IV)	(V)		(VII)
Prajatma Trading Co Pvt Ltd	25.08.11	610,000 (Creation)	17908984	14897819	83.19%	1.54%
Premier Finance & Trading Co Ltd	23.08.11	45,000 (Creation)				
	24.08.11	290,000 (Revocation)				
	26.08.11	180,000 (Creation)	101589186	35369108	34.82%	3.65%
Veena Investments Pvt Ltd	23.08.11	135,000 (Creation)				
	26.08.11	320,000 (Creation)	28738218	22253933	77.44%	2.30%

For Zee Entertainment Enterprises Ltd

Zee Entertainment Enterprises Limited Mumbai

M. Lakshminarayanan
Executive Vice President & Company Secretary

Mumbai, August 31, 2011