September 21, 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 15,940,000 Equity Shares held by Essel Business Processes Limited;
b) Revocation of Pledge on 7,534,883 Equity Shares held by Veena Investments Pvt Ltd;
c) Revocation of Pledge on 2,809,000 Equity Shares held by Premier Finance & Trading Company Limited; and
d) Revocation of Pledge on 5,400,000 Equity Shares held by Churu Trading Company Pvt Ltd.

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 the disclosure.

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

M Lakshminarayanan
Executive Vice President &Company Secretary

Zee Entertainment Enterprises Limited Mumbai

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	September 21, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of Company	967,087,456 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 shares pledged /shares held by entity	% of shares pledged /o/s shares of co
I	II	(III)	IV	V	VI=V/IV	VII
Essel Business Processes Ltd	15.09.11	10,540,000 (Creation)	130888822	71688000	54.77%	7.41%
	16.09.11	5,400,000 (Creation)				
Veena Investments Pvt Ltd	16.09.11	4,269,883 (Revocation)	10238218	4351000	42.50%	0.45%
	19.09.11	3,265,000 (Revocation)				
Premier Finance & Trading Co Ltd	16.09.11	850,000 (Revocation)	34096975	23072908	67.67%	2.39%
	19.09.11	1,959,000 (Revocation)				
Churu Trading Company Pvt Ltd	16.09.11	5,400,000 (Revocation)	19960319	9312626	46.66%	0.96%

For Zee Entertainment Enterprises Ltd

M. Lakshminarayanan
Executive Vice President & Company Secretary

Mumbai, September 21, 2011

Zee Entertainment Enterprises Limited Mumbai