September 20, 2012

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

Kind Attn.: Corporate Relationship / Listing Department

Dear Sir,

Sub.: Launch of Zee Bangla Cinema channel.

This is to inform you that the Company has today announced launch of a 24 Hour Bengali Movie Channel 'Zee Bangla Cinema' from September 23, 2012.

A press release issued by the Company in this regard is enclosed for your information and record.

Kindly acknowledge receipt.

For **ZEE ENTERTAINMENT ENTERPRISES LIMITED**

Zee Entertainment Enterprises Limited Mumbai

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Encl. As above

ZEE launches India's One & Only 24-hour Bangla Movie Channel – Zee Bangla Cinema

- ***Zee Bangla Cinema to go on-air on 23rd September 2012***
- ***The Channel to be available on all leading analog and digital platforms***
- ***Highly youthful and engaging content with a promise of 'Jibon Ekhon Superhit'***

Mumbai, India; September 20, 2012: Zee Entertainment Enterprises Ltd. – India's leading media conglomerate, today took yet another step in strengthening its dominant position in the regional genre, by launching *India's one and only 24-hour Bangla Movie Channel* – **'Zee Bangla Cinema'**. With a rich and varied film library, the Zee Bangla Cinema promises to offer a mixed bag of blockbusters from the golden era directors and the best masterpieces of Satyajit Ray, Mrinal Sen, Ritwick Ghatak, Tarun Mazumdar to the present movies of directors like Rituparno Ghosh, Raj Chakraborty and Anjan Dutta. The channel will go on-air on September 23rd and will telecast 2012's blockbuster movie **'Shatru'** starring *Jeet and Nusrat*. Some of the other leading movie titles which would be aired on Zee Bangla Cinema are ***Bhooter Bhobishyot, Teen Yaari Kotha, Elar Char Adhyay, Aparajita Tumi, Ajob Prem Ebong, Dutta vs Dutta, Uro Chiti, Fighter, Mouchak, Chaplin, Kagojer Bou, Tokhon Teish, Trishna, Chander Bari, Gorosthane Sabdhan, Patalghar, Banshiwala*** and many more.

Speaking on the launch of the movie channel, **Punit Goenka, MD & CEO, Zee Entertainment Enterprises Ltd. (ZEE)** said, *"With a strong Bengali audience in India and abroad, the Bangla Film market has expanded exponentially. Zee Bangla Cinema's entry is to tap this growing potential. We are sure that ZEE's pioneering presence in the regional space would be further strengthened with the addition of this new movie channel."*

With a highly youthful and engaging content, Zee Bangla Cinema will also be a ready source of trivia from film news to music releases to muhuraats, along with a mixed and exciting bag of blockbusters, parallel films and films from the golden era. Zee Bangla Cinema aspires to create a 'thrilling movie viewing experience' for its audiences across the country and overseas.

Sujay Kutty, Business Head, Zee Bangla Cinema added, *"The success of Zee Bangla in the regional GEC genre reaffirms our expertise of gauging content preferences. Zee Bangla Cinema offers a true representation of the time and life of Bengal. With an enviable film library, the* channel aims *to bring the experience of a multiplex right at the homes of Bengali audience."*

The unveiling of the channel will be supported by a 360 degree campaign launch, creating a platform for the people of Bengal to celebrate **'Jibon Ekhon Superhit'** with Zee Bangla Cinema. The campaign includes radio, TV, print, digital & outdoor along with on-ground activation initiatives.

Zee Bangla Cinema goes on-air on **23rd September 2012** with promising content that is engaging, interactive, thrilling, entertaining and glamorous.

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Note to Editors

About Zee Entertainment Enterprises Limited (ZEE)
Zee Entertainment Enterprises Limited (ZEE) is one of India's leading television media and entertainment companies. It is amongst the largest producers of aggregators of Hindi programming in the world, with an extensive library housing over 1000,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, ZEE houses the world's largest Hindi film library. Through its strong presence worldwide, ZEE entertains over 650 million viewers across 168 countries. ZEE has been selected Business Superbrands 2010-11, Industry Validated. Pioneer of television entertainment industry in India, ZEE's well-known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Zee Smile, 9X, Ten Sports, Ten Cricket, Ten Action+, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zee Salaam, Zing, ETC Music and Zee Khana Khazana. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Talkies, Zee Bangla, Zee Telugu, Zee Kannada, Zee Cinemalu and ETC Punjabi. ZEE and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media, multiplexes, amusement parks and print media amongst others. Please visit www.zeetelevision.com for more details.

For further information, please contact:
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