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ZEE ENTERTAINMENT

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Press Release

ZEE and Star to discontinue the distribution of their channels through the joint venture MediaPro;

Will set up independent Affiliate Sales

Mumbai, April 11, 2014: Zee Turner Limited (Zee Turner) and Star Den Media Services Pvt. Limited (Star Den) announced today their intention to discontinue the distribution of their channels through the three year old distribution joint venture Media Pro Enterprises India Pvt. Ltd. (**MediaPro**), pursuant to the change in regulation regarding aggregators. TRAI's Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) (Third Amendment) Regulation, 2014 dated February 10, 2014, does not allow aggregators to bundle channels of multiple broadcasters in one bouquet. In light of this new development, Star Den and Zee Turner have decided to discontinue the distribution of their respective channels through the 50:50 distribution joint venture, MediaPro.

Going forward, ZEE and Star would set up their independent Affiliate Sales team for their respective channels. The latest tariff order dated March 31, 2014, which permitted the inflation-linked hike of 27.5% in Reference Interconnect Offer rates (in two stages), is likely to provide a positive fillip to the subscription revenues.

Mr. Punit Goenka, Managing Director & CEO, Zee Entertainment Enterprises Limited said, "We had created this Joint Venture to address various anomalies in the analog market, curb piracy and introduce transparency for the benefit of all stakeholders. I must

say that we have been very satisfied with the outcome of the partnership. In the last three years, with DAS getting implemented, India is truly on the path to digitization. First two phases of DAS have already been implemented. Given the new regulation, Uday and I have taken a call to continue the business at an independent level. I wish our JV partners all the very best in their future endeavors."

Mr. Uday Shankar, CEO, Star India Private Limited said, "MediaPro has been a truly delightful and path breaking partnership. Punit and I created MediaPro with the objective of accelerating digitization, promoting transparency and introducing best practices in distribution. Thanks to the commitment of both parties the JV has delivered exceptionally well on each of these. I am proud to say that MediaPro also led the industry consensus for the most efficient way of moving to a digital domain. This in turn allowed us to offer better content to our viewers. In the light of new regulation, both partners have decided to build independent affiliate sales. I take this opportunity to compliment the entire MediaPro team lead by Arun Kapoor for creating a best-in-class organization that helped pioneer digital transformation of cable."

About Zee Entertainment Enterprises Limited (ZEE)

Zee Entertainment Enterprises Limited is one of India's leading television media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 120,000 hours of television content. With rights to more than 3,500 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 670 million viewers across 169 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, &pictures, Zee Anmol, Zee Smile, 9X, Ten Sports, Ten Cricket, Ten Action, Ten Golf, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zee Salaam, Zing, ETC Music, Zee Khana Khazana and Zee Q. The Company also has a strong offering in the regional language domain, with channels such as Zee Marathi, Zee Talkies, Zee Bangla, Zee Bangla Cinema,

Zee Telugu, Zee Kannada, Zee Tamizh and ETC Punjabi. The Company's recently launched HD offerings include Zee TV HD, Zee Cinema HD, Zee Studio HD and Ten HD.

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 and print media amongst others. More information about ZEE and its businesses is available on www.zeetelevision.com.

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