FORMAT FOR DISCLOSURES UNDER REGULATION 29(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

1. Name of the Target Company (TC)	Zee Entertainment Enterprises Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the seller	Cyquator Media Services Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the seller and PAC	**Number**	**% w.r.t. total share/voting capital wherever applicable**	**% w.r.t. total diluted share/voting capital of the TC (*)**
Before the acquisition/~~disposal~~ under consideration, holding of :			
a) Shares carrying voting rights	Nil	Nil	N.A.
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	N.A.	N.A.	N.A.
Total (a+b+c)	Nil	Nil	N.A.
Details of acquisition/~~sale~~			
a) Shares carrying voting rights acquired	241,402,908	25.12%	N.A.
b) VRs acquired otherwise than by equity shares	N.A.	N.A	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/~~sold~~	N.A.	N.A.	N.A.
Total (a+b+c)	241,402,908	25.12%	N.A.

After the acquisition/sale, holding of: a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	241,402,908 N.A. N.A.	25.12% N.A. N.A.	N.A. N.A. N.A.
Total (a+b+c)	241,402,908	25.12%	N.A.
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Pursuant to Scheme of Amalgamation of Essel Business Processes Limited with Cyquator Media Services Private Limited and their respective shareholders approved by the Honorable High Court of Judicature at Bombay		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	January 20, 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	No. of shares: 960,830,101 Amount: Rs. 960,830,101/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of shares: 960,830,101 Amount: Rs. 960,830,101/-		
10. Total diluted share/voting capital of the TC after the said acquisition/sale	N.A.		

Note:
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

The equity shares have been vested pursuant to Scheme of Amalgamation of Essel Business Processes Limited with Cyquator Media Services Private Limited and their respective Shareholders approved by the Honorable High Court of Judicature at Bombay. This disclosure is being made out of abundant caution pursuant to Regulation 29(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

For **Cyquator Media Services Private Limited**

Director
Place: Mumbai
Date : January 24, 2012

FORMAT FOR DISCLOSURES UNDER REGULATION 29(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

1. Name of the Target Company (TC)	Zee Entertainment Enterprises Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Cyquator Media Services Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the acquirer and PAC	**Number**	**% w.r.t. total share/voting capital wherever applicable**	**% w.r.t. total diluted share/voting capital of the TC (*)**
Before the acquisition/disposal under consideration, holding of :			
a) Shares carrying voting rights	Nil	Nil	N.A.
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	N.A.	N.A.	N.A.
Total (a+b+c)	Nil	Nil	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights sold	241,402,908	25.12%	N.A.
b) VRs sold otherwise than by equity shares	N.A.	N.A	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	N.A.	N.A.	N.A.
Total (a+b+c)	241,402,908	25.12%	N.A.
After the acquisition/sale, holding of:			

a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/~~sold~~	241,402,908 N.A. N.A.	25.12% N.A. N.A.	N.A. N.A. N.A.
Total (a+b+c)	241,402,908	25.12%	N.A.
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Pursuant to Scheme of Amalgamation of Essel Business Processes Limited with Cyquator Media Services Private Limited and their respective shareholders approved by the Honorable High Court of Judicature at Bombay		
7. Date of acquisition / ~~sale~~ of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	January 20, 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition/~~sale~~	No. of shares: 960,830,101 Amount: Rs. 960,830,101/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition/~~sale~~	No. of shares: 960,830,101 Amount: Rs. 960,830,101/-		
10. Total diluted share/voting capital of the TC after the said acquisition/~~sale~~	N.A.		

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

The equity shares have been vested pursuant to Scheme of Amalgamation of Essel Business Processes Limited with Cyquator Media Services Private Limited and their respective Shareholders approved by the Honorable High Court of Judicature at Bombay. This disclosure is being made out of abundant caution pursuant to Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

For **Cyquator Media Services Private Limited**

Director
Place: Mumbai
Date : January 24, 2012