GANJAM TRADING COMPANY PRIVATE LIMITED

NEW PRAKASH CINEMA, N.M. JOSHI MARG, LOWER PAREL, MUMBAI-400011

29th August 2011

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Sir,

Ref: Disclosure under Regulation 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

Pursuant to Regulation 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (hereinafter referred to as 'SEBI (SAST), 1997') we wish to inform you that we, **Ganjam Trading Company Private Limited** propose to acquire shares of **Zee Entertainment Enterprises Limited**, a company listed on your stock exchange on the 7th day of September, 2011 or any day thereafter within a period of 90 days by way of **off market inter-se transfer of shares amongst the promoter group**. In this connection please find enclosed the disclosure as per regulation 3(3) of the SEBI (SAST), 1997.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,
For GANJAM TRADING COMPANY PRIVATE LIMITED

D. Baldwa

Director

Encl: As above.

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INFORMATION TO BE FILED WITH STOCK EXCHANGES BY THE ACQUIRER AS REQUIRED UNDER REGUALTION 3(3)

<table>
<tr><td>Name of the Target Company</td><td colspan="4">Zee Entertainment Enterprises Limited</td></tr>
<tr><td>Name of the acquirer(s) along with PAC [Referred together as “Acquirers” hereinafter]</td><td colspan="4">Ganjam Trading Company Private Limited</td></tr>
<tr><td>Shareholders details</td><td colspan="2">Before the said proposed Acquisition</td><td colspan="2">After the said proposed Acquisition</td></tr>
<tr><td></td><td>No. of shares</td><td>% (shares/ voting rights)</td><td>No. of shares</td><td>% (shares/ voting rights)</td></tr>
<tr><td>Shareholding/ voting rights of acquirer(s) in target company before and after the proposed acquisition</td><td>19,991,752</td><td>2.04%</td><td>21,137,864</td><td>2.16%</td></tr>
<tr><td>Paid up capital of the target company before and after the proposed acquisition</td><td>97,81,42,930</td><td>100%</td><td>97,81,42,930</td><td>100%</td></tr>
<tr><td>Type of acquisition (By way of public/ rights/ inter se transfer)</td><td colspan="4">Off market Inter se transfer amongst parties belonging to the Promoter Group.</td></tr>
<tr><td>In case, the acquisition is by way of inter se transfer as per regulations, disclose names of transferors and their shareholding in TC before transfer</td><td colspan="4"><table><tr><th>Name of Transferor</th><th>No. of Shares</th><th>% Shareholding</th></tr><tr><td>Sushila Devi</td><td>11,46,112</td><td>0.12%</td></tr></table></td></tr>
<tr><td>No. and percentage of shares/ voting rights of T.C. proposed to be acquired through the acquisition</td><td colspan="4">No. of shares: 11,46,112

Percentage: 0.12%</td></tr>
<tr><td>Acquisition price per share</td><td colspan="4">Transfer without any consideration (off market inter se transaction)</td></tr>
<tr><td>Date of proposed acquisition</td><td colspan="4">7th day of September, 2011 or within 90 days thereafter</td></tr>
<tr><td colspan="5">Signature of the acquirer
For GANJAM TRADING COMPANY PRIVATE LIMITED

D. Baduwe
Director/ Authorised Signatory

Place:Mumbai
Date : 29th August 2011</td></tr>
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