March 23, 2012

National Stock Exchange of India Limited
Bombay Stock Exchange Limited

Dear Sirs,

Sub: Closure of Buyback by Zee Entertainment Enterprises Limited

This is to inform you that as per the Public Announcement dated July 14, 2011 read with corrigendum thereto dated July 26, 2011, the Buy-back of Equity Shares by the Company from the open market through Stock Exchanges had commenced from July 27,2011.

Under the said buyback, the Company has bought back 19,372,853 Equity Shares at an aggregate amount of Rs. 2,319.22 million equivalent to 33.13% of the Maximum Buyback Size of Rs. 7,000 Million.

As per the terms of Public Announcement dated July 14, 2011 read with corrigendum thereto dated July 26, 2011, upon expiry of one year from the approval of shareholders, the buyback which commenced on July 27, 2011, stand closed at the close of market hours today i.e. March 23, 2012.

This confirmation may please be taken on record.

Yours faithfully
For **Zee Entertainment Enterprises Limited**

M Lakshminarayanan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai