October 7, 2011

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

Kind Attn.: Corporate Relationship / Listing Department

Dear Sirs,

Sub: Disclosure of Pledged Shares as on 30th September 2011, under Regulation 8A of SEBI (SAST) Regulations, 1997.

In compliance with the requirements of Regulation 8A(4) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997, based on the disclosures received by the Company from its promoters, we hereby enclose our disclosure in Form B, providing details of transaaggregate details of shares of the Company held and pledged by the Promoters as at the close of 30th September 2011.

Please note that, consequent to extinguishment of 11,951,779 Equity Share bought back under the buy-back scheme, the paid-up Share Capital of the Company as at 30th September 2011 stand reduced to 966,191,151 Equity Shares of Re. 1 each;

Kindly acknowledge receipt of these disclosures

Yours truly,
For **ZEE ENTERTAINMENT ENTERPRISES LIMITED**

M Lakshminarayanan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Encl. As above

ANNEXURE B - REPORTING FORMAT U/R 8A(4) TO BE FILED BY THE COMPANY TO STOCK EXCHANGE

(Format for filing the details of the shares pledged by the promoter or every person forming part of the promoter group by the company to the Stock Exchange(s) in terms of Regulations 8A(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997)

This report is required to be filed when aggregate quantity of shares pledged by promoter / promoter group exceeds the limits specified in Reg 8A(4) during quarter

Date of Reporting	September 30, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of the company	966,191,151 Equity Shares of Re. 1 each

Name of the Entity (I)	A. Details of Transaction(s)		B. Aggregate details after the transaction(s)			
	Date of Transaction (II)	Number of Shares pledged (III)	Total No. of Shares held by entity in company (IV)	Information on pledge		
				Total No. of shares pledged (V)	%of shares pledged shares held by entity (VI) = (V) / (IV)	% of shares pledged to total no of o/s shares (VII)
Ashok Kurien	NA	NA	4,472,710	1,600,000	35.77%	0.17%
Ambience Business Services Pvt Ltd	NA	NA	4,983,064	0	0.00%	0.00%
Ganjam Trading Co. Pvt Ltd	NA	NA	21,137,864	600,000	2.84%	0.06%
Churu Trading Co Pvt Ltd	NA	NA	19,960,319	9,312,626	46.66%	0.96%
Essel Infraprojects Ltd	NA	NA	14,232,178	0	0.00%	0.00%
Laxmi N Goel	NA	NA	3,843,758	0	0.00%	0.00%
Briggs Trading Co Pvt Ltd	NA	NA	958,470	958,470	100.00%	0.10%
Prajatma Trading Co Pvt Ltd	NA	NA	1,393,258	1,393,258	100.00%	0.14%
Premier Finance & Trading Co Ltd	NA	NA	34,096,975	24,072,908	70.60%	2.49%
Veena Investment Pvt Ltd	NA	NA	10,238,218	4,451,000	43.47%	0.46%
Delgrada Limited	NA	NA	102,888,286	0	0.00%	0.00%
Lazarus Investments Ltd	NA	NA	23,000,000	0	0.00%	0.00%
Essel Holdings Ltd	NA	NA	46,378,518	0	0.00%	0.00%
Essel Business Processes Ltd	NA	NA	130,888,822	76,688,000	58.59%	7.93%
TOTAL			**418,472,440**	**119,076,262**	**28.45%**	**12.32%**

For Zee Entertainment Enterprises Limited

M Lakshminarayanan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Mumbai, Dated October 7, 2011