October 21, 2011

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

Kind Attn: Corporate Relationship / Listing Department

Dear Sirs,

Sub: Disclosure of particulars of creation / revocation of Pledge on Shares held by the Promoters under Regulation 8A of SEBI (SAST) Regulations, 1997.

Pursuant to Regulation 8A(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997, promoters of the Company have informed the details of creation / revocation of pledge on equity shares held by them in the Company as detailed herein:

a) Revocation of Pledge on 8,716,626 Equity Shares held by Churu Trading Co Pvt Ltd;
b) Revocation of Pledge on 18,947,908 Equity Shares held by Premier Finance & Trading Co Ltd;
c) Revocation of Pledge on 1,393,258 Equity Shares held by Prajatma Trading Company Pvt Ltd;
d) Revocation of Pledge on 4,451,000 Equity Shares held by Veena Investments Pvt Ltd; and
e) Creation of Pledge on 25,525,262 Equity Shares and Revocation of Pledge on 1,100,000 Equity Shares held by Essel Business Processess Ltd.

Based on aforesaid disclosures, in compliance with the requirements of Regulation 8A(4), we hereby enclose our disclosure in Form B.

Kindly acknowledge receipt of the disclosure.

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

M Lakshminarayanan
Executive Vice President &Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Encl. As above

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)

Date of Reporting	October 21, 2011
Name of the company	Zee Entertainment Enterprises Limited
Total no. of outstanding shares of Company	964,481,641 Equity Shares of Re. 1 each

This report is required to be filed by the company every time when the aggregate quantity of shares pledged by the promoter / every person forming part of promoter group exceeds the limits specified in Regulation 8A(4) during a quarter

Name of the Entity	A – Details of Transaction(s)		B – Aggregate details after the transaction(s)			
	Date of Transaction	Number of Shares on with Pledge created / revoked / invoked	Total No. of Shares held by the entity	Information on pledge		
				Total No. of shares pledged	% of shares pledged /shares held by entity	% of shares pledged /o/s shares of co
I	II	(III)	IV	V	VI=V/IV	VII
Churu Trading Co Pvt Ltd	19.10.11	8,716,626 (Revocation)	100	Nil	Nil	Nil
Premier Finance & Trading Co Ltd	19.10.11	4,727,646 (Revocation)	100	Nil	Nil	Nil
	20.10.11	14,220,262 (Revocation)				
Prajatma Trading Co Pvt Ltd	20.10.11	1,393,258 (Revocation)	100	Nil	Nil	Nil
Veena Investments Pvt Ltd	20.10.11	4,451,000 (Revocation)	100	Nil	Nil	Nil
Essel Business Processes Ltd	19.10.11	24,100,262 (Creation)	241,402,908	117,584,262	48.71	12.19
	20.10.11	1,425,000 (Creation)				
	21.10.11	1,100,000 (Revocation)				

For Zee Entertainment Enterprises Ltd

M. Lakshminarayanan
Executive Vice President & Company Secretary
Mumbai, October 21, 2011

Zee Entertainment Enterprises Limited Mumbai