March 16, 2012

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

Kind Attn: Corporate Relationship / Listing Department

Dear Sirs,

Sub: Disclosures under Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

This is to inform you that in compliance with Securities & Exchange Board of India (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 and Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, as amended, HDFC Asset Management Company Limited vide their letter dated March 15, 2012 informed the Company that consequent to acquisition of an aggregate of 23,60,000 Equity Shares of the Company by various Funds managed by HDFC Asset Management Company Limited, its shareholding in the Company has increased from 47,671,550 (4.96%) to 50,031,550 (5.21%) Equity Shares of the Company.

Therefore, based on disclosures received from HDFC Asset Management Company Limited, we now send our disclosures under Regulation 13(6) of Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

For Zee Entertainment Enterprises Limited

M Lakshminarayan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Encl. As above

FORM A

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (1) and (6)

Regulation 13(1) – Details of acquisition of 5% or more shares in a Listed Company

Name, PAN No & Address of shareholders with telephone number	Shareholding prior to acquisition /~~sale~~	No. & % of shares/voting rights acquired/ ~~sold~~	Date of Receipt of allotment advice /acq/ ~~sale of shares~~ – specify	Date of intimation to co	Mode of acq
HDFC Asset Management Co Ltd thru following Schemes of HDFC Mutual Fund, Ramon House, 3rd Flr, HT Parekh Marg, 169, Backbay Reclamation, Churchgate, Mumbai 20 Tel 022 66316333 PAN AAATH1809A HDFC Trustee Company Ltd A/c.			March 13, 2012	March 15, 2012	Market Purchase
a. HDFC Balance Fund	530000 (0.06%)	-			
b. HDFC Capital Builder Fund	800000 (0.08%)	-			
c. HDFC Core & Satellite Fund	144940 (0.02%)	205000 (0.02%)			
d. HDFC Equity Fund	18315204 (1.91%)	-			
e. HDFC Children Gift Fund – Invt Plan	220000 (0.02%)	-			
f. HDFC Multiple Yield Fund	2000 (0.00%)	-			
g. HDFC Prudence Fund	5728521 (0.60%)	-			
h. HDFT Top 200 Fund	14832154 (1.54%)	1550000 (0.16%)			
i. HDFC Tax Saver	2040000 (0.21%)	605000 (0.07%)			
j. HDFC Long Term Equity Fund	444942 (0.05%)	-			
k. HDFC Infrastructure Fund	713789 (0.07%)	-			
l. HDFC MF Monthly Income Plan – Long Term	1840000 (0.19%)	-			
m. HDFC Multiple Yield Fund 2005	2060000 (0.21%)	-			
Total	**47671550 (4.96%)**	**2360000 (0.25%)**			

Contd...2/-

Zee Entertainment Enterprises Limited Mumbai

Sr	No. & % of shares/voting rights post-acq/~~sale~~	Trading member thru whom trade was executed with SEBI Regn no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
a	530000 (0.06%)	-				NA	NA
b	800000 (0.08%)	-					
c	349940 (0.04%)	Goldman Sachs (India) Securities Pvt Ltd- INB231277832	NSE	50000	6899995		
		Asian Markets Sec Pvt Ltd – INB230977135	NSE	5000	679987		
		Murarilal Saraf – INB230650012	NSE	150000	20403675		
d	18315204 (1.91%)	-		-	-		
e	220000 (0.02%)	-		-	-		
f	2000 (0.00%)	-		-	-		
g	5728521 (0.60%)	-		-	-		
h	16382154 (1.70%)	Goldman Sachs (India) Securities Pvt Ltd- INB231277832	NSE	1550000	213899845		
i	2645000 (0.28%)	Goldman Sachs (India) Securities Pvt Ltd- INB231277832	NSE	400000	55199960		
		Asian Markets Sec Pvt Ltd – INB230977135	NSE	205000	27879467		
j	444942 (0.05%)	-		-	-		
k	713789 (0.07%)	-		-	-		
l	1840000 (0.19%)	-		-	-		
m	2060000 (0.21%)	-		-	-		
	50031550 (5.21%)						

For Zee Entertainment Enterprises Limited

M. Lakshminarayanan
Executive Vice President & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Place : Mumbai
Date : March 16, 2012