April 16, 2013

BSE Limited
National Stock Exchange of India Ltd

Dear Sirs,

Re : Clarification on News Item appeared in Business Standard today

We, Zee Entertainment Enterprises Limited (ZEE), wish to clarify the following in relation to the news item appeared in today's Business Standard:

a) The Company has not sponsored any PE Fund and the Company is not the Sponsor or Investor of India Asset Growth Fund – an Alternative Investment Fund registered by Essel Group with the Securities and Exchange Board of India

b) In order to maximize returns on its treasury operations, the Board of Directors of the Company have given an in-principle approval to invest in high-yield debt securities of real estate entities which is/are unrelated to the Company or the Essel Group, with adequate security cover, up to a maximum of Rs 100 Crores, of which Rs 29 Crores has been committed as on date.

This is for your information and information of general investing public.

Yours faithfully,
ZEE ENTERTAINMENT ENTERPRISES LTD

Zee Entertainment Enterprises Limited Mumbai

M Lakshminarayanan
Chief Compliance Officer & Company Secretary