FROM : ZEE TELUGU FAX NO. :02224831360 Jan. 10 2012 07:26PM P2

ANNEXURE-A

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company	Zee Entertainment Enterprises Limited
Name of the Promoter (s) on whose shares encumbrance was created /invoked /released (tick the relevant one)	Essel Business Processes Limited
Date of Reporting	January 10, 2012
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Details of the promoters 'holdings : (The term "event" indicates creation/invocation/release of encumbrance as the case may be	-

Promoter (s) or PACs with him	Pre- event holding		Details of events pertaining to encumbrance		Post event holding (encumbered shares to be excluded)		Details of encumbrance (pledge/lien or other -give details	
Names	Number	% of total share Capital	Type - creation/invocation/release	Date (s)	Number	% of total share Capital	No. Shares	Pledgee
Essel Business Processes Limited	241,402,908	25.04	Creation	05/01/2012	122,178,646	12.67	2,10,000	Aditya Birla Finance Ltd

For ESSEL BUSINESS PROCESSES LTD.

Director / Authorised Signatory

Place:- Mumbai
Date :- 10th January 2012