March 29, 2016

BSE Limited
National Stock Exchange of India Limited

Kind Attn: Manager - Corporate Relationship

Dear Sirs,

Sub: Proceedings of Board Meeting held on March 29 2016 – Re-organisation of Advertisement Sales and Distribution functions

This is to inform you that the Board of Directors of the Company at the meeting held today i.e. on March 29, 2016 *inter-alia* have approved in-principle the proposal for re-organising Advertisement Sales and Channel Distribution functions in the Business operations of the Company.

Relevant details of proposed re-organisation are as mentioned herein:

A. Advertisement Sales Function:

With a view to provide Media planners with multiple options across genres and platforms, the Board has approved re-organisation of Advertisement Sales function under a separate entity formed for the purpose on March 23, 2016 in the name of Zee Unimedia Limited (CIN U74120MH2016PLC274857). To facilitate such re-organisation, the Board has approved acquisition of 100% Equity Stake comprising of 700 Equity Shares of Rs 10 each of Zee Unimedia Ltd, at par, from the subscribers viz certain employees and Key Managerial Personnel of the Company.

To provide an integrated solution to Media buyers, with effect from April 1, 2016, Zee Unimedia Limited, as wholly owned subsidiary of the Company, will act as Canvassing Agent to the Company, associate/related entities of the company and third party media companies, at a mutually agreeable Commission on arms-length basis.

B. Channel Distribution Function:

To optimize Channel Distribution operations and take benefit of increasing penetration of DTH and ongoing implementation of DAS (Digital Addressable Systems), the Board has approved re-organization of Channel Distribution functions, currently handled by Taj Television (India) Pvt Ltd, a wholly owned subsidiary of the Company. The Channel Distribution activity, with effect from April 1, 2016, shall be integrated within the Company.

The Company shall also distribute channels of broadcasting entities of associate/related entities of the company at a mutually agreeable Commission on arms-length basis.

For **Zee Entertainment Enterprises Limited**

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

ZEE ENTERTAINMENT

VASUDHAIVA KUTUMBAKAM
THE WORLD IS MY FAMILY

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