Annexure A
Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Zee Entertainment Enterprises Limited
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: - • HDFC Balanced Fund • HDFC Capital Builder Fund • HDFC Core & Satellite Fund • HDFC Equity Fund • HDFC Children's Gift Fund – Investment Plan • HDFC Multiple Yield Fund • HDFC Prudence Fund • HDFC Top 200 Fund • HDFC TaxSaver • HDFC Long Term Equity Fund • HDFC Infrastructure Fund • HDFC MF Monthly Income Plan – Long Term Plan • HDFC Mid – Cap Opportunities Fund
3. Whether the acquirer belongs to Promoter/Promoter group	No
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited

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5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	4,76,71,550	4.96	N.A.
b) Voting rights (VR) otherwise than by equity shares	0	0.00	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	0	0.00	
Total (a+b+c)	4,76,71,550	4.76	
Details of acquisition			
a) Shares carrying voting rights acquired	23,60,000	0.25	N.A.
b) VRs acquired otherwise than by equity shares	0	0.00	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	0	0.00	
Total (a+b+c)	23,60,000	0.25	

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After the acquisition, holding of: a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	5,00,31,550 0 0	5.21 0.00 0.00	N.A.
Total (a+b+c)	5,00,31,550	5.21	
6. Mode of acquisition (e.g. open market / public issue / rights issue /preferential allotment / inter-se transfer, etc.)	Open Market		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any otherinstrument that entitles the acquirer to receive shares in the TC.	March 13, 2011		
8. Equity share capital / total voting capital of the TC before the said acquisition	96,02,04,325 equity shares of ₹ 1/- each (as on March 13, 2012)		
9. Equity share capital/ total voting capital of the TC after the said acquisition	96,02,04,325 equity shares of ₹ 1/- each (as on March 15, 2012)		
10. Total diluted share/voting capital of the TC after the said acquisition	N.A.		

For **HDFC Asset Management Company Limited**

Dinesh Bhakade
Senior Manager –Compliance

Place: Mumbai
Date: March 15, 2012

HDFC Asset Management Company Limited