February 11, 2014

BSE Limited
National Stock Exchange of India Limited.

Kind Attn.: Corporate Relationship / Listing Department

Dear Sir,

Sub: Press Release

This is to inform you that in connection with the notification dated February 11, 2014 issued by Telecom Regulatory Authority of India (TRAI) amending Interconnection Regulation, the Company has today issued a Press Release.

We hereby enclose a copy of the Press Release for your information and dissemination to the investors.

For **Zee Entertainment Enterprises Limited**

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Zee Entertainment Enterprises Limited Mumbai

Encl. As stated

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ZEE ENTERTAINMENT

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Press Release

Mumbai, February 11, 2014: TRAI has yesterday issued a notification amending the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations 2012, governing aggregation of channels.

The salient provisions in these amendments are:

1. Only the broadcaster shall publish the Reference Interconnect Offers (RIOs) and enter into interconnection agreements with Distribution Platform Operators (DPOs). However, in case a broadcaster, in discharge of its regulatory obligations, is using the services of an agent, such authorised agent can only act in the name of and on behalf of the broadcaster.
2. The broadcaster shall ensure that its authorised agent, while providing channels/bouquets to the DPOs, does not alter the bouquets as offered in the RIO of the broadcaster.
3. In case an agent acts as an authorised agent of multiple broadcasters, the individual broadcasters shall ensure that such agent does not bundle its channels or bouquets with that of other broadcasters.
4. A broadcaster may while making a bouquet of channels combine TV channels of its subsidiary company or holding company or subsidiary company of holding company.

To give effect to these amendments, a time frame of six months has been prescribed for the broadcasters to amend their RIOs, enter into new interconnection agreements and file the amended RIOs and the interconnection agreements with the Authority.

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The regulation states that a broadcaster can take services of an agent, and such an agent can act as an authorised agent of multiple broadcasters. The new regulation clearly delineates the roles and responsibilities of aggregators like Mediapro and broadcasters.

Both Zee and Star are committed to the partnership and will evaluate the opportunity based on the revised framework of the regulation.