June 18, 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 the Company has today issued a press release in connection with the distribution arrangement for Company's television Channels.

Copy of the press release in this regard is enclosed herewith for your information and dissemination to the investors.

For **Zee Entertainment Enterprises Limited**

M Lakshminarayanan
Chief Compliance Officer & Company Secretary

Encl. As stated

ZEE ENTERTAINMENT

VASUDHAIVA KUTUMBAKAM
THE WORLD IS MY FAMILY

ZEE ENTERTAINMENT ENTERPRISES LIMITED
Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400 018. India.
☎ + 91 22 2483 1234 F + 91 22 2490 0302
www.zeetelevision.com | CIN : L92132MH1982PLC028767

Media Release
For Immediate Publication

ZEE brings on board Taj Television, India's largest distribution network

Zindagi, the new channel for premium mass audience, its latest addition

Mumbai, June 18, 2014: Zee Entertainment Enterprises Limited (ZEE), the world's leading Indian Television Network with 700+ million viewers in 170 countries adds another feather to its cap by bringing on board India's largest distribution network, Taj Television India Pvt. Ltd. (Taj Television), a subsidiary. Taj Television is India's largest distribution agency and has a powerful repertoire of over 45 leading television channels. This includes well known brands belonging to ZEE, Zee Media Corporation Limited and Turner International India Private Limited. Taj Television distributes channels which are leaders in 15 out of the 19 markets and it has 9 Leadership channels across 8 genres.

Taj Television (India) Pvt. Ltd.

Zindagi, a ZEE channel, the latest channel to be distributed by Taj Television, reinforces the vision of ZEE's corporate philosophy 'Vasudhaiva Kutumbakam – The world is my family' and aims to unite people in India and across the world with shows produced overseas.

Zindagi
JODEY DILON KO

Mr. Punit Goenka, Managing Director and CEO, ZEE commented "I am very pleased to announce that Taj Television, which earlier was distributing Ten Sports channels, will now distribute all the channels of Zee Entertainment and Zee Media Corporation, while also representing Turner channels as its authorized agent. I would like to thank all our DTH and Cable partners who have been part of our growth journey and look forward to their continued support to Taj Television. Arun Kapoor, who has successfully led Mediapro for the last three years, would continue to provide leadership to Taj Television. Rajesh Sethi would continue to be the CEO for Sports broadcasting network of Zee."