Laxmi Narain Goel

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Sultanpur, Mehrauli,
New Delhi-110030
Ph. 011-26809461/62

Date: 30th July, 2012

National Stock Exchange of India Limited
Exchange Plaza,
Plot No. C/1, G-Block,
Bandra Kurla Complex,
Mumbai-400051
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Fax:+91-22-26598120

Dear Sir,

DISCLOSURE OF DETAILS AS PER REGULATION 31(1) AND 31(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

Based on the requirement of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 please find enclosed the disclosure in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in the prescribed format.

Please acknowledge the receipt.

Thanking you,

Yours faithfully,

Laxmi Narain Goel

Encl: As above

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 the term of Regulation 31(1) and 31(2) of 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)	**Laxmi Narain Goel**
Date of reporting	30th July, 2012
Names of the stock exchanges where the shares of the target company are listed	NSE / BSE
Details of the promoters' holding: (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 (Encumbrance 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. of Shares	Pledgee
Laxmi Narain Goel	38,43,758	0.40	Creation	23/07/2012	11,09,758	0.12	9,00,000	Cholamandalam Investment and Finance Company Limited

Place: New Delhi
Date: 30th July, 2012

(Laxmi Narain Goel)