August 04, 2011

To,

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Mumbai – 400051

Bombay Stock Exchange Ltd
1st Floor, Rotunda Building, Dalal Street, Fort,
Mumbai - 400 001

Dear Sir/Madam,

Sub: Information pursuant to regulation 15(i) of the Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998, about purchases by Zee Entertainment Enterprises Limited of its own equity shares from the open market through stock exchange.

Zee Entertainment Enterprises Limited (the "Company") is buying back its own fully paid up equity shares ("Shares") of face value Re. 1 each ("the Buyback) from the open market through the electronic trading facilities of the Bombay Stock Exchange Ltd ("BSE") and The National Stock Exchange of India Ltd. ("NSE") (together the "Stock Exchanges").

The Company has appointed Enam Securities Direct Private Limited as its broker ("Appointed Broker") for placing orders on the Stock Exchanges.

We the Company forward herewith the details of shares bought back by Company as on August 04, 2011, pursuant to the resolution passed at the meeting of the Board of Directors on February 11, 2011for your records.

Name of the Brokers	Number of Equity Shares Bought Back on August 04, 2011		Total (No. of shares)	Average Price of Acquisition (Rs.)
	BSE	NSE		
ENAM Securities Direct Private Limited	4550	5000	9550	126.00
Total (A)	4550	5000	9550	126.00
Cumulative Equity Shares bought as on Yesterday (B)			3911	125.95
Less : Quantity Closed Out Today (C)			-	
Quantity Closed Out as on Yesterday (D)			-	
Total Quantity closed out (C+D=E)			-	
Total Equity Shares bought back as on August 04, 2011 (A) +(B) – (E)			13461	125.99

Yours Sincerely,
For **Enam Securities Private Limited**

Authorised Signatory

801/802, DALAMAL TOWER,
NARIMAN POINT,
MUMBAI - 400 021.INDIA
TEL : (91-22) 6638 1800
FAX : (91-22) 2284 6824
EMAIL : Info@enam.com