

Date: 24<sup>th</sup> October, 2017**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001

**National Stock Exchange of India Limited**

Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

**Ref: Disclosure under Regulation 10(5) of Securities and Exchange Board of India  
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Cyquator Media Services Private Limited propose to acquire 99,32,985 shares of Zee Entertainment Enterprises Limited, a company listed on your stock exchange, on the 31<sup>st</sup> October, 2017 or any day thereafter within a period of 90 days by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

**For Cyquator Media Services Private Limited**



**Ashok Sanghavi**  
**Authorised Signatory**  
**Encl: As above.**



CC:

Zee Entertainment Enterprises Limited  
18<sup>th</sup> Floor, A Wing, Marathon Futurex,  
N. M. Joshi Marg, Lower Parel,  
Mumbai - 400013

**Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

|    |                                                                                                                                                                                                                                                                       |                                                             |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1. | Name of the Target Company (TC)                                                                                                                                                                                                                                       | Zee Entertainment Enterprises Limited                       |
| 2. | Name of the acquirer(s)                                                                                                                                                                                                                                               | Cyquator Media Services Private Limited                     |
| 3. | Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters                                                                                                              | Yes                                                         |
| 4. | Details of the proposed acquisition                                                                                                                                                                                                                                   |                                                             |
|    | a. Name of the person(s) from whom shares are to be acquired                                                                                                                                                                                                          | Essel Media Ventures Limited                                |
|    | b. Proposed date of acquisition                                                                                                                                                                                                                                       | 31 <sup>st</sup> October, 2017 or within 90 days thereafter |
|    | c. Number of shares to be acquired from each person mentioned in 4(a) above                                                                                                                                                                                           | 99,32,985 equity shares                                     |
|    | d. Total shares to be acquired as % of share capital of TC                                                                                                                                                                                                            | 1.03%                                                       |
|    | e. Price at which shares are proposed to be acquired                                                                                                                                                                                                                  | On market                                                   |
|    | f. Rationale, if any, for the proposed transfer                                                                                                                                                                                                                       | -                                                           |
| 5. | Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer                                                                                                                                                                | Regulation 10(1)(a) (ii)                                    |
| 6. | If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period | Rs. 519.82/-                                                |
| 7. | If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8                                                                                                                                                         | Not Applicable                                              |
| 8. | Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable                                                                                                                | Yes                                                         |
| 9. | i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the                                                 | Yes                                                         |



|     |                                                                                                                                                 |                                                                                                                      |                                   |                                |                                   |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------------------------|-----------------------------------|
|     | Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)                                                 |                                                                                                                      |                                   |                                |                                   |
|     | ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.                           | Copies of the disclosures made by Cyquator Media Services Private Limited are attached herewith as <b>Annexure 1</b> |                                   |                                |                                   |
| 10. | Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with. | Yes                                                                                                                  |                                   |                                |                                   |
| 11. | Shareholding details                                                                                                                            | Before the proposed transaction                                                                                      |                                   | After the proposed transaction |                                   |
|     |                                                                                                                                                 | No. of shares /voting rights                                                                                         | % w.r.t total share capital of TC | No. of shares /voting rights   | % w.r.t total share capital of TC |
|     | A Acquirer(s) and PACs (other than sellers)(*)                                                                                                  | 24,14,02,908                                                                                                         | 25.13%                            | 25,13,35,893                   | 26.17%                            |
|     | B Seller(s) - Essel Media Ventures Limited                                                                                                      | 10,28,88,286                                                                                                         | 10.71%                            | 9,29,55,301                    | 9.68%                             |

Note:

- (\*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

**For Cyquator Media Services Private Limited**



**Ashok Sanghavi**  
Authorised Signatory



**Place: Mumbai**

**Date: 24<sup>th</sup> October, 2017**