

March 1, 2017

BSE Limited
National Stock Exchange of India Limited

Kind Attn: Manager-Corporate Relationship

Dear Sirs,

Sub: Record Date for payment of Dividend of Preference Shares of Rs 10/- each

This is to inform you that as per terms of issuance of listed 6% Cumulative Redeemable Non-Convertible Preference Shares issued by the Company, the Company has fixed **Friday, March 31, 2017** as the Record date for determining the eligibility of Preference Shareholders who would be entitled to payment of Preference Dividend @ 6% per annum on Preference Shares of Rs 10 each for the Financial Year 2016-17.

As per the terms of the issue of 6% Cumulative Redeemable Non-Convertible Preference Shares, the Preference Dividend of 6% for FY 2016-17 shall be remitted to eligible Preference Shareholders on or before April 15, 2017.

Notice of the Record Date pursuant to Regulation 60 of the SEBI Listing Regulations, 2015 in the prescribed format is as mentioned herein:

Security Code	Type of Security and Paid up value	Record date	Purpose
717503 (BSE) ZEELP2(NSE)	6% Cumulative Redeemable Non-Convertible Preference Shares of Rs 10/- each fully paid up	Friday, March 31, 2017	To determine Preference Shareholders who would be entitled for payment of Preference Dividend for FY 2016-17 at the rate of Re 0.6 per Preference Share of Rs 10 each.

Kindly acknowledge receipt.

Yours truly,
For ZEE ENTERTAINMENT ENTERPRISES LIMITED


M Lakshminarayanan
Chief Compliance Officer & Company Secretary



|| **VASUDHAIVA KUTUMBAKAM** ||
THE WORLD IS MY FAMILY

ZEE ENTERTAINMENT ENTERPRISES LIMITED

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