



Extraordinary Together

September 29, 2023

To,
The Listing Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai - 400 001
BSE Scrip Code Equity: 505537

The Listing Department,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East), Mumbai- 400 051
NSE Symbol: ZEEL EQ

Dear Sir / Madam,

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Incorporation of a wholly owned step-down subsidiary company

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('LODR Regulations'), we hereby inform you that Zee UK Max Limited, a wholly owned step-down subsidiary company of the Company has been incorporated in UK.

The details required pursuant to Regulation 30 of LODR Regulations read with SEBI Circular SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are as under:

Sr. No.	Particulars	Details
1)	name of the target entity, details in brief such as size, turnover etc.	Zee UK Max Limited incorporated on September 28, 2023 ('ZUML'). Initial Share Capital: £25,000.00 divided into 25,000 Ordinary shares of £1.00 each fully paid-up.
2)	whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	ZUML is a wholly owned step-down subsidiary company of the Company and therefore it is a related party of the Company. This transaction does not fall within related party transaction. The promoter/ promoter group/ group companies do not have any interest in this transaction.
3)	industry to which the entity being acquired belongs	ZUML is yet to commence its business operations. However, this entity is incorporated with the objective of Media and Entertainment Business.
4)	objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is	ZUML is incorporated with the objective of Media & Entertainment Business to evaluate rationalization and restructuring.

Zee Entertainment Enterprises Limited

Regd. Office : 18th Floor, A-Wing, Marathon Futurex, N.M. Joshi Marg, Lower Parel, Mumbai - 400 013, India
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	outside the main line of business of the listed entity)	
5)	brief details of any governmental or regulatory approvals required for the acquisition	Incorporation of ZUML is approved by Registrar of Companies, England and Wales
6)	indicative time period for completion of the acquisition	Not Applicable
7)	consideration - whether cash consideration or share swap or any other form and details of the same	Cash consideration by Asia Today Limited, step-down subsidiary of the Company ('ATL')
8)	cost of acquisition and/or the price at which the shares are acquired	Initial subscription of 25,000 Ordinary shares of £1.00 each fully paid to be subscribed by ATL
9)	percentage of shareholding / control acquired and / or number of shares acquired	100% shares to be subscribed by ATL
10)	brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	ZUML is incorporated in the UK on September 28, 2023. ZUML is yet to commence its business operations.

This is for your information and records.

Thanking you,

Yours faithfully,

For Zee Entertainment Enterprises Limited

Ashish Agarwal
Company Secretary
FCS6669

Zee Entertainment Enterprises Limited

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