

(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 terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)
 Zee Media Corporation Limited
Name of the stock exchanges where the shares of the target company are listed
 NSE /BSE
Date of Reporting
 31-Mar-14
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released
 25 FPS Media Private Limited

Details creation of encumbrance :													
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)	Promoter holding already encumbered (2)	Details of Even pertaining to encumbrance (3)										
No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien /on disposal undertaken g/other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
25 FPS Media Private Limited	127,898,710	53.34	N.A.	43,400,000	18.10	Creation	24.03.2014	pledge	14,825,000	6.18	Avanti Traders Private Ltd	58,225,000	24.28

Place : Mumbai
 Date : 31.03.2014
For 25FPS MEDIA PRIVATE LIMITED

 Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
 (*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.