

IPAMC/28(II)/22-23

January 20, 2023

To, BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai – 400 001.

Sub: Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011

Dear Sir/Madam,

This is to inform you that ICICI Prudential Mutual Fund (the Fund) under its various schemes holds equity shares of Zee Entertainment Enterprises Limited (the company), listed on your stock exchange.

The Fund under its various schemes has carried out net purchase of 15,06,814 shares of the company on January 19, 2023. As a result, the shareholding of the Fund has increased by 2.09% of the paid-up capital of the company as compared to previous disclosure on November 24, 2022 for 5.15%

It may be further noted that the schemes of the Fund have carried out net purchase of 2,00,30,713 shares of the Company from the last filing submitted on November 24, 2022 (for positions held as on November 23, 2022).

The details of holdings as on January 19, 2023 are as follows:

Name of the Scheme	Total share holding as on January 19, 2023	% of shares/voting rights to total paid up capital as on January 19, 2023
ICICI Prudential Multicap Fund	31,20,936	0.32
ICICI Prudential Large & Mid Cap Fund	44,10,578	0.46
ICICI Prudential Technology Fund	56,70,671	0.59
ICICI Prudential Child Care Plan-Gift Plan	4,79,695	0.05
ICICI Prudential Multi Asset Fund	37,75,813	0.39
ICICI Prudential Value Discovery Fund	1,33,76,528	1.39
ICICI Prudential Midcap Fund	39,29,263	0.41
ICICI Prudential Exports And Services Fund	10,09,111	0.11
ICICI Prudential Equity - Arbitrage Fund	85,11,000	0.89
ICICI Prudential Balanced Advantage Fund	23,36,010	0.24
ICICI Prudential Bluechip Fund	77,18,276	0.80



ICICI Prudential Asset Management Company Limited Corporate Identity Number: U99999DL1993PLC054135

Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai - 400051.

Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.



Name of the Scheme	Total share holding as on January 19, 2023	% of shares/voting rights to total paid up capital as on January 19, 2023
ICICI Prudential Focus Equity Fund	48,25,889	0.50
ICICI Prudential Equity Savings Fund	7,80,000	0.08
ICICI Prudential S&P BSE Midcap Select ETF	37,069	0.00
ICICI Prudential S&P BSE 500 ETF	6,027	0.00
ICICI Prudential India Opportunities Fund	46,10,201	0.48
ICICI Prudential Retirement Fund - Pure Equity Plan	1,13,000	0.01
ICICI Prudential Retirement Fund - Hybrid - Aggressive Plan	62,500	0.01
ICICI Prudential Retirement Fund - Hybrid - Conservative Plan	13,500	0.00
ICICI Prudential Bharat Consumption Fund	19,58,788	0.20
ICICI Prudential MNC Fund	12,19,720	0.13
ICICI Prudential Nifty Midcap 150 ETF	79,852	0.01
ICICI Prudential Business Cycle Fund	13,92,240	0.14
ICICI Prudential Nifty India Consumption ETF	11,918	0.00
ICICI Prudential Nifty Midcap 150 Index Fund	50,820	0.01
TOTAL	6,94,99,405	7.24

Note: 0.00% stands for holding less than 0.005%

The holding by schemes of the Fund are from an investment perspective and not with the objective of seeking any controlling interest. However, the disclosures in this regard as required under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Thanking you.

Sincerely

For ICICI Prudential Asset Management Company Limited

Rakesh Shetty

Head - Compliance & Company Secretary

Encl: As above

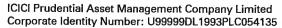




Format for Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

 $-\Delta$ - Details of the Acquisition

PART – A – Details of the Acquisition				
Name of the Target Company (TC)	Zee Entertainme	Zee Entertainment Enterprises Limited		
Name(s) of the acquirer/Seller and	ICICI Prudential	ICICI Prudential Mutual Fund		
Person Acting in Concert (PAC) with				
the acquirer				
Whether the acquirer/Seller belongs to	No			
Promoter/Promoter group				
Name(s) of the Stock Exchange(s)	BSE Limited, National Stock Exchange Limited			
where the shares of TC are Listed				
Details of the acquisition/disposal as	Number	% w.r.t. total	% w.r.t. total	
follows		shares /voting	diluted share /	
		capital	voting capital	
		wherever	of the TC (**)	
		applicable(*)		
Before the acquisition under				
consideration, holding of acquirer				
along with PACs of:	4,94,68,692	5.15%	5.15%	
a) Shares carrying voting rights				
b) Shares in the nature of		==:	22	
encumbrance (pledge/lien/non-				
disposal undertaking/others)				
c) Voting rights (VR) otherwise than	***	**		
by equity shares				
d) Warrants/convertible				
securities/any other instrument				
that entitles the acquirer to receive				
shares carrying voting rights in the				
TC (specify holding in each				
category)	40400000	F 4 F 0 /	- 4 - 0	
e) Total (a+b+c+d)	4,94,68,692	5.15%	5.15%	
Details of not name to a				
Details of net purchase	2 00 20 742	2.000/	2 2004	
a) Shares carrying voting rights	2,00,30,713	2.09%	2.09%	
acquired.				
b) VRs acquired otherwise than by				
equity shares c) Warrants/convertible securities/ any		185		
other instrument that entitles the				
acquirer to receive shares carrying				
voting rights in the TC (specify				
holding in each category) acquired		(86)		
d) Shares in the nature of				
encumbrance (pledge/lien/non-				
disposal undertaking/others)			Manage	
and the state of t			11 1	



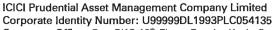
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e) Total (a+b+c+/-d)	2,00,30,713	2.09%	2.09%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	6,94,99,405	7.24%	7.24%
b) Shares in the nature of		***	
encumbrance (pledge/lien/non-			
disposal undertaking/others)			
Shares pledged with the acquirer	**		:
c) VRs otherwise than by equity			
shares			
d) Warrants/convertible		18.5	
securities/any other instrument			
that entitles the acquirer to receive shares carrying voting rights in the			
TC (specify holding in each			
category) after acquisition			
e) Total (a+b+c+d)	6,94,99,405	7.24%	7.24%
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(Note: the percentages have been			
rounded off to the nearest number)			
Mode of purchase (e.g. open			
market/public issue/rights			
issue/preferential allotment/inters	Secondary Market		
transfer/encumbrance, etc.)			
Salient features of the securities			
acquired including time till redemption,			
ratio at which it can be converted into	N.A.		
equity shares, etc.			
Date of purchase of/date of receipt of		t acquisition was	•
intimation of allotment of	period November 24, 2022 till January 19, 2023		
shares/VR/warrants/convertible			
securities/any other instrument that			
entitles the acquirer/seller to receive			
shares in the TC. Equity share capital/total voting			
Equity share capital/total voting capital of the TC before the said	₹ 96 05 10 420 6	comprising of QA	15 19 420 shares
acquisition	₹ 96,05,19,420 comprising of 96,05,19,420 shares of face value 1/- each		
Equity share capital/total voting	₹ 96,05,19,420 comprising of 96,05,19,420 shares		
capital of the TC after the said	of face value 1/- each		
acquisition	01		
Total diluted share/voting capital of	₹ 96,05,19,420 comprising of 96,05,19,420 shares		
the TC after the said acquisition	of face value 1/- each		
)			



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Note. —

(*) Total share capital/voting 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.

R R Shelly (Manage)

Signature of the acquirer/seller/Authorized Signatory

Place: Mumbai

Date: January 20, 2023

