

**ADITYA BIRLA**



**FINANCE**  
Annexure-B

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

1. Name of the Target Company (TC)	ZEE MEDIA CORPORATION LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ADITYA BIRLA FINANCE LIMITED		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE AND NSE		
5. Details of the acquisition/disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition/disposal under consideration, holding of :			
(a) Shares carrying voting rights/Pledge	14400000	6.01%	
(b) Voting rights (VR) otherwise than by shares			
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
Total (a+b+c)	14400000	6.01%	
Details of acquisition/sale			
(a) Shares carrying voting rights acquired/sold *Pledged shares have been released.	14400000	6.01%	
(b) VRs acquired /sold otherwise than by shares			

For ADITYA BIRLA FINANCE LTD  
  
 Authorised Signatories

# ADITYA BIRLA



## FINANCE

(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold				
Total (a+b+c)	14400000	6.01%		
After the acquisition/sale, holding of:				
(a) Shares carrying voting rights/Pledge	1000	0.00%		
(b) VRs otherwise than by shares				
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.				
Total (a+b+c)	1000	0.00%		
6. Mode of acquisition/sale (e.g., open market/off-market/public issue/rights issue/preferential allotment/inter-se transfer etc).	The shares have been pledged against loan given by the Pledgee has been released.			
7. Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	27/6/2014			
8. Equity share capital/total voting capital of the TC before the said acquisition/sale	Rs.23,97,63,956 Equity Share Capital Divided into 239763956 Equity Shares of Rs.1/- each.			
9. Equity share capital/total voting capital of the TC after the said acquisition/sale	Rs.23,97,63,956 Equity Share Capital Divided into 239763956 Equity Shares of Rs.1/- each.			
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	Rs.23,97,63,956 Equity Share Capital Divided into 239763956 Equity Shares of Rs.1/- each.			


(\*) 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.

Signature of the acquirer/seller/Authorised Signatory

For ADITYA BIRLA FINANCE LTD

Place: Mumbai

Date: 27/6/2014

  
 Authorised Signatories