

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

Name of the Target Company (TC)	M/s. ZEE MEDIA CORPORATION LIMITED.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	M/s. Kotak Mahindra Prime Limited (KMPL) M/s. Kotak Mahindra Investments Limited (KMIL) M/s. Kotak Securities Ltd (KSL)		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited National Stock Exchange Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	17500000 (KMPL)	3.72%	3.72%
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	1065628 (KMIL)	0.23%	0.23%
c) Voting rights (VR) otherwise than by shares			
d) 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)	13 (KS)	0.00%	0.00%
e) Total (a+b+c+d)#	18565641	3.95%	3.95%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	(6000000) (KMPL)	1.27%	1.27%
b) VRs acquired / sold 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) acquired/sold	(10000) (KMIL)	0.00%	0.00%
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	6010000	1.27%	1.27%

Kotak Mahindra Prime Limited

CIN U67200MH1996PLC097730

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India.

Customer Service Call Center No. +91 22 6773 6000 / 1800-209-5732

After the acquisition/sale, holding of: a) Shares carrying voting rights b) Shares encumbered with the acquirer c) VRs otherwise than by 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) after acquisition	11500000 (KMPL)	2.45%	2.45%
	1055628 (KMIL)	0.22%	0.22%
	13 (KS)	0.00%	0.00%
e) Total (a+b+c+d)	12555641	2.67%	2.67%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Shares pledged as Security against loan is now released.		
Date of acquisition/sale of shares /VR or date of receipt of intimation of allotment of shares, whichever is applicable	20th October 2015		
Equity share capital / total voting capital of the TC before the said acquisition/sale	47,07,89,505 equity shares of Rs.1 each		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	47,07,89,505 equity shares of Rs.1 each		
Total diluted share/voting capital of the TC after the said acquisition/sale	47,07,89,505 equity shares of Rs.1 each		

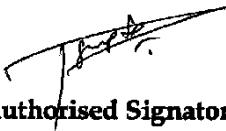
the last reported quantity was 19896565 equity shares i.e. 5.49% of the issued capital

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.

For Kotak Mahindra Prime Limited



Authorised Signatory

Place: Mumbai

Date: 23rd October 2015



Kotak Mahindra Prime Limited

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