

July 17, 2017

BSE Limited  
National Stock Exchange of India Limited

Kind Attn: Manager-Corporate Relationship

Dear Sirs,

**Sub: Establishment of Wholly owned subsidiary - Regulation 30 of Listing Regulations**

This is to inform you that the Company has established a wholly owned subsidiary in the name and style of Ez-Mall Online Limited (CIN - U74999MH2017PLC296408) and has subscribed to 700 Equity Shares of Re. 1 each therein. This wholly owned subsidiary shall engage in web-based e-commerce business, to complement TV-based e-commerce business currently housed under Company's 49% Associate entities viz., Today Merchandise Pvt Ltd and Today Retail Network Pvt Ltd.

Kindly acknowledge receipt.

Yours faithfully,  
For Zee Media Corporation Limited



Pushpal Sanghavi  
Company Secretary



|| VASUDHAIVA KUTUMBAKAM ||  
THE WORLD IS MY FAMILY

**ZEE MEDIA CORPORATION LIMITED**

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