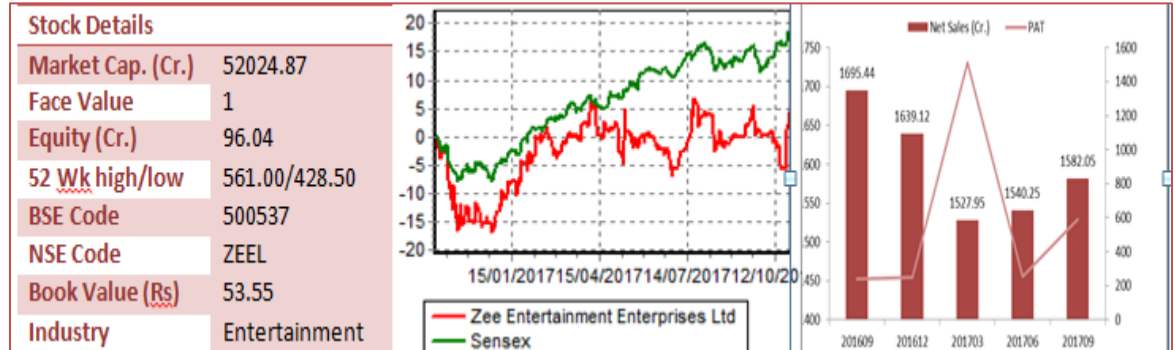


**(CMP – Rs 541.5)****SHORT TERM PERSPECTIVE**

Company	Recommendation	SL	Target Price	Horizon
ZEEL	BUY	Rs 500	Rs 620	2-4 Weeks

Zee Entertainment Enterprises Limited is a media and entertainment company engaged in providing broadcasting services. The Company operates through Content and Broadcasting segment. It offers content in multiple languages and offers approximately 38 international and over 30 domestic channels. The Company has a library, housing over 222,703 hours of television content. The Company holds rights to approximately 3,820 movie titles. The Company's brands include Zee TV, Zee Cinema, Zee Action, Zee Classic, Zee Anmol, Zee Cafe, Zee Studio, Zee Salaam, Zing, ETC Bollywood, Zee Q and Zindagi. The Company has a range of offering in the regional language domain with channels, such as Zee Marathi, Zee Talkies, Zee Bangla, Zee Bangla Cinema, Zee Telugu, Zee Kannada, Zee Tamil and Sarthak TV. Its high definition offerings include Zee TV HD, Zee Cinema HD, &tv HD, Zee Studio HD, Zee Cafe HD, &pictures HD, Ten 1 HD and Ten Golf HD. The Company has operations in over 170 countries.



Source: Capitaline Database, EWAL Research

Stock is continuously making higher high higher low formation on weekly chart; this is a bullish pattern in nature. After a minor correction, the stock has been reverse from the ascending trend line support as well as 100 ema, which has been acting as major support in the previous month. Increasing volume also indicates that the stock can move higher from the current level, so one can initiate a buy position at the current level with a stop loss of 500 (closing basis) and a respected target seems 620. Time frame should be 2-4 weeks.



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