

**DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED**

18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

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September 8, 2017

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001.

**National Stock Exchange of India Limited**

Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051.

Dear Sir,

Ref: Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/ invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of pledge of the equity shares of Dish TV India Limited.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

**For Direct Media Distribution Ventures Private Limited**



**Authorised Signatory**



Encl: As above.

CC: Dish TV India Ltd  
18<sup>th</sup> Floor, A-Wing, Marathon Futurex,  
N. M. Joshi Marg, Lower Parel,  
Mumbai - 400013.

(Format for Disclosure by the Promoter (s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)	Dish TV India Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	8th September, 2017
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released	Direct Media Distribution Ventures Private Limited

**Details of creation / invocation / release of encumbrance :**

Name of Promoter (s) or PACs with whom (**)	Promoter Holding in the target company(1)				Promoter holding already encumbered (2)				Details of Even pertaining to encumbrance (3)				Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}		
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertaking/other)	Reasons for encumbrance	No of Shares	% of total share capital		Name of the entity in whose favor shares encumbered	No of Shares
Direct Media Distribution Ventures Private Limited	457,212,260	42.89	N.A.	381,709,138	35.81		Release	1-Sep-2017	Pledge	Collateral Release for Facility of Promoter group Company	12,030,000	1.13	IDBI Trusteeship Services Limited	369,679,138	34.68
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	76,905,278	7.21	N.A.	33,115,000	3.11		-	-	-	-	-	-	-	33,115,000	3.11
Veena Investments Private Limited	86,094,822	8.08	N.A.	64,667,400	6.07		-	-	-	-	-	-	-	64,667,400	6.07
Jay Properties Private Limited	10,131,000	0.95	N.A.	-	-		-	-	-	-	-	-	-	-	-
Sprit Textiles Private Limited	300	0.00	N.A.	-	-		-	-	-	-	-	-	-	-	-
Agrani Holding (Mauritius) Limited	35,172,125	3.30	N.A.	-	-		-	-	-	-	-	-	-	-	-



Ambience Business Services Private Limited	1,308,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	625,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,174,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Limited	460,000	0.04	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nishi Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Priti Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Survansh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sushila Devi	585,750	0.05	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	176,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	17,000,000	1.59	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
World Crest Advisors LLP	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai  
Date : 8th September, 2017

Signature of the Authorised Signatory



(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.