

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

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

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

November 10, 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
18th 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		10th November, 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 him (**)	Promoter Holding in the target company(L)		Promoter holding already encumbered (2)					Details of Event 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	% 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	% of total share capital
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,41,35,338	34.16	Release	7-Nov-2017	Pledge	Collateral Release for Facility of Promoter group Company	58,00,000	0.54	Bajaj Finance Limited	35,83,35,338	33.62
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,93,35,338	33.62	Release	7-Nov-2017	Pledge	Collateral Release for Facility of Promoter group Company	72,09,000	0.68	IDBI Trusteeship Services Limited	35,11,26,338	32.94
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,11,26,338	32.94	Release	8-Nov-2017	Pledge	Collateral Release for Facility of Promoter group Company	28,52,000	0.27	IDBI Trusteeship Services Limited	34,82,74,338	32.67
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	7,69,05,278	7.21	N.A.	3,31,15,000	3.11	-	-	-	-	-	-	-	3,31,15,000	3.11
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	6,46,67,400	6.07	-	-	-	-	-	-	-	6,46,67,400	6.07



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