

December 9, 2016

✓ **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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

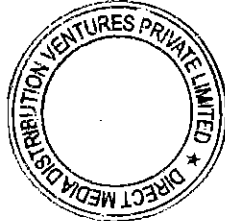
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Pvt. Ltd

Authorised Signatory



For Direct Media Solutions Pvt. Ltd

Authorised Signatory

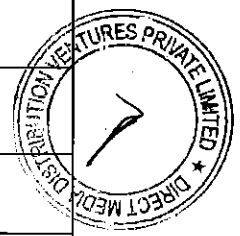
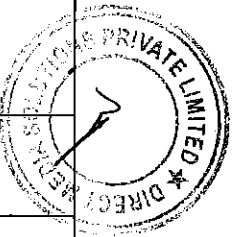


Encl: As above

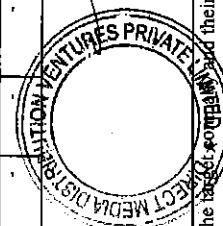
CC: Dish TV India Ltd
18th Floor, A-Wing, Marathon Futurex,
N. M. Joshi Marg, Lower Parel,
Mumbai - 400013.

(Format for Disclosure by the Promoter (e) 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		9th December, 2016										
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited										
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Solutions Private Limited										
Details of creation/invocation/release of encumbrance :												
Name of Promoter (e) 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	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	No of Shares	% of total share capital
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	40,80,39,538	38.78	Creation	2-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	21,04,000	0.20	41,01,43,538	38.48
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	41,01,43,538	38.48	Creation	2-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	8,40,000	0.08	41,09,83,538	38.56
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	41,09,83,538	38.56	Creation	5-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,09,45,000	1.03	42,19,28,538	39.58
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	42,19,28,538	39.58	Release	6-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	55,000	0.01	42,18,73,538	39.58



Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	2,08,00,000	1.95	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	14,00,000	0.13	IDBI Trusteeship Services Limited	1,94,00,000	1.82
Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	1,94,00,000	1.82	Release	6-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	1,00,00,000	0.94	Axis Trustee Services Limited	94,00,000	0.88
Jay Properties Private Limited	1,01,31,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sprit Textiles Private Limited	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Agrani Holding (Mauritius) Limited	3,51,74,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ambience Business Services Private Limited	13,08,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	6,25,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	11,74,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-
Essei Media Ventures Limited	4,60,000	0.04	N.A.	-	-	-	-	-	-	-	-	-	-	-
Nishi Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Priti Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Suryanish Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sushila Devi	5,85,750	0.05	N.A.	-	-	-	-	-	-	-	-	-	-	-
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Veena Investments Private Limited	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-



 Signature of the Authorised Signatory

Place : Mumbai
Date : 9th December, 2016

(**) 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.