

May 19, 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 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

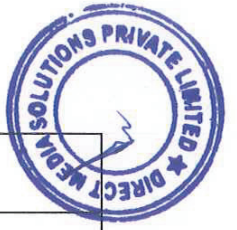


Encl: As above

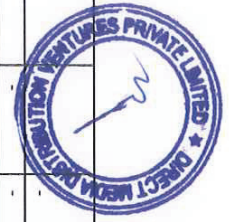
CC: Dish TV India Ltd
Essel House, B-10,
Lawarance Road, Industrial Area,
New Delhi - 110035.

(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		19th May, 2016												
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited Direct Media Solutions Private Limited												
Details of creation/invocation/release of encumbrance :														
Name of Promoter (s) or PACs with him (**)	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	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	42.90	N.A.	32,85,66,463	30.83	Release	12/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	88,37,000	0.83	IDBI Trusteeship Services Limited	31,96,69,463	29.99
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.90	N.A.	31,96,69,463	29.99	Release	16/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	20,00,000	0.19	IDBI Trusteeship Services Limited	31,76,69,463	29.80
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.90	N.A.	31,76,69,463	29.80	Release	17/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	42,95,000	0.40	IDBI Trusteeship Services Limited	31,33,74,463	29.40

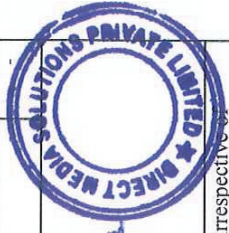


Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	10,42,95,200	9.79	Release	16/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	19,35,000	0.18	Bajaj Finance Limited	10,23,60,200	9.60
Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	10,23,60,200	9.60	Release	16/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	17,00,000	0.16	Xander Finance Pvt. Ltd.	10,06,60,200	9.44
Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	10,06,60,200	9.44	Release	17/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	2,88,000	0.03	IDBI Trusteeship Services Limited	10,03,72,200	9.42
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	3,51,72,125	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 Kurlen	11,74,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-
Essel 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.	-	-	-	-	-	-	-	-	-	-	-
Suryansh 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.								
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Place : Mumbai
 Date : 19th May, 2016



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 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.