

(Format for Disclosure by the Promoter (6) to the stock exchange and to the Target Company for encumbrance of shares / invocation of shares / 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 Ltd
 NSE / BSE
 15.05.2015
 Name of the stock exchanges where the shares of the target company are listed Direct Media Distribution Ventures Private Ltd Direct Media Solutions Private Ltd
 Date of Reporting
 Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Details of creation of encumbrance :		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)])		
Name of Promoter (4) or PACs with him (**)	Name of Promoter target company(1)	No of Shares	% of total share Capital	% w.a. diluted share capital (%)	No of Shares	% of total share Capital	Type of event (creation/rt release/ invocation)	Date of creation invocation/ release of encumbrance	Type of encumbrance (pledge/lien /non disposal/ undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered
Direct Media Solutions Private Limited	Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	11,91,52,200	11.19	release	07.05.2015	pledge	35,00,000	0.33	IDBI Trusteeship Services Ltd
Direct Media Distribution Ventures Pvt. Ltd	Direct Media Distribution Ventures Pvt. Ltd	18,00,00,000	16.90	N.A.	11,56,52,200	10.86	Creation	07.05.2015	pledge	6,15,000	0.06	IDBI Trusteeship Services Ltd
Direct Media Distribution Ventures Pvt. Ltd	Direct Media Distribution Ventures Pvt. Ltd	45,72,12,260	42.93	N.A.	18,87,43,400	17.72	Creation	08.05.2015	pledge	71,76,000	0.67	STCI Finance Ltd
Direct Media Distribution Ventures Pvt. Ltd	Direct Media Distribution Ventures Pvt. Ltd	45,72,12,260	42.93	N.A.	19,59,19,400	18.40	Creation	11.05.2015	pledge	20,00,000	0.19	Bajaj Finance Ltd
Direct Media Distribution Ventures Pvt. Ltd	Direct Media Distribution Ventures Pvt. Ltd	45,72,12,260	42.93	N.A.	19,79,19,400	18.58	Creation	11.05.2015	pledge	10,00,000	0.09	Kotak Mahindra Prime Ltd
Direct Media Solutions Private Limited	Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	11,62,67,200	10.92	release	11.05.2015	pledge	28,50,000	0.27	Sicom Ltd
Direct Media Distribution Ventures Pvt. Ltd	Direct Media Distribution Ventures Pvt. Ltd	45,72,12,260	42.93	N.A.	19,89,19,400	18.68	release	12.05.2015	pledge	34,32,875	0.32	Axis Finance Ltd

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
 Signature of the Authorised Signatory / Director
 Place : Mumbai
 Date : 15.05.2015
 Signature of the Authorised Signatory / Director

(**) 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 Clause 35 of the listing agreement. 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.