

May 5, 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

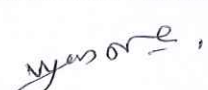
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

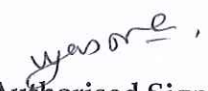
Yours faithfully,

For **Direct Media Distribution Ventures Pvt. Ltd**


Authorised Signatory



For **Veena Investments Pvt. Ltd.**


Authorised Signatory



For **Direct Media Solutions LLP**

(formerly known as Direct Media Solutions Pvt. Ltd.)


Authorised Signatory



Encl: As above

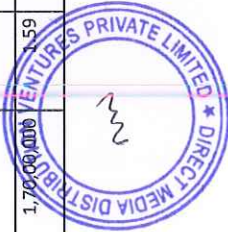
CC: Dish TV India Ltd
18th Floor, A-Wing, Marathon Futurex,
N. M. Joshi Marg, Lower Parel,
Mumbai - 400013.

(Format for Disclosure by the Promoter (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		5th May, 2017												
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released		Direct Media Distribution Ventures Private Limited Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)												
Details of creation/invocation/release of encumbrance :		Veena Investments Private Limited												
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	% 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	45,72,12,260	42.89	N.A.	30,93,37,138	29.02	Creation	28-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	5,70,000	0.05	Kotak Mahindra Investments Limited	30,99,07,138	29.07
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,99,07,138	29.07	Creation	28-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	2,80,000	0.03	Bajaj Finance Limited	31,01,87,138	29.10
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	31,01,87,138	29.10	Release	28-Apr-2017	Pledge	Collateral Release for Facility of Promoter group Company	5,80,000	0.05	IIFL Wealth Finance Limited	30,96,07,138	29.05



Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,96,07,138	29.05	Release	28-Apr-2017	Pledge	Collateral Release for Facility of Promoter group Company	15,50,000	0.15	Kotak Mahindra Prime Limited	30,80,57,138	28.90
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	7,69,05,278	7.21	N.A.	1,55,20,000	1.46	Creation	4-May-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,71,20,000	1.61	Family Credit Limited	3,26,40,000	3.06
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	5,09,82,400	4.78	Creation	2-May-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	17,00,000	0.16	Indusind Bank	5,26,82,400	4.94
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 Kurien	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.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,76,00,000	1.59	N.A.	-	-	-	-	-	-	-	-	-	-	-



World Crest Advisors LLP	100	0.00	N.A.												
Place : Date :	Mumbai 5th May, 2017														
<p>(**) 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.</p> <p>(*) 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.</p>															



Signature of the Authorised Signatory



Signature of the Authorised Signatory



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