

April 11, 2016

✓ **Bombay Stock Exchange 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 the equity shares of DISH TV India Limited

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

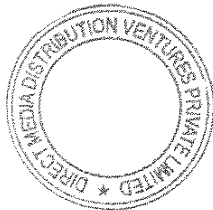
Thanking you,

Yours faithfully,


For Direct Media Distribution Ventures Private Ltd



Authorised Signatory



For Direct Media Solutions Private Ltd



Authorised Signatory

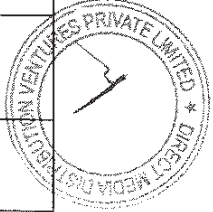
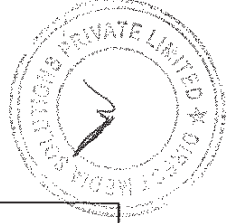


**Encl:** As above.

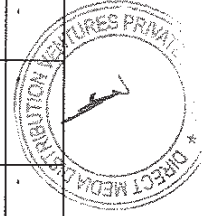
**CC:** Dish Tv India Ltd  
Essel House, B-10,  
Lawarance Road, Industrial Area,  
New Delhi - 110035.

(Format for Disclosure by the Promoter (a) 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)

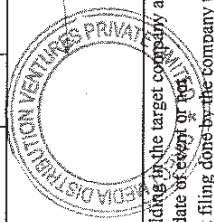
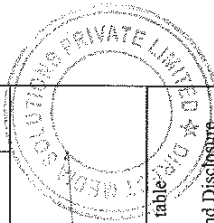
Name of the Target Company (TC)		Dish TV India Ltd															
Name of the Promoter (b) or PACs with him (**)		NSE/BSE															
Date of Reporting		11.04.2016															
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited Direct Media Solutions Private Limited															
Details of creation/invocation/release of encumbrance :		Post event holding of encumbered shares															
Name of Promoter (b) or PACs with him (**)	Promoter Holding in the target company(1)	Promoter holding already encumbered (2)											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	% of total share Capital	Type of encumbrance (pledge/lien/assignment/underwriting/other)	Date of creation/invocation/release of encumbrance	Type of event (creation/release/invocation)	Type of encumbrance	Reasons for encumbrance		No of Shares	% of total share Capital	Name of the entity in whose favor shares encumbered	No of Shares
Direct Media Solutions Private Limited		1800,00,000	16.89	N.A.	1121,66,200	10.52		10.52	Release	01-04-2016	pledge	Collateral Release for Facility of Promoter group Company	2,00,000	0.02	Axis Trustee Services Ltd	1119,66,200	10.50
Direct Media Solutions Private Limited		1800,00,000	16.89	N.A.	1119,55,200	10.50		10.50	Release	01-04-2016	pledge	Collateral Release for Facility of Promoter group Company	1,46,000	0.01	Axis Trustee Services Ltd	1118,20,200	10.49
Direct Media Solutions Private Limited		1800,00,000	16.89	N.A.	1118,20,200	10.49		10.49	Release	01-04-2016	pledge	Collateral Release for Facility of Promoter group Company	38,000	0.00	Axis Trustee Services Ltd	1117,82,200	10.49
Direct Media Solutions Private Limited		1800,00,000	16.89	N.A.	1117,82,200	10.49		10.49	Release	01-04-2016	pledge	Collateral Release for Facility of Promoter group Company	12,00,000	0.11	Axis Trustee Services Ltd	1105,82,200	10.37



Direct Media Solutions Private Limited	1800,00,000	16.89	N.A.	1105,82,200	10.37	Release	01-04-2016	pledge	Collateral Release for Facility of Promoter group Company	2,56,000	0.02	Axis Trustee Services Ltd	1103,26,200	10.35
Direct Media Solutions Private Limited	1800,00,000	16.89	N.A.	1103,26,200	10.35	Release	05-04-2016	pledge	Collateral Release for Facility of Promoter group Company	17,00,000	0.16	IDBI Trusteeship Services Limited	1086,26,200	10.19
Direct Media Solutions Private Limited	1800,00,000	16.89	N.A.	1086,26,200	10.19	Creation	06-04-2016	pledge	Collateral Pledged for Facility of Promoter group Company	2,61,000	0.02	Axis Trustee Services Ltd	1088,87,200	10.22
Direct Media Distribution Ventures Pvt. Ltd.	4572,12,260	42.90	N.A.	3289,76,463	30.86	Release	05-04-2016	pledge	Collateral Release for Facility of Promoter group Company	13,50,000	0.13	IDBI Trusteeship Services Limited	3289,26,463	30.86
Direct Media Distribution Ventures Pvt. Ltd.	4572,12,260	42.90	N.A.	3289,26,463	30.86	Release	05-04-2016	pledge	Collateral Release for Facility of Promoter group Company	1,50,000	0.01	IDBI Trusteeship Services Limited	3287,76,463	30.85
Direct Media Distribution Ventures Pvt. Ltd.	4572,12,260	42.90	N.A.	3287,76,463	30.85	Release	05-04-2016	pledge	Collateral Release for Facility of Promoter group Company	8,00,000	0.08	IDBI Trusteeship Services Limited	3279,76,463	30.77
Jay Properties Private Limited	101,31,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sprit Textiles Private Limited	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Agrani Holding (Mauritius) Limited	351,72,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-



Ambience Business Services Pvt. Ltd.	13,08,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	6,25,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	11,74,159	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 Pvt. Ltd.	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



*[Signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 11.04.2016

(\*\*) 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 entry or exit.  
 (\*) 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.