

April 28, 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.**

For **Veena Investments Pvt. Ltd.**

  
**Authorised Signatory**

  
**Authorised Signatory**

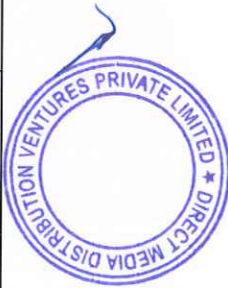


**Encl:** As above

**CC:** Dish TV India Ltd  
18<sup>th</sup> 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		28th April, 2017											
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited Veena Investments 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			
		No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	Type of event (creation/release/invocation)	Date of creation/invocation/release of encumbrance	Type of encumbrance (pledge/lien/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	30,43,77,138	28.55	N.A.	Creation	20-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	3,20,000	0.03	Catalyst Trusteeship Limited	30,46,97,138	28.58
Direct Media Distribution Ventures Private Limited	45,72,12,260	30,46,97,138	28.58	N.A.	Creation	20-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,35,000	0.01	IDBI Trusteeship Services Limited	30,48,32,138	28.60
Direct Media Distribution Ventures Private Limited	45,72,12,260	30,48,32,138	28.60	N.A.	Creation	25-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	7,50,000	0.07	Indusind Bank	30,55,82,138	28.67







Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,55,82,138	28.67	Creation	26-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	8,00,000	0.08	Bajaj Finance Limited	30,63,82,138	28.74
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,63,82,138	28.74	Creation	26-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	11,10,000	0.10	Catalyst Trusteeship Limited	30,74,92,138	28.85
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,74,92,138	28.85	Creation	26-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	11,75,000	0.11	Axis Trustee Services Limited	30,86,67,138	28.96
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,86,67,138	28.96	Creation	26-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	4,00,000	0.04	IDBI Trusteeship Services Limited	30,90,67,138	28.99
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	30,90,67,138	28.99	Creation	27-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	2,70,000	0.03	Kotak Mahindra Investments Limited	30,93,37,138	29.02
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	-	-	-	-	-	-	-	1,55,20,000	1.46



Veena Investments Private Limited	8,60,94,822	8.08	N.A.	4,72,92,400	4.44	Creation	25-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	31,10,000	0.29	IIFL Wealth Finance Limited	5,04,02,400	4.73
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	5,04,02,400	4.73	Creation	26-Apr-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	5,80,000	0.05	IIFL Wealth Finance Limited	5,09,82,400	4.78
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.	-	-	-	-	-	-	-	-	-	-	-
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.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,70,00,000	1.59	N.A.	-	-	-	-	-	-	-	-	-	-	-



World Crest Advisors LLP	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Place : Date :	Mumbai 28th April, 2017	    Signature of the Authorized Signatory												
<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 in respect 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>														