

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

October 27, 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) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of pledge of 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 Limited



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 / 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		27th October, 2017											
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited											
Details of creation/invocation/release of encumbrance :													
Name of Promoter (s) or PACs with whom (*)	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)				Details of Event 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	
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	35,84,81,338	33.63	Creation	23-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	5,70,000	0.05	Axis Trustee Services Limited	35,90,51,338	33.68
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	35,90,51,338	33.68	Creation	23-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	2,60,000	0.02	Catalyst Trusteeship Limited	35,93,11,338	33.71
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	35,93,11,338	33.71	Creation	23-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	9,95,000	0.09	IDBI Trusteeship Services Limited	36,03,06,338	33.80



Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,03,06,338	33.80	Release	24-Oct-2017	Pledge	Collateral Release for Facility of Promoter group Company	27,00,000	0.25	Kotak Mahindra Investments Limited	35,76,06,338	33.55
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,76,06,338	33.55	Release	24-Oct-2017	Pledge	Collateral Release for Facility of Promoter group Company	15,50,000	0.15	Kotak Mahindra Prime Limited	35,60,56,338	33.40
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,60,56,338	33.40	Creation	24-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	12,36,000	0.12	STCI Finance Limited	35,72,92,338	33.52
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,72,92,338	33.52	Creation	25-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	17,70,000	0.17	Axis Trustee Services Limited	35,90,62,338	33.68
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	35,90,62,338	33.68	Creation	25-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	11,10,000	0.10	Catalyst Trusteeship Limited	36,01,72,338	33.79
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,01,72,338	33.79	Creation	25-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	24,23,000	0.23	IDBI Trusteeship Services Limited	36,25,95,338	34.02
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,25,95,338	34.02	Creation	25-Oct-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	15,40,000	0.14	Kotak Mahindra Prime Limited	36,41,35,338	34.16



Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	7,69,05,278	7.21	N.A.	3,31,15,000	3.11	-	-	-	-	-	-	-	-	-	-	-	3,31,15,000	3.11
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	6,46,67,400	6.07	-	-	-	-	-	-	-	-	-	-	-	6,46,67,400	6.07
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 Maithai 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	1,70,00,000	1.59	N.A.	1,59,30,000	1.49	-	-	-	-	-	-	-	-	-	-	-	1,59,30,000	1.49
World Crest Advisors LLP	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



[Handwritten Signature]

Signature of the Authorised Signatory

Place : Mumbai
Date : 27th October, 2017

(**) 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 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.