

January 22, 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

For Direct Media Solutions Private Ltd

  
Authorized Signatory



  
Authorized Signatory



**Encl:** As above.

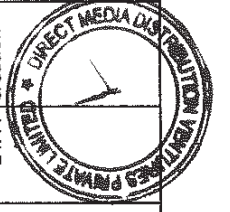
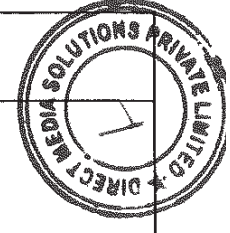
**CC:** Dish Tv India Ltd  
Essel House, B-10,  
Lawarance Road, Industrial Area,  
New Delhi - 110035.

(Format for Disclosure by the Promoter (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)

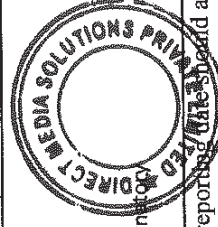
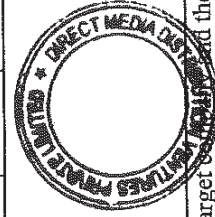
<b>Name of the Target Company (TC)</b>	Dish TV India Ltd
<b>Name of the stock exchanges where the shares of the target company are listed</b>	NSE / BSE
<b>Date of Reporting</b>	22.01.2016
<b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b>	Direct Media Distribution Ventures Private Ltd Direct Media Solutions Private Limited

**Details creation of encumbrance :**

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)		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 already encumbered (2)	% of total share Capital	Type of event (creator/rel ease 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	% of total share capital
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	78,343,200	7.35	Creation	14.01.2016	pledge	Collateral Release for Loan of Promoter group	3,000,000	0.28	Indusind Bank Limited	81,343,200	7.63
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	81,343,200	7.63	Creation	14.01.2016	pledge	Collateral Release for Loan of Promoter group	156,000	0.01	Axis Trustee Services Limited	81,499,200	7.65
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	81,499,200	7.65	Creation	14.01.2016	pledge	Collateral Pledge for NCD of Promoter group Company	500,000	0.05	IDBI Trusteeship Services Limited	81,999,200	7.69
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	260,442,463	24.44	Creation	16.01.2016	pledge	Collateral Pledge for NCD of Promoter group Company	2,400,000	0.23	Kotak Mahindra Investments Ltd	262,842,463	24.66



Direct Media Distribution Ventures Pvt. Ltd.	457,232,260	42.90	N.A.	262,842,463	24.66	Creation	16.01.2016	pledge	Collateral Pledge for NCD of Promoter group Company	400,000	0.04	Kotak Mahindra Prime Ltd	263,242,463	24.70
Jay Properties Private Limited	10,131,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Spritt Textiles Private Limited	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Agrani Holding (Mauritius) Limited	35,172,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ambience Business Services Pvt. Ltd.	1,308,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	625,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,174,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Limited	460,000	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	585,750	0.05	N.A.	-	-	-	-	-	-	-	-	-	-	-
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Veena Investments Pvt. Ltd.	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	176,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-



*[Handwritten Signature]*

Signature of the Authorised Signatory

*[Handwritten Signature]*

Place : Mumbai  
Date : 22.01.2016

(\*\*) 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 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.