

**DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED**

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

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

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September 1, 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

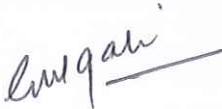
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, 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  
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   |   | 1st September, 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 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 {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  | 457,212,260                               | 42.89  | N.A.                                    | 385,444,138  | 36.16                    | Release                                     | 28-Aug-2017  | Pledge  | Collateral Release for Facility of Promoter group Company | 3,735,000    | 0.35                     | IDBI Trusteeship Services Limited                   | 381,709,138   | 35.81        |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)       | 76,905,278                                | 7.21   | N.A.                                    | 33,115,000   | 3.11                     | -   | -  | -   | -   | -            | -                        | -   | 33,115,000  | 3.11         |
| Veena Investments Private Limited   | 86,094,822                                | 8.08   | N.A.                                    | 64,667,400   | 6.07                     | -   | -  | -   | -   | -            | -                        | -   | 64,667,400  | 6.07         |
| Jay Properties Private Limited  | 10,131,000                                | 0.95   | N.A.                                    | -            | -                        | -   | -  | -   | -   | -            | -                        | -   | -   | -            |
| Spirit Textiles Private Limited   | 300                                       | 0.00   | N.A.                                    | -            | -                        | -   | -  | -   | -   | -            | -                        | -   | -   | -            |
| Private Limited Agrani Holding (Mauritius)  | 35,172,125                                | 3.30   | N.A.                                    | -            | -                        | -   | -  | -   | -   | -            | -                        | -   | -   | -            |
| Ambience Business Services Private Limited  | 1,308,125                                 | 0.12   | N.A.                                    | -            | -                        | -   | -  | -   | -   | -            | -                        | -   | -   | -            |



