

(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)													
Name of the Target Company (TC)													
Name of the stock exchanges where the shares of the target company are listed													
Date of Reporting													
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released													
Details creation 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)	No of Shares	% of total share capital		Name of the entity in whose favor shares encumbered	No of Shares
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	207,780,463	19.50	Creation	21.09.2015	pledge	11,200,000	1.05	Kotak Mahindra Investmetns Ltd	218,980,463	20.55
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	218,980,463	20.55	Creation	21.09.2015	pledge	12,500,000	1.17	IDBI Trusteeship Services Ltd	231,480,463	21.72
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	231,480,463	21.72	Release	23.09.2015	pledge	6,472,716	0.61	ECL Finance Ltd	225,007,747	21.11
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	225,007,747	21.11	Creation	26.09.2015	pledge	11,400,000	1.07	ECL Finance Ltd	236,407,747	22.18
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	236,407,747	22.18	Release	29.09.2015	pledge	8,950,000	0.84	IDBI Trusteeship Services Ltd	227,457,747	21.34

Authorized Signatory / Director

Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	227,457,747	21.34	Creation	29.09.2015	pledge	2,449,000	0.23	STCI Finance Ltd	229,906,747	21.57
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	72,107,200	6.77	release	29.09.2015	pledge	2,325,000	0.22	IDBI Trusteeship Services Ltd	69,782,200	6.55
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	69,782,200	6.55	Creation	29.09.2015	pledge	3,400,000	0.32	Xander Finance Private Ltd	73,182,200	6.87
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	73,182,200	6.87	Creation	29.09.2015	pledge	1,875,000	0.18	JM Financial Products Ltd	75,057,200	7.04
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	75,057,200	7.04	release	30.09.2015	pledge	600,000	0.06	STCI Finance Ltd	74,457,200	6.99
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	74,457,200	6.99	release	30.09.2015	pledge	400,000	0.04	Axis Finance Ltd	74,057,200	6.95
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	74,057,200	6.95	release	30.09.2015	pledge	13,937,536	1.31	ECL Finance Ltd	60,119,664	5.64
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	60,119,664	5.64	release	30.09.2015	pledge	500,000	0.05	IL & FS Trust Co Ltd	59,619,664	5.59
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	229,906,747	21.57	release	30.09.2015	pledge	800,000	0.08	STCI Finance Ltd	229,106,747	21.50
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.90	N.A.	229,106,747	21.50	Release	30.09.2015	pledge	430,000	0.04	Axis Finance Ltd	228,676,747	21.46

BY DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

For Director / Authorised Signatory



Authorised Signatory / Director

Signature of the Authorised Signatory

Place : Mumbai  
Date : 30.09.2015

(\*\*) 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.