

April 06, 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



Authorised Signatory



For Direct Media Solutions Private Ltd



Authorised Signatory



Encl: As above.

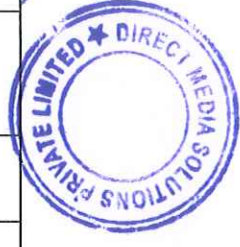
CC: Dish Tv India Ltd
Essel House, B-10,
Lawarance Road, Industrial Area,
New Delhi - 110035.

(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)

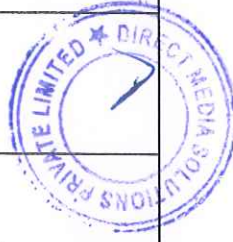
Name of the Target Company (TC)	Dish TV India Ltd
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	06.04.2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Distribution Ventures Private Limited Direct Media Solutions Private Limited

Details creation of encumbrance :

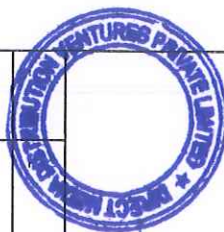
Name of Promoter (s) or PACs with them (**)	Promoter Holding in the target company(1)			Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}			
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% 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	
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	113,166,200	10.62	Release	30.03.2016	pledge	Collateral Release for Facility of Promoter group Company	1,000,000	0.09	Xander Finance Ltd	112,166,200	10.53
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	365,258,463	34.27	Creation	28.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	281,000	0.03	IDBI Trusteeship Services Limited	365,539,463	34.30
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	365,539,463	34.30	Creation	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	236,000	0.02	IDBI Trusteeship Services Limited	365,775,463	34.32



Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	365,775,463	34.32	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	7,000,000	0.66	Bajaj Finance Limited	358,775,463	33.67
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	358,775,463	33.67	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	12,322,000	1.16	IDBI Trusteeship Services Limited	346,453,463	32.51
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	346,453,463	32.51	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	1,262,000	0.12	Axis Trustee Services Ltd	345,191,463	32.39
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	345,191,463	32.39	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	1,100,000	0.10	Kotak Mahindra Investments Ltd	344,091,463	32.29
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	344,091,463	32.29	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	950,000	0.09	Kotak Mahindra Prime Ltd	343,141,463	32.20
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	343,141,463	32.20	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	3,655,000	0.34	L & T Fincorp Ltd	339,486,463	31.86
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	339,486,463	31.86	Release	31.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	9,080,000	0.85	STCI Finance Ltd	330,406,463	31.00



Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	330,406,463	31.00	Release	23.03.2016	pledge	Collateral Pledge for Facility of Promoter group Company	130,000	0.01	IDBI Trusteeship Services Limited	330,276,463	30.99
Jay Properties Private Limited	10,131,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sprit 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.	-	-	-	-	-	-	-	-	-	-	-



Signature of the Authorised Signatory

Place : Mumbai
Date : 04.04.2016

(**) The names of all the promoters their shareholdings 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.