

**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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April 15, 2016

✓ **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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation 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**

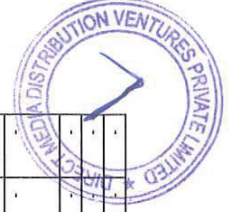


Encl: As above.

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

(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 Ltd											
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE											
Date of Reporting		15th April, 2016											
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 :		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)]}	
Name of Promoter (i) or PACs with him (*)	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	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 Distribution Ventures Private Limited	45,72,12,260	42.90	N.A.	32,79,76,463	30.77	Pledge	Collateral Pledge for Facility of Promoter group Company	79,00,000	0.74	STCI Finance Ltd.	33,58,76,463	31.51	
Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	10,88,87,200	10.22	-	-	-	-	-	10,88,87,200	10.22	
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 Mathai 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.	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Veena Investments Private Limited	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Signature of the Authorised Signatory

Place : Mumbai  
Date : 15th April, 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 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.