

VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013
Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 20th December, 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 under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited propose to acquire up to 12,15,10,000 shares of Dish TV India Ltd., a company listed on your stock exchange, on the 27th day of December, 2016 or any day thereafter within a period of 90 days by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Veena Investments Private Limited



Ashok Sanghavi
Authorised Signatory

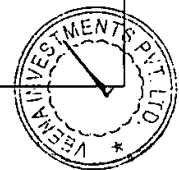


Encl: As above.

CC:
Dish TV India Limited
18th Floor, A Wing, Marathon Futurex,
N. M. Joshi Marg, Lower Parel,
Mumbai - 400013

Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Dish TV India Limited
2.	Name of the acquirer(s)	Veena Investments Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired#	Direct Media Solutions Private Limited
	b. Proposed date of acquisition	27 th December, 2016 or within 90 days thereafter
	c. Number of shares to be acquired from each person mentioned in 4(a) above	upto 12,15,10,000 equity shares
	d. Total shares to be acquired as % of share capital of TC	up to 11.40%
	e. Price at which shares are proposed to be acquired	On market
	f. Rationale, if any, for the proposed transfer	-
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a) (ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period	Rs. 91.11
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable	Yes
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure	Yes

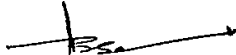


	requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
	ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.	Copies of the disclosures made by Veena Investments Private Limited are attached herewith as Annexure 1			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	A Acquirer(s) and PACs (other than sellers)(*)	100	0.00%	12,15,10,100	11.40%
	B Seller(s) - Direct Media Solutions Private Limited	18,00,00,000	16.89%	5,84,90,000	5.49%

Note:

- (#) The transferor i.e Direct Media Solutions Private Limited has initiated process for conversion into Limited Liability Partnership (LLP)
- (*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

For Veena Investments Private Limited



**Ashok Sanghavi
Authorised Signatory**



Place: Mumbai

Date: 20th December, 2016

promoters

From: promoters <promoters@esselgroup.com>
Sent: 20/12/2016 16:07
To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject: Disclosure under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Attachments: BSE Disclosure 10(5) - Veena - DISH.pdf; Annexure -1.pdf

Dear Sir,

Ref: Disclosure under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

Annexure - I

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

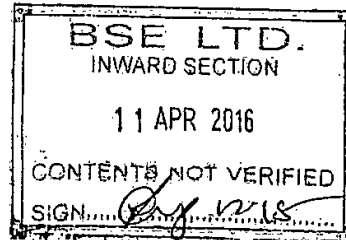
18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

CIN: U40300MH2009PTC189362

April 7, 2016

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Phiroze Jeejeebhoy Towers
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Mumbai - 400 001

National Stock Exchange of India Limited
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Plot no: C/1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

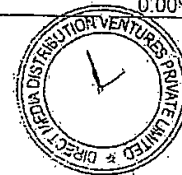


Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veenā Investments Pvt. Ltd.	100	0.00%
6	Essei Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrāhi Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

CIN: U40300MH2009PTC189362

12	Tapesh Goel	5,100	0.00%
13	Suryansh Goel	5,100	0.00%
14	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42.90%
15	Direct Media Solutions Pvt Ltd	180,000,000	16.89%
16	Jay Properties Private Limited	10,131,000	0.95%
	TOTAL	686,878,060	64.45%

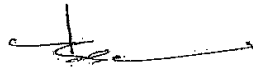
In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited



Director/Authorised Signatory

Encl: As above.

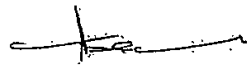
CC: Dish TV India Limited
Essel House, B-10,
Lawrence Road Industrial Area,
New Delhi - 110035

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

PART A – Details of Shareholding

1. Name of the Target Company (TC)	Dish TV India Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investments Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2016 holding of:			
a) Shares	100	0.00%	0.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	100	0.00%	0.00%

Signature of the Authorised Signatory



Director / Authorised Signatory

Place: Mumbai

Date: 04TH April, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 07/04/2016 20:12
To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 - Dish TV India Limited
Attachments: Covering Letter - BSE - DISH.pdf; Disclosure - DMDVPL - Dish.pdf; Disclosure - AG - Dish.pdf; Disclosure - Agrani HML - Dish.pdf; Disclosure - AK - Dish.pdf; Disclosure - Ambience BSL - Dish.pdf; Disclosure - DMSPL - Dish.pdf; Disclosure - EMVL - Dish.pdf; Disclosure - Jay PPL - Dish.pdf; Disclosure - JLG - Dish.pdf; Disclosure - NG - Dish.pdf; Disclosure - PG - Dish.pdf; Disclosure - SD - Dish.pdf; Disclosure - SG - Dish.pdf; Disclosure - Sprit TPL - Dish.pdf; Disclosure - TG - Dish.pdf; Disclosure - Veena IPL - Dish.pdf

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%

12	Tapesh Goel	5,100	0.00%
13	Suryansh Goel	5,100	0.00%
14	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42.90%
15	Direct Media Solutions Pvt Ltd	180,000,000	16.89%
16	Jay Properties Private Limited	10,131,000	0.95%
	TOTAL	686,878,060	64.45%

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

Request you to kindly take the same on record and oblige.

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

CIN: U40300MH2009PTC189362

April 7, 2016

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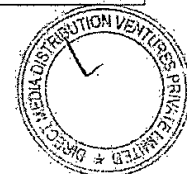
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DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

CIN: U40300MH2009PTC189362

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Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited


Director/Authorised Signatory



Encl: As above.

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

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

PART A – Details of Shareholding

1. Name of the Target Company (TC)	Dish TV India Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investments Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2016 holding of:			
a) Shares	100	0.00%	0.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	100	0.00%	0.00%

Signature of the Authorised Signatory



Director / Authorised Signatory

Place: Mumbai

Date: 04TH April, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 07/04/2016 20:09
To: 'takeover@nse.co.in'
Subject: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 - Dish TV India Limited
Attachments: Covering Letter - NSE - DISH.pdf; Disclosure - DMDVPL - Dish.pdf; Disclosure - AG - Dish.pdf; Disclosure - Agrani HML - Dish.pdf; Disclosure - AK - Dish.pdf; Disclosure - Ambience BSL - Dish.pdf; Disclosure - DMSPL - Dish.pdf; Disclosure - EMVL - Dish.pdf; Disclosure - Jay PPL - Dish.pdf; Disclosure - JLG - Dish.pdf; Disclosure - NG - Dish.pdf; Disclosure - PG - Dish.pdf; Disclosure - SD - Dish.pdf; Disclosure - SG - Dish.pdf; Disclosure - Sprit TPL - Dish.pdf; Disclosure - TG - Dish.pdf; Disclosure - Veena IPL - Dish.pdf

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Direct: 022-71061437

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

CIN: U40300MH2009PTC159362

April 7, 2015

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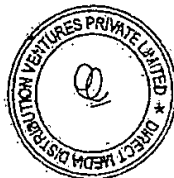


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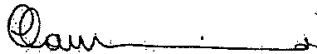
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For Direct Media Distribution Ventures Private Limited



Director/Authorised Signatory



Encl: As above.

CC: Dish TV India Limited
Essel House, B-10,
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4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March-31, 2015 holding of:			
a) Shares	100	0.00%	0.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC:	NA	NA	NA
Total	100	0.00%	0.00%

(*) 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.

Note

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Veena Investments Private Limited


 Director/Authorized Signatory
 Place: Mumbai
 Date: April 3, 2015



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED
 Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018
 CIN: U40300MH2009PTC189362

April 7, 2015

BSE Ltd.
 Phiroze Jeejeebhoy Towers
 Dalal Street
 Mumbai - 400 001

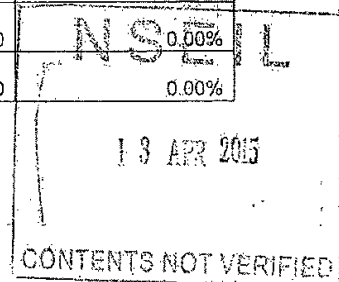
✓ **National Stock Exchange of India Limited**
 Exchange Plaza,
 Plot no. C/1, G Block,
 Bandra Kurla Complex,
 Bandra (East),
 Mumbai - 400 051

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.50% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt.Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.05%
4	Spirit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel.	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%
12	Tapesh Goel	5,100	0.00%



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

CIN: U40300MH2009PTC189362

13	Suryanish Goel	5,100	0.00%
14	Direct Media Distribution Ventures Pvt Ltd.	457,212,260	42.93%
15	Direct Media Solutions Pvt Ltd	180,000,000	16.90%
16	Jay Properties Private Limited	10,131,000	0.95%
	TOTAL	686,878,060	64.50%

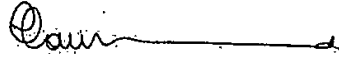
In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited



Director/Authorised Signatory



Encl: As above.

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

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

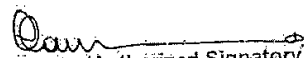
1. Name of the Target Company (TC)	Dish TV India Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investments Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share/voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	100	0.00%	0.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	100	0.00%	0.00%

(*) 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.

Note

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Veena Investments Private Limited


 Director/Authorized Signatory
 Place: Mumbai
 Date: April 3, 2015



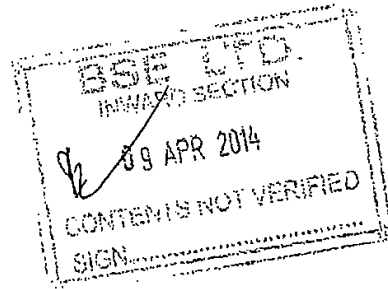
DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

April 8, 2014

✓BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051



Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Spirit Textiles Pvt Ltd	300	0.00%
5	Veena Investment Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%
12	Tapesh Goel	5,100	0.00%

CORPORATE IDENTITY NUMBER: U40300MH2009PTC189362



DT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED
Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

13	Suryansh Goel	5,100	0.00%
14	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42.93%
15	Direct Media Solutions Pvt Ltd	180,000,000	16.90%
16	Jay Properties Private Limited	10,131,000	0.95%
	TOTAL	686,878,060	64.50%

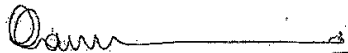
In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

Request you to kindly take the same on record and oblige.

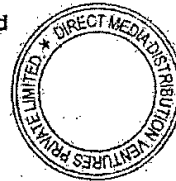
Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited



Director/Authorised Signatory



Encl: As above

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

CORPORATE IDENTITY NUMBER: U40300MH2009PTC189362

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

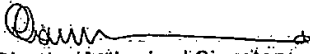
1. Name of the Target Company (TC)	Dish TV India Limited.		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investments Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share / voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2014 holding of:			
a) Shares	100	0.00%	0.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC:	NA	NA	NA
Total	100	0.00%	0.00%

(*) 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.

Note

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Veena Investments Private Limited


 Director/Authorized Signatory
 Place: Mumbai
 Date: April 8, 2014



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

April 8, 2014

BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

✓ National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East),
Mumbai - 400 051

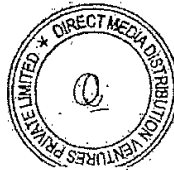
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4	Spirit Textiles Pvt Ltd	300	0.00%
5	Veena Investment Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%
12	Tapesh Goel	5,100	0.00%

CORPORATE IDENTITY NUMBER: U40300MH2009PTC189362



08 APR 2014

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

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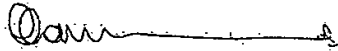
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Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited



Director/Authorised Signatory

Encl: As above.

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



Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Dish TV India Limited		
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Note

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Veena Investments Private Limited

[Signature]
Director/Authorized Signatory

Place: Mumbai
Date: April 8, 2014

