

(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

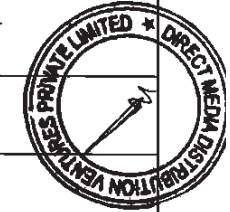
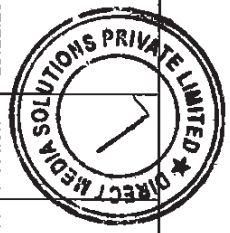
**Name of the stock exchanges where the shares of the target company are listed** NSE /BSE

**Date of Reporting** 20.11.2015

**Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released** Direct Media Distribution Ventures Private Ltd  
Direct Media Solutions Private Limited

**Details creation of encumbrance :**

Name of Promoter (s) or PACs with whom (**)	Promoter Holding in the target company(1)		Details of Even pertaining to encumbrance (3)							Promoter holding already encumbered (2)		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	% of total share capital
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	60,079,664	5.64	Creation	10.11.2015	pledge	Collateral Pledge for Loan of Promoter group Company	7,900,000	0.74	Bajaj Finance Ltd	67,979,664	6.38
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	237,318,747	22.27	Creation	10.11.2015	pledge	Collateral Pledge for NCD of Promoter group Company	3,373,000	0.32	IDBI Trusteeship Services Ltd	240,691,747	22.59
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	240,691,747	22.59	Creation	13.11.2015	pledge	Collateral Pledge for NCD of Promoter group Company	3,270,000	0.31	IDBI Trusteeship Services Ltd	243,961,747	22.89
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	243,961,747	22.89	Creation	13.11.2015	pledge	Collateral release for Loan of Promoter group	1,300,000	0.12	STCI Finance Ltd	245,261,747	23.01



Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	67,979,664	6.38	Creation	17.11.2015	pledge	Collateral Pledge for NCD of Promoter group Company	175,000	0.02	IDBI Trusteeship Services Ltd	68,154,664	6.40
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.	-	-	-	-	-	-	-	-	-	-	-

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 20.11.2015

  
Authorized Signatory / Director

  
Authorized Signatory

(\*\*) 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.