

May 13, 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/ release of encumbrance on 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 Pvt. Ltd



Authorised Signatory



For Direct Media Solutions Pvt. Ltd



Authorised Signatory

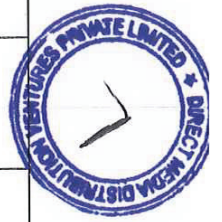
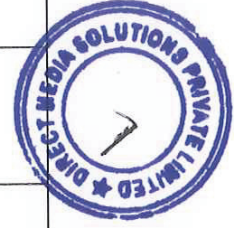


**Encl:** As above

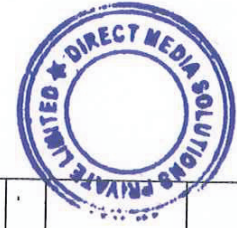
**CC:** Dish TV India Ltd  
Essel House, B-10,  
Lawarance Road, Industrial Area,  
New Delhi - 110035.

(Format for Disclosure by the Promoter (s) to the stock 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 Limited													
Name of the stock exchanges where the shares of the target company are listed													
NSE /BSE													
Date of Reporting													
13th May, 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 of creation/invocation/release of encumbrance :													
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 [(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 from 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
45,72,12,260	42.90	N.A.	32,05,78,463	30.08	Creation	06/05/2016	Pledge	Collateral Pledge for Facility of Promoter group Company	2,62,000	0.02	Axis Trustee Services Limited	32,08,40,463	30.10
45,72,12,260	42.90	N.A.	32,08,40,463	30.10	Release	09/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	11,74,000	0.11	Axis Trustee Services Limited	31,96,66,463	29.99
45,72,12,260	42.90	N.A.	31,96,66,463	29.99	Release	10/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	18,00,000	0.17	IDBI Trusteeship Services Limited	31,78,66,463	29.82
45,72,12,260	42.90	N.A.	31,78,66,463	29.82	Creation	10/05/2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,07,00,000	1.00	GDA Trusteeship Limited	32,85,66,463	30.83



Direct Media Solutions Private Limited	18,00,00,000	16.89	N.A.	10,48,87,200	9.84	Release	09/05/2016	Pledge	Collateral Release for Facility of Promoter group Company	5,92,000	0.06	IDBI Trusteeship Services Limited	10,42,95,200	9.79
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.	-	-	-	-	-	-	-	-	-	-	-
Esel 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]*

*[Signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 13th May, 2016

(\*\*) The names of all the promoters their shareholding in the target company and 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.