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: 23rd February, 2017

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 4,60,000 shares of Dish TV India Ltd., a company listed on your stock exchange, on the 3rd day of March, 2017 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#	Essel Media Ventures Limited
	b. Proposed date of acquisition	3 rd March, 2017 or within 90 days thereafter
	c. Number of shares to be acquired from each person mentioned in 4(a) above	upto 4,60,000 equity shares
	d. Total shares to be acquired as % of share capital of TC	up to 0.04%
	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. 86.95/-
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.		disclosures ma tached herewith	de by Veena Invest n as Annexure 1	ments Private
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		proposed action	After the propose	d 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)(*)	8,00,00,100	7.51%	8,04,60,100	7.55%
	B Seller(s)	4,60,000	0.04%	Nil	Nil%

Note:

- (*) 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: 23rd February, 2017



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: 14th February, 2017

BSE Limited

Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

Mational Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East),

Mumbai - 400 051

Dear Sir.

Ref: Disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is in continuation of our disclosures under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 made on December 20, 2016. As a part of the said disclosure, the Company has on February 13, 2017 acquired 8,00,00,000 equity shares constituting 7.51% of paid up capital of Dish TV India Limited, a company listed on BSE Limited with Scrip Code No.: 532839, National Stock Exchange with Scrip Symbol: DISHTV by way of an on market inter se transfer of shares amongst the promoter group.

In this connection, please find enclosed the disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 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

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Format for Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

4 1	Name of the Target Company (TC)	Dish TV India Limited		
1.	Name of the acquirer(s)	Veena Investments Private Limited		
2.	Name of the stock exchange where shares	National Stock Exchange		
3.	of the TC are listed	BSE Limited	, or maia Errifted	
1	Details of the transaction including rationale,	Seller – Direct Media S	Colutions Private Limited	
4.	if any, for the transfer/ acquisition of shares.	(converted to Direct Me		
	if any, for the transfer acquisition of shares.	11th January, 2017)	did Coldtolio LEI W.C.I.	
		Date of acquisition – 13 th	February 2017	
		No. of shares – 8,00,00,0	_	
		% of share capital – 7.51	· -	
		•	nsfer of shares amongst	
		promoter group	3	
5.	Relevant regulation under which the acquirer	Regulation 10(1)(a) (ii)		
	is exempted from making open offer.			
6.	Whether disclosure of proposed acquisition	Yes		
	was required to be made under regulation 10			
	(5) and if so,			
	 Whether disclosure was made and 	Yes		
	whether it was made within the timeline			
	specified under the regulations.			
	 Date of filing with the stock exchange. 	20 th December, 2016		
7.	Details of acquisition	Disclosures required	Whether the	
		to be made under	disclosures under	
		regulation 10(5)	regulation 10(5) are	
			actually made	
	a. Name of the transferor / seller	Direct Media Solutions	Direct Media Solutions	
		Private Limited (has	Private Limited	
data.		initiated process of	`	
		conversion into LLP)	Media Solutions LLP	
			w.e.f. 11th January,	
	h Data of page dation	27 th December, 2016	2017) 13 th February, 2017	
	b. Date of acquisition	l	13 Febluary, 2017	
		or within 90 days thereafter		
	c. Number of shares/ voting rights in	upto 12,15,10,000	8,00,00,000 equity	
	respect of the acquisitions from each	equity shares	shares	
1	person mentioned in 7(a) above	oquity offairos	5.14,55	
	d. Total shares proposed to be acquired /	upto 11.40%	7.51%	
	actually acquired as a % of diluted	apto 11.1070	, .51,0	
	share capital of TC			
	e. Price at which shares are proposed to	On market	Rs. 87.70 per share	
	be acquired / actually acquired		, o poi oneio	
	Do doquilou / detadily dequile		ENIA	
L	<u> </u>		1 Trunk	

8.	Shareholding details	Pre-Transaction		Post-Transaction	
		No. of	% w.r.t.	No. of	% w.r.t.
		shares held	to total	shares held	to total
			share		share
			capital		capital
			of TC		of TC
	Each Acquirer / Transferee(*)	100	0.00%	8,00,00,100	7.51%
	Each Seller / Transferor	18,00,00,000	16.89%	10,00,00,000	9.38%

Note:

- (*) Shareholding of each entity shall 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: February 14, 2017

promoters

From:

Sent: To:

14/02/2017 17:10 'takeover@nse.co.in'

Subject:

Disclosure under Regulation 10(6) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

DISCLOSURE VEENA DISH TV 10[6].pdf

Dear Sir,

Ref: Disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is in continuation of our disclosures under Regulation 10(5) of Securities and Exchange Board of India 'Substantial Acquisition of Shares and Takeovers) Regulations, 2011 made on December 20, 2016. As a part of the said disclosure, the Company has on February 13, 2017 acquired 8,00,00,000 equity shares constituting 7.51% of paid up capital of Dish TV India Limited, a company listed on BSE Limited with Scrip Code No.: 532839, National Stock Exchange with Scrip Symbol: DISHTV by way of an on market inter se transfer of shares amongst the promoter group.

In this connection, please find enclosed the disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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

 00035^{e}

Date: 14th February, 2017

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(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is in continuation of our disclosures under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 made on December 20, 2016. As a part of the said disclosure, the Company has on February 13, 2017 acquired 8,00,00,000 equity shares constituting 7.51% of paid up capital of Dish TV India Limited, a company listed on BSE Limited with Scrip Code No.: 532839, National Stock Exchange with Scrip Symbol: DISHTV by way of an on market inter se transfer of shares amongst the promoter group.

In this connection, please find enclosed the disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

クミミグ

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

BSE LTD.

15 FEB 2017

CONTENTS NOT VERIFIEL

Format for Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 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.	Name of the stock exchange where shares	National Stock Exchange	e of India Limited	
	of the TC are listed	BSE Limited		
4.	Details of the transaction including rationale,		Solutions Private Limited	
	if any, for the transfer/ acquisition of shares.		dia Solutions LLP w.e.f.	
		11th January, 2017)	75.h	
		Date of acquisition – 13 th	= 1	
		No. of shares - 8,00,00,0		
		% of share capital – 7.51	nsfer of shares amongst	
	·	promoter group	insier of shares annongst	
5.	Relevant regulation under which the acquirer	Regulation 10(1)(a) (ii)		
5.	is exempted from making open offer.	rvegulation ro(1)(a) (ii)		
6.	Whether disclosure of proposed acquisition	Yes		
0,	was required to be made under regulation 10	100		
	(5) and if so,			
	Whether disclosure was made and	Yes		
	whether it was made within the timeline			
	specified under the regulations.		•	
	Date of filing with the stock exchange.	20 th December, 2016		
7.	Details of acquisition	Disclosures required	Whether the	
		to be made under	disclosures under	
		regulation 10(5)	regulation 10(5) are	
			actually made	
	a. Name of the transferor / seller	Direct Media Solutions	Direct Media Solutions	
		Private Limited (has		
		initiated process of	'	
		conversion into LLP)	Media Solutions LLP	
			w.e.f. 11th January,	
	h Data of possibilities	27th Docombo 2010	2017)	
	b. Date of acquisition	27 th December, 2016 or within 90 days	13 th February, 2017	
		or within 90 days		
	c. Number of shares/ voting rights in	upto 12,15,10,000	8,00,00,000 equity	
	respect of the acquisitions from each	equity shares	shares	
	person mentioned in 7(a) above		J	
<u> </u>	d. Total shares proposed to be acquired /	upto 11.40%	7.51%	
	actually acquired as a % of diluted			
	share capital of TC			
<u> </u>	e. Price at which shares are proposed to	On market	Rs. 87.70 per share	
	be acquired / actually acquired		e Ti	
			The state of	
	A CONTRACTOR OF THE CONTRACTOR		1141,	

8.	Shareholding details	Pre-Transaction		Post-Transaction	
		No. of	% w.r.t.	No. of	% w.r.t.
		shares held	to total	shares held	to total
			share		share
			capital	*	capital
			of TC		of TC
	Each Acquirer / Transferee(*)	100	0.00%	8,00,00,100	7.51%
	Each Seller / Transferor	18,00,00,000	16.89%	10,00,00,000	9.38%

Note:

- (*) Shareholding of each entity shall 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: February 14, 2017

promoters

From:

Sent:

14/02/2017 17:09

To:

'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'

Subject:

Disclosure under Regulation 10(6) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

DISCLOSURE VEENA DISH TV 10[6].pdf

Dear Sir,

Ref: Disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is in continuation of our disclosures under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 made on December 20, 2016. As a part of the said disclosure, the Company has on February 13, 2017 acquired 8,00,00,000 equity shares constituting 7.51% of paid up capital of Dish TV India Limited, a company listed on BSE Limited with Scrip Code No.: 532839, National Stock Exchange with Scrip Symbol: DISHTV by way of an on market inter se transfer of shares amongst the promoter group.

In this connection, please find enclosed the disclosure under Regulation 10(6) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

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

Thanks & Regards, Ashok Sanghavi

Direct: 022 -71061437

VEENA INVESTMENTS PRIVATE LIMIT

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

Date: 14th February, 2017

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 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) 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 have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 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 29(1) 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 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

Name of the Target Company (TC) Dish TV India Limited			
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Veena Investments Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock and BSE Limite		dia Limited
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voti ng capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)	100 NA	0.00 NA	0.00 NA
 c) Voting rights (VR) otherwise than by equity shares d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify 	NA Nil	NA Nil	NA Nil
holding in each category) e) Total (a+b+c+d)	100	0.00	0.00
Details of acquisition			
 a) Shares carrying voting rights acquired b) VRs acquired otherwise than by equity shares c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired 	8,00,00,000 NA NA	7.51 NA NA	7.51 NA NA
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
e) Total (a+b+c+/-d)	8,00,00,000	7.51	7.51
			, WV

			
After the acquisition, holding of acquirer along with PACs of:	9 00 00 100	7.51	7.51
Shares carrying voting rights	8,00,00,100	7.51 NA	7.51 NA
b) VRs otherwise than by equity shares	NA NA		NA NA
,	NA	NA	INA
 c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive 			
shares carrying voting rights in the TC (specify			
holding in each category) after acquisition			
d) Shares in the nature of encumbrance (pledge/	NA	NΑ	NA
lien/ non-disposal undertaking/ others)	INC	147.1	17/
e) Total (a+b+c+d)	8,00,00,100	7.51	7.51
5/ -5	1		<u> </u>
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open market inter	-se transiei	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
	13 th February, 2017		
Date of acquisition of/ date of receipt of intimation of alletment of shares/VR/warrants/convertible securities/any other instrument that entitles the aquirer to receive shares			
in the TC	1,065,894,188 ful	ly paid up equ	itv shares of
Equity share capital / total voting capital of the TC before	Rs. 1 each, 15,26	2 equity share	es of Rs. 1
the said acquisition	each, paid up Rs.	0.75 per equi	ty share &
	19,115 equity sha	ares of Rs. 1 e	ach, paid up
	Rs. 0.50 per equi	ty share	
	4 005 004 400 5	N	::
Equity share capital/ total voting capital of the TC after	1,065,894,188 ful		
the said acquisition	Rs. 1 each, 15,26 each, paid up Rs		
	19,115 equity sha		
	Rs. 0.50 per equi		aon, para up
	1.13, 0.00 por equi	., 0.10.0	
	1,065,894,188 fu	lly paid up equ	uity shares of
Total diluted share/voting capital of the TC after the	Rs. 1 each, 15,26	52 equity share	es of Rs. 1
said acquisition	each, paid up Rs		
	19,115 equity sha		each, paid up
	Rs. 0.50 per equi	ity share	
_			TECY
			144-51

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Part-B***

Name of the Target Company: Dish TV India Limited

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter / Promoter group	PAN of the acquirer and/or PACs
Veena Investments Private	Yes	AAACV6436A

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Place: Mumbai

Date: 14th February, 2017

Note:

(*) Total share capital/voting 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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

promoters

From:

Sent:

14/02/2017 17:06

То:

'takeover@nse.co.in'

Subject:

Disclosure under Regulation 29(1) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

DISCLOSURE VEENA Dish 29 [1].pdf

Dear Sir,

Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) 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 hat we, Veena Investments Private Limited have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 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 29(1) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi

Direct: 022 -71061437

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: 14th February, 2017

Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

.. 000858

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.

Dear Sir,

Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) 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 have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 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 29(1) of the SEBI (SAST), 2011

INWARD SECTION

15 FEB 2017

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 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

Name of the Target Company (TC)	Dish TV India Limited			
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Veena Investments Private Limited			
Whether the acquirer belongs to Promoter/Promoter group				
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock and BSE Limite	Exchange of Ind d	dia Limited	
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voti ng capital of the TC (**)	
Before the acquisition under consideration, holding of acquirer along with PACs of:			100000000000000000000000000000000000000	
a) Shares carrying voting rightsb) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	100 NA	0.00 NA	0.00 NA	
 c) Voting rights (VR) otherwise than by equity shares d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify 		NA Nii	NA Nil	
holding in each category) e) Total (a+b+c+d)	100	0.00	0.00	
Details of acquisition				
 a) Shares carrying voting rights acquired b) VRs acquired otherwise than by equity shares c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired 		7.51 NA NA	7.51 NA NA	
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA	
e) Total (a+b+c+/-d)	8,00,00,000	7.51	7.51	

After the acquisition, holding of acquirer along with PACs of: a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) e) Total (a+b+c+d)	8,00,00,100 NA NA NA NA 8,00,00,100	7.51 NA NA NA 7.51	7.51 NA NA NA 7.51
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open market Inte	r-se transfer	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
Date of acquisition of/ date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the aquirer to receive shares in the TC	any		
Equity share capital / total voting capital of the TC before the said acquisition	ore 1,065,894,188 fully paid up equity shares or Rs. 1 each, 15,262 equity shares of Rs. 1 each, paid up Rs. 0.75 per equity share & 19,115 equity shares of Rs. 1 each, paid up Rs. 0.50 per equity share		
Equity share capital/ total voting capital of the TC after the said acquisition	1,065,894,188 fu Rs. 1 each, 15,26 each, paid up Rs 19,115 equity sh Rs. 0.50 per equ	62 equity sha . 0.75 per equares of Rs. 1	res of Rs. 1 uity share &
Total diluted share/voting capital of the TC after the said acquisition	1,065,894,188 fu Rs. 1 each, 15,20 each, paid up Rs 19,115 equity sh Rs. 0.50 per equ	62 equity sha s. 0.75 per equal ares of Rs. 1	res of Rs. 1 uity share &
			MAINVE

(

Part-B***

Name of the Target Company: Dish TV India Limited

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter / Promoter group	PAN of the acquirer and/or PACs
Veena Investments Private Limited	Yes	AAACV6436A

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Place: Mumbai

Date: 14th February, 2017

Note:

- (*) Total share capital/ voting 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.
- (***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

promoters

From:

Sent:

14/02/2017 17:05

To:

'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'

Subject:

Disclosure under Regulation 29(1) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

DISCLOSURE VEENA Dish 29 [1].pdf

Dear Sir,

Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) 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 have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 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 29(1) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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

#SE 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 Huturex,

N. M. Joshi Marg, Lower Parell

Mumbai - 400013

INWARD SECTION

2 1 DEC 2013

CONTENTS NOT VEPIFIED

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	Yes
-	promoters of the TC prior to the	
	transaction. If not, nature of	
	relationship or association with the	
	TC or its promoters	
4.	Details of the proposed acquisition	
	a. Name of the person(s) from	Direct Media Solutions Private Limited
	whom shares are to be	
1	acquired#	
	b. Proposed date of acquisition	27 th December, 2016 or within 90 days thereafter
	c. Number of shares to be acquired	upto 12,15,10,000 equity shares
	from each person mentioned in	
	4(a) above	
	d. Total shares to be acquired as %	up to 11.40%
	of share capital of TC	'
	e. Price at which shares are	On market
	proposed to be acquired	
	f. Rationale, if any, for the	-
	proposed transfer	
5.	Relevant sub-clause of regulation	Regulation 10(1)(a) (ii)
	10(1)(a) under which the acquirer is	
	exempted from making open offer	
6.	If, frequently traded, volume	Rs. 91.11
	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	
7.	If in-frequently traded, the price as	Not Applicable
	determined in terms of clause (e) of	
	sub-regulation (2) of regulation 8	
8.	Declaration by the acquirer, that the	Yes
	acquisition price would not be	
	higher by more than 25% of the	
	price computed in point 6 or point 7	
	as applicable	
9.	i. Declaration by the acquirer, that	Yes
	the transferor and transferee have	
	complied (during 3 years prior to the	15 N. F. N. 7
	date of proposed acquisition) / will	/49X
	comply with applicable disclosure	

	Tal (co	quirements in Chapter V (keover Regulations, rresponding provisions o pealed Takeover Regul 97)	2011 of the		•		
	dui dat	The aforesaid disclosures ring previous 3 years prior te of proposed acquisition nished.	to the	Copies of the disclosures made by Veena Investments Private Limited are attached herewith as Annexure 1			ments Private
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 After the proposed to transaction		d 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
	Α	Acquirer(s) and PACs than sellers)(*)	(other	100	0.00%	12,15,10,100	11.40%
	В	Seller(s) - Direct Solutions Private Limited	Media	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:

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

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 hat 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.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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	Yes
	promoters of the TC prior to the	
	transaction. If not, nature of	
	relationship or association with the	
	TC or its promoters	
4.	Details of the proposed acquisition	
	a. Name of the person(s) from	Direct Media Solutions Private Limited
	whom shares are to be	
	acquired#	
	b. Proposed date of acquisition	27 th December, 2016 or within 90 days thereafter
	c. Number of shares to be acquired	upto 12,15,10,000 equity shares
	from each person mentioned in	
	4(a) above	L. L. 11 400/
	d. Total shares to be acquired as %	up to 11.40%
	of share capital of TC e. Price at which shares are	On market
	proposed to be acquired	Offinalket
	f. Rationale, if any, for the	_
	proposed transfer	
5.	Relevant sub-clause of regulation	Regulation 10(1)(a) (ii)
	10(1)(a) under which the acquirer is	5 - (//(-/ (·· /
	exempted from making open offer	
6,	If, frequently traded, volume	Rs. 91.11
	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	N A P. T.
7.	If in-frequently traded, the price as	Not Applicable
	determined in terms of clause (e) of	
	sub-regulation (2) of regulation 8	Voc
8.	Declaration by the acquirer, that the acquisition price would not be	Yes
	higher by more than 25% of the	
	price computed in point 6 or point 7	
	as applicable	
9.	i. Declaration by the acquirer, that	Yes
•	the transferor and transferee have	
	complied (during 3 years prior to the	
	date of proposed acquisition) / will	
	comply with applicable disclosure	
		(iac)

	requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
- A CANADA C	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		proposed	After the propose	d transaction
THE PERSONAL PROPERTY OF THE PERSONAL PROPERTY		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)(*)	-	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:

Sent: To: 20/12/2016 16:10 'takeover@nse.co.in'

Subject:

Disclosure under Regulation 10(5) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

NSE 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

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 hat 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.

Thanks & Regards, Ashok Sanghavi

Direct: 022 -71061437

0/c

VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 CIN: U65990MH1972PTC016137

Date: 13th July, 2016

INWARD SECTION

/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 20th day of July, 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

ΜE

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited

Authorised Signatory

Encl: As above.

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

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 Ltd.
2.	Name of the acquirer(s)	Veena Investments Private Limited
3.	Whether the acquirer(s) is/ are	Yes
	promoters of the TC prior to the	·
	transaction. If not, nature of	
	relationship or association with the	
	TC or its promoters	
4.	Details of the proposed acquisition	
	a. Name of the person(s) from	Direct Media Solutions Private Limited
	whom shares are to be acquired	
	b. Proposed date of acquisition	20th July, 2016 or within 90 days thereafter
	c. Number of shares to be acquired	upto 12,15,10,000 equity shares
	from each person mentioned in	
	4(a) above	
	d. Total shares to be acquired as %	up to 11.40%
	of share capital of TC	
	e. Price at which shares are	On market
	proposed to be acquired	
	f. Rationale, if any, for the	-
	proposed transfer	
5.	Relevant sub-clause of regulation	Regulation 10(1)(a) (ii)
	10(1)(a) under which the acquirer is	
	exempted from making open offer	
6.	If, frequently traded, volume	Rs. 91.74
	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	
7.	during such period If in-frequently traded, the price as	Not Applicable
′′	determined in terms of clause (e) of	Not Applicable
	sub-regulation (2) of regulation 8	•
8.	Declaration by the acquirer, that the	Yes
٠٠,	acquisition price would not be	103
	higher by more than 25% of the	
	price computed in point 6 or point 7	
	as applicable	
9.	i. Declaration by the acquirer, that	Yes
	the transferor and transferee have	·
	complied (during 3 years prior to the	
	date of proposed acquisition) / will	
	comply with applicable disclosure	
	requirements in Chapter V of the	



promoters

From:

Sent:

13/07/2016 20:04

To:

4

'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:

Veena-Dish-BSE.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

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 20th day of July, 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,

Mukund Galgali Authorised Signatory

	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:

- (*) 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

Authorised Signatory

Place: Mumbai Date: 13th July, 2016

VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 CIN: U65990MH1972PTC016137

Date: 13th July, 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 20th day of July, 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

Authorised Signatory

Encl: As above.

CC:

Dish TV India Limited B - 10, Essel House, Lawrence Road, Industrial Area DELHI - 110035

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 Ltd.
2.	Name of the acquirer(s)	Veena Investments Private Limited
3.	Whether the acquirer(s) is/ are	Yes
	promoters of the TC prior to the	
	transaction. If not, nature of	
	relationship or association with the	
	TC or its promoters	
4.	Details of the proposed acquisition	
	a. Name of the person(s) from	Direct Media Solutions Private Limited
	whom shares are to be acquired	
	b. Proposed date of acquisition	20 th July, 2016 or within 90 days thereafter
	c. Number of shares to be acquired	upto 12,15,10,000 equity shares
	from each person mentioned in	
	4(a) above	
	d. Total shares to be acquired as %	up to 11.40%
	of share capital of TC	
ļ	e. Price at which shares are	On market
	proposed to be acquired	
	f. Rationale, if any, for the	-
	proposed transfer	
5.	Relevant sub-clause of regulation	Regulation 10(1)(a) (ii)
ļ	10(1)(a) under which the acquirer is	
	exempted from making open offer	
6.	If, frequently traded, volume	Rs. 91.74
	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	
7.	If in-frequently traded, the price as	Not Applicable
	determined in terms of clause (e) of	
	sub-regulation (2) of regulation 8	
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	
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	
	requirements in Chapter V of the	



	Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
	 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 Priva Limited are attached herewith as Annexure 1			ments Private
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 After the proposed t		d 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:

- (*) 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

Authorised Signatory

Place: Mumbai Date: 13th July, 2016

promoters

From:

Sent: To: 13/07/2016 20:04 'takeover@nse.co.in'

Subject:

Disclosure under Regulation 10(5) of Securities and Exchange Board of India

(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Attachments:

Veena-Dish-NSE.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

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 20th day of July, 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,

Mukund Galgali Authorised Signatory

Annexure -I

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

 18^{th} Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

April 7, 2016

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 64.45% 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	0.00%
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	0.02%
11	Priti Goel	11,000	0.00%

18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

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

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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & <u>Takeovers</u>) 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 Limite		
3. I a.	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.	Veena Investme	nts Private Limited	
	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	s 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
	relact to receive shales in the 16.			

Signature of the Authorised Signatory

- Second

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

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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

18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

April 7, 2016

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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18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

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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.

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 Name(s) of the Stock Exchange(s) where the BSE Ltd. & National Stock Exchange of India Limited shares of the TC are listed 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

or

company) is more than 25% of the voting rights

PART A - Details of Shareholding

of the TC.

 b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him. 	Veena Investmen	ts Private Limited	
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
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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Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%

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

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

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400018 CIN: U40300MH2009PTC189362

April 7, 2015

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,

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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:

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Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400018 CIN: U40300MH2009PTC189362

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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.

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

. Na	me of the Target Company (TC)	Dish TV India Limited		
	me(s) of the Stock Exchange(s) where the ares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
а.	rticulars of the shareholder(s): 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 Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investmer	nts Private Limited	
	entioned 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

(*) 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

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

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CONTENTS NOT VERIFIED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400018 CIN: U40300MH2009PTC189362

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Director/Authorised Signatory

Encl: As above.

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

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Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & Nation	al Stock Exchange	Of India Limited
 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. 4. Particulars of the Shareholding of persons mentioned at (3) above 		% w.r.t .total share /voting capital wherever	% of total diluted share/voting capital of TC (*)
		applicable	Suprier St. 1.2 ()
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
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For Veena Investments Private Limited

Director/Authorized Signatory

Place: Mumbai Date: April 3, 2015

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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CORPORATE IDENTITY NUMBER: U40300MH2009PTC189362



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

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I. Na	me of the Target Company (TC)	Dish TV India Limited		
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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 Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investme	nts Private Limited	
	articulars of the Shareholding of persons entioned at (3) above	Number of Shares	% w.r.t.total share /voting capital where er applicable	% of total diluted share/voting capital of TC (*
As	of March 31, 2014 holding of:			
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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

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Note

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For Veena Investments Private Limited

Director/Authorized Signatory

Place: Mumbai

Date: April 8, 2014



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

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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

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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

Qan &

Director/Authorised Signatory

Encl: As above.

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

Name of the Target Company (TC)	Dish TV India Limi		
Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
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	v*		
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.		nts Private Limited	% of total
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	share /voting capital wherever applicable	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.

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

For Veena Investments Private Limited

Director/Authorized Signatory

Place: Mumbai Date: April 8, 2014