

(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)

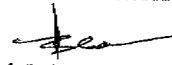
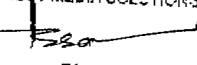
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|--|--|---|--|
| Name of the Target Company (TC) | | Dish TV India Ltd | |
| Name of the stock exchanges where the shares of the target company are listed | | NSE / BSE | |
| Date of Reporting | | 29.06.2015 | |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | | Direct Media Distribution Ventures Private Ltd Direct Media Solutions Private Ltd | |

| Details creation of encumbrance : | | | | | | | | | | | | | |
|--|---|--------------------------|------------------------------------|---|--------------------------|--|--|--|--------------|--------------------------|---|--------------|--------------------------|
| Name of Promoter (s) or PACs with link (**) | Promoter Holding in the target company(1) | | | Promoter holding already encumbered (2) | | Details of Event pertaining to encumbrance (3) | | | | | 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) | 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 | 16.90 | N.A. | 92,697,200 | 8.70 | release | 25.06.2015 | pledge | 8,900,000 | 0.84 | IDBI Trusteeship Services Ltd | 83,797,200 | 7.87 |
| Direct Media Distribution Ventures Pvt. Ltd. | 457,212,260 | 42.93 | N.A. | 198,915,006 | 18.68 | Creation | 26.06.2015 | pledge | 15,800,000 | 1.48 | IDBI Trusteeship Services Ltd | 214,715,006 | 20.16 |
| Direct Media Distribution Ventures Pvt. Ltd. | 457,212,260 | 42.93 | N.A. | 214,715,006 | 20.16 | release | 26.06.2015 | pledge | 9,200,000 | 0.86 | IL&FS Trust Company Ltd | 205,515,006 | 19.30 |
| Direct Media Distribution Ventures Pvt. Ltd. | 457,212,260 | 42.93 | N.A. | 205,515,006 | 19.30 | release | 26.06.2015 | pledge | 4,362,000 | 0.41 | Axis Finance Ltd | 201,153,006 | 18.89 |

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai

Date : 29.06.2015



 Authorized Signatory / Director 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.