

March 24, 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 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 Veena Investments Pvt. Ltd.



Authorised Signatory



Encl: As above

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

(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		24th March, 2017												
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Direct Media Distribution Ventures Private Limited Veena Investments Private Limited												
Details of creation /invocation /release of encumbrance :														
Name of Promoter (s) or PACs with him (**)	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 {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 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
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	39,17,59,538	36.75	Release	17-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	20,00,000	0.19	ECL Finance Limited	38,97,59,538	36.57
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	38,97,59,538	36.57	Release	17-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	41,00,000	0.38	Bajaj Finance Limited	38,56,59,538	36.18
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	38,56,59,538	36.18	Release	20-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	20,85,000	0.20	STCI Finance Limited	38,35,74,538	35.99
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	38,35,74,538	35.99	Release	20-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	23,70,000	0.22	IDBI Trusteeship Services Limited	38,12,04,538	35.76



Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	38,12,04,538	35.76	Release	21-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	86,21,400	0.81	Axis Finance Limited	37,25,83,138	34.95
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	37,25,83,138	34.95	Release	21-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	47,60,000	0.45	Axis Trustee Services Limited	36,78,23,138	34.51
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,78,23,138	34.51	Release	21-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	43,80,000	0.41	IDBI Trusteeship Services Limited	36,34,43,138	34.10
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	36,34,43,138	34.10	Release	22-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	3,33,81,000	3.13	Indusind Bank	33,00,62,138	30.97
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	33,00,62,138	30.97	Release	22-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	19,00,000	0.18	Catalyst Trusteeship Limited	32,81,62,138	30.79
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	32,81,62,138	30.79	Release	23-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	16,90,000	0.16	Axis Trustee Services Limited	32,64,72,138	30.63
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	32,64,72,138	30.63	Release	23-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	34,60,000	0.32	IDBI Trusteeship Services Limited	32,30,12,138	30.30



Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	9,39,05,278	8.81	N.A.	2,84,20,000	2.67	-	-	-	-	-	-	-	-	-	2,84,20,000	2.67
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	74,00,000	0.69	Creation	21-Mar-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	75,11,400	0.70	Axis Finance Limited	4,82,92,400	4.53	1,49,11,400	1.40
Veena Investments Private Limited	8,60,94,822	8.08	N.A.	1,49,11,400	1.40	Creation	22-Mar-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	3,33,81,000	3.13	Indusind Bank	-	-	-	-
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.	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel 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.	-	-	-	-	-	-	-	-	-	-	-	-	-



