

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
Tel: +91 22 71061234 LLPIN: AAI-2417

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

Pursuant to Regulation 29(2) 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, Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017) have sold 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(2) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For **Direct Media Solutions LLP**
(Formerly known as Direct Media Solutions 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(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Dish TV India Limited		
Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11 th January, 2017)		
Whether the seller belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited and BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the sale under consideration, holding of :			
a) Shares carrying voting rights	18,00,00,000	16.89	16.89
b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by shares	NA	NA	NA
d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
e) Total (a+b+c+d)	18,00,00,000	16.89	16.89
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	8,00,00,000	7.51	7.51
b) VRs acquired /sold otherwise than by shares	NA	NA	NA
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/sold	NA	NA	NA
d) Shares encumbered / invoked/released by the acquirer	NA	NA	NA
e) Total (a+b+c+/-d)	8,00,00,000	7.51	7.51




After the acquisition/sale, holding of:			
a) Shares carrying voting rights	10,00,00,000	9.38	9.38
b) Shares encumbered with the acquirer	NA	NA	NA
c) VRs otherwise than by shares	NA	NA	NA
d) 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	Nil	Nil	Nil
e) Total (a+b+c+d)	10,00,00,000	9.38	9.38
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open market Inter-se transfer		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	13 th February, 2017		
Equity share capital / total voting capital of the TC before the said acquisition/ sale	1,065,894,188 fully paid up equity shares of 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 / sale	1,065,894,188 fully paid up equity shares of 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		
Total diluted share/voting capital of the TC after the said sale	1,065,894,188 fully paid up equity shares of 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		

(*) 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.

For Direct Media Solutions LLP
(Formerly known as Direct Media Solutions Private Limited)


Ashok Sanghavi
Authorised Signatory
Place: Mumbai
Date: 14th February, 2017

