

(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)

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										30.09.2014							
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 PAC's with him ("1")										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 {12}+{3}}/release {12}-{3}}/ invocation{12}-{3}}	

FOR DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorised Signatory / Director

Director / Authorised Signatory

Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,61,55,000	14.56	release	24.09.2014	pledge	17,10,000	0.16	Korak Mahindra Prime Ltd	15,44,45,000	14.50
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	20,37,88,387	19.14	release	24.09.2014	pledge	73,00,000	0.69	Macquarie Finance (India) Pvt. Ltd	19,64,88,387	18.45
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	19,64,88,387	18.45	release	24.09.2014	pledge	71,25,575	Axis Finance Ltd	Axis Finance Ltd	18,93,62,812	17.78
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,93,62,812	17.78	release	29.09.2014	pledge	73,50,000	0.69	SICOM Ltd	18,20,12,812	17.09
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,44,45,000	14.50	Creation	29.09.2014	pledge	29,80,000	0.28	IDBI Trusteeship Services Limited	15,74,25,000	14.78
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,20,12,812	17.09	Creation	29.09.2014	pledge	23,40,000	0.22	STCI Finance Ltd	18,43,52,812	17.31

for DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

for DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai
Date : 30.09.2014

Authorised Signatory / Director

Signature of the Authorised 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.