

(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 27.02.2015
 Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released Direct Media Distribution Ventures Private Ltd
Media Solutions Private Ltd

Details creation of encumbrance :				Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)					encumbered shares		
Name of Promoter (s) or PACs with him (*)	Promoter Holding in the target company(1)										(Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)])		
No of Shares	% of total share Capital	% w.r.t. diluted 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 from disposal undertaking if/other)	No of Shares	% of total share capital	Name of the entity in whose favor shares are encumbered	No of Shares	% of total share capital	
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	20,95,91,870	19.68	release	20.02.2015	pledge	28,00,000	0.26	IDBI Trusteeship Services Limited	20,67,91,870	19.42
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	11,49,74,000	10.80	release	20.02.2015	pledge	27,00,000	0.25	Kotak Mahindra Prime Ltd	11,22,74,000	10.54
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	11,22,74,000	10.54	Creation	25.02.2015	pledge	41,78,200	0.39	IDBI Trusteeship Services Limited	11,64,52,200	10.94

FOR DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

Place : Mumbai
 Date : 27.02.2015
 Signature of the Authorised Signatory
 Authorised Signatory / Director
 Director / 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.