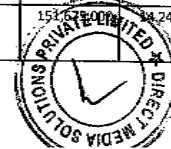
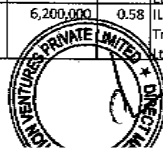


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)													
Name 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										30.06.2014			
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 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/tele ase 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 Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	320,018,575	30.05	creation	23.06.2014	pledge	1,950,000	0.18	Axis Finance Finance Ltd	321,968,575	30.24
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	321,968,575	30.24	creation	23.06.2014	pledge	1,500,000	0.14	IDBI Trusteeship Services Limited	323,468,575	30.38
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	323,468,575	30.38	Release	25.06.2014	pledge	850,000	0.08	L & T Finance Ltd	322,618,575	30.30
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	322,618,575	30.30	creation	25.06.2014	pledge	5,000,000	0.47	STCI Finance Ltd	327,618,575	30.77
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	141,275,000	13.27	creation	25.06.2014	pledge	4,200,000	0.39	STCI Finance Ltd	145,475,000	13.66
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	145,475,000	13.66	creation	25.06.2014	pledge	6,200,000	0.58	IL & FS Trust Co Ltd	151,675,000	14.24



	180,000,000	16.90	N.A.	151,675,000	14.24	release	25.06.2014	pledge	6,150,000	0.58	Aditya Birla Finance Ltd	145,525,000	13.67
Direct Media Solutions Private Limited													
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	145,525,000	13.67	release	28.06.2014	pledge	1,000,000	0.09	Xander Finance Private Limited	144,525,000	13.57
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	327,618,575	30.77	release	30.06.2014	pledge	9,500,000	0.89	IDBI Trusteeeshil p Services Limited	318,118,575	29.87

FOR DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorized Signatory / Director

Signature of the Authorized Signatory / 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.