


(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									3-Mar-14				
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 Limited				
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 Shazes	% 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 creation invocation/ release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertakn g./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.	313,422,349	29.43	Release	20.02.2014	pledge	21,600,000	2.03	IDBI Trusteeship Services Limited	291,822,349	27.40
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	291,822,349	27.40	creation	24.02.2014	pledge	42,600,000	4.00	IL & FS Trust Co. Ltd	334,422,349	31.40
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	131,650,000	12.36	creation	24.02.2014	pledge	19,000,000	1.78	IL & FS Trust Co. Ltd	150,650,000	14.15
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	334,422,349	31.40	release	24.02.2014	pledge	5,093,306	0.48	Deutsche Bank AG	329,329,043	30.93
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	329,329,043	30.93	release	25.02.2014	pledge	1,000,000	0.09	IFCI Ltd	328,329,043	30.83
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	328,329,043	30.83	release	26.02.2014	pledge	27,099,468	2.54	Deutsche Bank AG	301,229,575	28.29
For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED													
Place : Mumbai													
Date : 03.03.2014		Signature of the Authorized Signatory <b>Director / Authorised Signatory</b>											
(***) 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.													