

[Format for Disclosure by the Promoter (9) 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

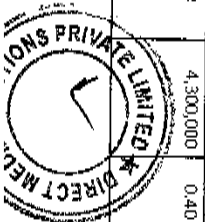
Name of the stock exchanges where the shares of the target company are listed NSE / BSE

Date of Reporting 09.07.2014

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 (9) 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	
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	144,525,000	13.37
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	142,425,000	13.37
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	133,025,000	13.13
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	139,825,000	12.75
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	135,825,000	12.39
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.94	N.A.	318,118,575	29.47



Direct Media Distribution Ventures Pvt. Ltd	457,212,250	42.94	N/A	313,818,575	29.47	Release	08:07 2014	pledge	900,000	0.08	Macquarie Finance (India) Pvt Ltd	312,918,575	29.39
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**DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED** For **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Place : Mumbai  
 Date : 09.07.2014

 Director / Authorised Signatory  
 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 FC assuming full conversion of the outstanding convertible securities. Warrants into equity shares of the FC.