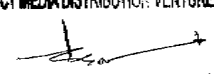


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of Shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)													
Name 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										14-Feb-14			
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released										Direct Media Distribution Ventures 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/release 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.	313,525,106	29.44	creation	07.02.2014	pledge	9,200,000	0.86	IDBI Trusteeship Services Limited	322,725,106	30.31
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	322,725,106	30.31	Release	08.02.2014	pledge	1,714,898	0.16	Deutsche Bank AG	321,010,208	30.15
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.94	N.A.	321,010,208	30.15	Release	11.02.2014	pledge	7,587,859	0.71	Deutsche Bank AG	313,422,349	29.43
<b>For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED</b>  <b>Authorized Signatory / Director</b> Signature of the Authorized Signatory													
Place : Mumbai													
Date : 14.02.2014													
(**) 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.													