

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares and creation 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 10-Apr-14
 Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Direct Media Solutions Private Limited

Details creation of encumbrance :

Name of Promoter (s) or PACs with whom (*)	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/ release of encumbrance	Type of encumbrance (pledge/non disposal undertaken etc/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 Solutions Private Limited	180,000,000	16.90	N.A.	142,275,000	13.36	release	29.03.2014	pledge	750,000	0.07	IDBI Trusteeship Services Limited	141,525,000	13.29

or DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai
 Date : 10.04.2014

Signature of the 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 TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.