	Sigantory		rised Sig	Signature of the Authorised Signatory Director / Authorised	Signature							10.04.2014	Date :
	ת בואוותט	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	NONE	For DIRECT MEDIA SOLUTIONS PRIVAL	DIRECT	e er						Mumbai	Place :
								-					
		p Services Limited		:									Limited
		Trusteeshi	۰.۰										Solutions Private
13.29	141,525,000	IBGI	.0.07 IDBI	750,000	pledge	29.03.2014	13.36 release	13.36	142,275,000	N.A.	16.90 N.A.	180,000,000	Direct Media
		*	ń.										
					g/other)								
		ir f		•	disposal undertakin								,
_		encumbered	. •		/non		invocation)						•
cuprum		shares	capital	· .	(pledge/lien	encumbrance	ase encumbra	- Caperin			_	•	
share	- (4)	entity in	total	, .	encumbranc	invocation	event (meation/rele	Share		diluted share	Share		
% of total		Name of the No of Shares	% of	No of Shares	Type of	Date of creation Type of	Type of	% of total	No of Shares) El	No of Shares	-
	(3)]}						•						
า((2)- 	(3)]/ invocation[(2)-			i									N.
ře [(2)-	[(2)+(3)]/release [(2)-			•									
	{Creation		,										
nares	encumbered shares							nbered (2)	aiready encumbered (2)			company(1)	him (**)
ling of	Post event holding of			nbrance (3)	ng to encur	Details of Even pertaining to encumbrance (3)	Details of	ding	Promoter holding		ding in th	Promoter Holding in the target	Name of Promoter
											TCe:	of encumbra	Details creation of encumbrance:
	-								•				
	imited	Dirèct Media Solutions Private Limited	a Solutic	Direct Medi		ed /released	ated /invok	s been cre	cumbrance ha	e shares en	on whos	omoter or PAC	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released
				10-Apr-14								ing	Date of Reporting
				NSE/BSE			isted	ipany are l	the target com	e shares of	where th	ock exchanges	Name of the stock exchanges where the shares of the target company are listed
			a Ltd	Dish TV India Ltd	,						(1.C)	irget Company	Name of the Target Company (TC)
				lations, 2011)	wers) Regu	ares and Takeo	sition of Sha	ntial Acqui) SEBI (Substan	(1) and 31 (2	ilation 31	n terms of Regu	encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)
	/ release of	ocation of encumbrance / release of	tion of e	nair	orance of sh	my for encumb	rget Compa	d to the Ta	:k exchange an	s) to the stoo	romoter (closure by the I	(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of share
											İ		

table irrespective of whether they are reporting on the date of event or not. (**) 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

1.

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. (*) 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