

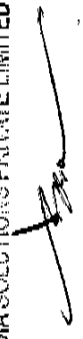
(Format for Disclosure by the Promoter (S) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)													
Name of the Target Company (TC)													
Name of the stock exchanges where the shares of the target company are listed													
Date of Reporting													
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released													
Details details of encumbrance :													
Name of Promoter (S) or PACs with firm (**)	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 of invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien /mort disposal undertaken in g/other)	No of Shares	% of total share Capital	Name of the entity to whose favor shares encumbered	No of Shares	% of total share Capital
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	24,65,78,387	23.15	creation	08.09.2014	pledge	22,00,000	0.21	IDBI Trusteeship Services Limited	24,87,78,387	23.36
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	24,87,78,387	23.36	creation	08.09.2014	pledge	1,13,00,000	1.06	SICOM Ltd	26,00,78,387	24.42
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	13,08,25,000	12.28	creation	08.09.2014	pledge	96,00,000	0.90	ECL Finance Ltd	14,04,25,000	13.19
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	14,04,25,000	13.19	creation	08.09.2014	pledge	12,00,000	0.11	Edelweiss Finance & Investments Ltd	14,16,25,000	13.30
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	14,16,25,000	13.30	creation	08.09.2014	pledge	26,50,000	0.25	IDBI Trusteeship Services Limited	14,42,75,000	13.55

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED



Authorised Signatory / Director

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED



Director / Authorised Signatory

Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	14,42,75,000	13.55	release	10.09.2014	pledge	20,20,000	0.19	IDBI Trusteeship Services Limited	14,22,55,000	13.36
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	26,00,78,387	24.42	release	10.09.2014	pledge	3,59,30,000	3.37	IDBI Trusteeship Services Limited	22,41,48,387	21.05
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	22,41,48,387	21.05	release	12.09.2014	pledge	24,00,000	0.23	STCI Finance Ltd	22,17,48,387	20.82

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

[Signature]
Authorized Signatory / Director

[Signature]
Authorized Signatory / Director

Place : Mumbai
 Date : 17.09.2014

(**) 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.