

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
21/3/2014

Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released
Direct Media Solutions Private Limited

Details creation of encumbrance :		Details of Even pertaining to encumbrance (3)					Post event holding of encumbered shares		
Name of Promoter (s) or PACs with whom (*)	Promoter Holding in the target company(1)	Type of event (creation/release/ invocation)	Date of creation/ invocation/ release of encumbrance	Type of encumbrance (pledge/lien /non disposa /undertakin g/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 Solutions Private Limited	No of Shares 180,000,000 % of total share Capital 16.90	creation	18.03.2014	pledge	154,425,000	14.50	IDBI Trusteeship Services Limited	170,925,000	16.05
Direct Media Solutions Private Limited	No of Shares 180,000,000 % of total share Capital 16.90	creation	18.03.2014	pledge	170,925,000	16.05	Kotak Mahindra Prime Ltd	175,425,000	16.47
Direct Media Solutions Private Limited	No of Shares 180,000,000 % of total share Capital 16.90	release	20.03.2014	pledge	175,425,000	16.47	IDBI Trusteeship Services Limited	156,075,000	14.65
Direct Media Solutions Private Limited	No of Shares 180,000,000 % of total share Capital 16.90	release	12.03.2014	pledge	156,075,000	14.65	Capital First Ltd	154,475,000	14.50

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory
Director / Authorised Signatory

Place : Mumbai
Date : 21.03.2014

(**) 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.