

(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)

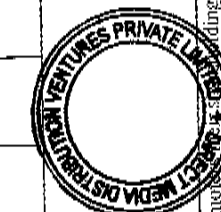
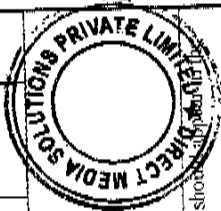
Name of the Target Company (TC) : Dish TV India Ltd  
 NSE / BSE : 24.07.2014  
 Name of the stock exchanges where the shares of the target company are listed : Direct Media Distribution Ventures Private Ltd  
 Direct Media Solutions Private Ltd  
 Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released :

Details of creation of encumbrance :  
 Name of Promoter: Promoter: Holding in the target company (1)  
 (1) or PACs with their (%)

Name of Promoter (1)	No of Shares	% of total share Capital	% w.r.t. diluted Share capital (%)	Promoter: holding already encumbered (2)				Details of Even pertaining to encumbrance (3)				Post event holding of encumbered shares	
				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 / disposal undertaken / 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	180,000,000	16.90	N.A.	132,625,000	12.38	release	23.07.2014	pledge	1,000,000	0.09	IDBI Trusteeship Services Limited	130,825,000	12.28
Direct Media Distribution Ventures Pvt. Ltd	457,212,260	42.93	N.A.	290,870,387	27.31	release	23.07.2014	pledge	44,300,000	4.16	IDBI Trusteeship Services Limited	246,578,387	23.15

Place : Mumbai  
 Date : 24.07.2014

(\*\*) The names of all the promoters holding in the target company and their pledged shareholding as on the reporting date should be disclosed 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.



Signature of the Authorised Signatory