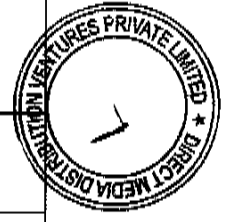
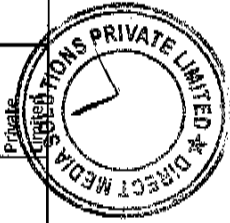
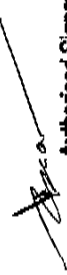



Name of the Target Company (TC)														
Dish TV India Ltd														
NSE /BSE														
28.10.2014														
Direct Media Distribution Ventures Private Ltd Direct														
Media Solutions Private Ltd														
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released														
Direct Media Distribution Ventures Private Ltd														
Details creation of encumbrance :														
Name of Promoter (s) or PACs with them (**)	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 / invocation / release of encumbrance	Type of encumbrance (pledge/lien /non 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 Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	17,94,22,812	16.85	Creation	18.10.2014	pledge		69,63,789	0.65	STCI Finance Ltd	18,63,86,601	17.50
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	18,63,86,601	17.50	Creation	27.10.2014	pledge		88,54,000	0.83	Axis Finance Ltd	19,52,40,601	18.33
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	19,52,40,601	18.33	Creation	28.10.2014	pledge		27,00,000	0.25	Axis Finance Ltd	19,79,40,601	18.59
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	14,98,50,000	14.07	Creation	16.10.2014	pledge		7,00,000	0.07	IDBI Trusteeship Services Limited	15,05,50,000	14.14
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,05,50,000	14.14	Creation	16.10.2014	pledge		80,000	0.01	Xander Finance Private	15,06,30,000	14.14



Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	15,06,30,000	14.14	release	18.10.2014	pledge	2,08,80,000	1.96	SICOM Ltd	12,97,50,000	12.18
for DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED, DIRECT MEDIA SOLUTIONS PRIVATE LIMITED													
Place :	Mumbai												
Date :	28.10.2014												
 Authorised Signatory / Director  Authorised Signatory / Authorised Signatory													
<p>(**) 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.</p> <p>(*) 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.</p>													