

(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

**Name of the stock exchanges where the shares of the target company are listed**  
18.07.2014

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

**Details creation of encumbrance :**

Name of Promoter (s) or PACs with whom ("")	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	% of total share Capital	Type of event (creation/rel. / release / invocation)	Date of creation / invocation / release of encumbrance	Type of encumbrance (pledge/disposal / undertaking / 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.	131,825,000	12.39		creation	10.07.2014	pledge	700,000	0.07	IDBI Trusteeship Services Limited	132,625,000	12.45
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	132,625,000	12.45		release	11.07.2014	pledge	1,100,000	0.10	IDBI Trusteeship Services Limited	131,525,000	12.35
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.93	N.A.	312,918,575	29.38		creation	10.07.2014	pledge	6,100,000	0.57	IDBI Trusteeship Services Limited	319,018,575	29.96
Direct Media Solutions Private Limited	180,000,000	16.90	N.A.	131,525,000	12.35		creation	15.07.2014	pledge	300,000	0.03	IDBI Trusteeship Services Limited	131,825,000	12.38
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.93	N.A.	319,018,575	29.96		Release	16.07.2014	pledge	20,010,789	1.88	Ecl Finance Ltd	299,007,786	28.08

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED



  
Authorized Signatory / Director

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

  
Director / Authorised Signatory

Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.93	N.A.	299,007,786	28.08	Release	16.07.2014	pledge	8,129,399	0.76	Edel Finance Company Limited	290,878,387	27.31
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<b>for DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED</b>  <b>Authorized Signatory / Director</b>	<b>for DIRECT MEDIA SOLUTIONS PRIVATE LIMITED</b>  <b>Director / Authorized Signatory</b>
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Place : Mumbai  
 Date : 18.07.2014

(\*\*) 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.