

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

December 23, 2016

✓ **BSE Limited**

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051.

Dear Sir,

Ref: 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

With reference to disclosure requirements 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) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of pledge of the equity shares of Dish TV India Limited.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited



Authorised Signatory



Encl: As above.

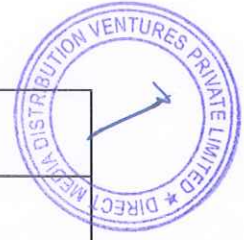
CC: Dish TV India Ltd
18th Floor, A-Wing, Marathon Futurex,
N. M. Joshi Marg, Lower Parel,
Mumbai - 400013.

(Format for Disclosure by the Promoter (s) to the stock exchanges 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 Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	23rd December, 2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Distribution Ventures Private Limited

Details of creation/invocation/release of encumbrance :

Name of Promoter (s) or PACs with him (**)	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	% w.r.t diluted share capital (*)	Type of event (creation/release/invocation)	Date of creation/invocation/release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	Reasons for encumbrance	No of Shares	% of total share capital		Name of the entity in whose favor shares encumbered	No of Shares
Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4218,73,538	39.58	N.A.	Creation	15-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	3,00,000	0.03	Axis Trustee Services Limited	4221,73,538	39.61
Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4221,73,538	39.61	N.A.	Release	20-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	28,000	0.00	STCI Finance Limited	4221,45,538	39.60



Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4221,45,538	39.60	Creation	20-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,80,000	0.02	Axis Trustee Services Limited	4223,25,538	39.62
Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4223,25,538	39.62	Creation	20-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	40,000	0.00	IDBI Trusteeship Services Limited	4223,65,538	39.62
Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4223,65,538	39.62	Creation	20-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	6,50,000	0.06	Indusind Bank	4230,15,538	39.69
Direct Media Distribution Ventures Private Limited	4572,12,260	42.89	N.A.	4230,15,538	39.69	Creation	21-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	2,45,000	0.02	Kotak Mahindra Investments Limited	4232,60,538	39.71
Direct Media Solutions Private Limited	1800,00,000	16.89	N.A.	94,00,000	0.88	-	-	-	-	-	-	-	94,00,000	0.88
Jay Properties Private Limited	101,31,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sprit Textiles Private Limited	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Agrani Holding (Mauritius) Limited	351,72,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ambience Business Services Private Limited	13,08,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-

