

December 31, 2015

Bombay Stock Exchange 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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for Creation / Release of encumbrance 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 Ltd

For Direct Media Solutions Private Ltd

Authorised Signatory



Authorised Signatory



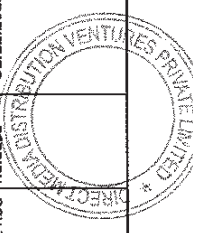
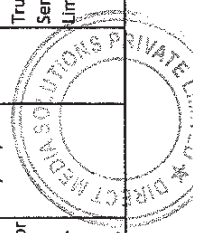
Encl: As above.

CC: Dish Tv India Ltd
Essel House, B-10,
Lawarance Road, Industrial Area,
New Delhi - 110035.

(Format for Disclosure by the Promoter (e) 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		31.12.2015	
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 Limited	

Details creation of encumbrance :														
Name of Promoter (e) or PACs with Num (**)	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)	Reasons for encumbrance		No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares
Direct Media Solutions Private Limited	180,000,000	16.89	N.A.	76,143,200	7.14	Release	29.12.2015	pledge	Collateral Release for Loan of Promoter group	300,000	0.03	Xander Finance Private Limited	75,843,200	7.12
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	256,122,463	24.03	Creation	29.12.2015	pledge	Collateral creation for Loan of Promoter group	2,950,000	0.28	L & T Fincorp Ltd	259,072,463	24.31
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	259,072,463	24.31	Creation	29.12.2015	pledge	Collateral creation for Loan of Promoter group	2,580,000	0.24	Family Credit Limited	261,652,463	24.55
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	261,652,463	24.55	Creation	29.12.2015	pledge	Collateral creation for Loan of Promoter group	250,000	0.02	ECL Finance Ltd	261,902,463	24.58
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	261,902,463	24.58	Release	31.12.2015	pledge	Collateral Pledge for NCD of Promoter group Company	2,500,000	0.23	IDBI Trusteeship Services Limited	259,402,463	24.34



Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	259,402,463	24.34	Release	31.12.2015	pledge	Collateral release for Loan of Promoter group	350,000	0.03	L & T Fincorp Ltd	259,052,463	24.31
Direct Media Distribution Ventures Pvt. Ltd.	457,212,260	42.90	N.A.	259,052,463	24.31	Release	31.12.2015	pledge	Collateral release for Loan of Promoter group	150,000	0.01	STCI Finance Limited	258,902,463	24.29
Jay Properties Private Limited	10,131,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sprit Textiles	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Private Limited Agrani Holding (Mauritius) Limited	35,172,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ambience Business Services Pvt. Ltd.	1,308,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	625,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,174,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-
Esseel Media Ventures Limited	460,000	0.04	N.A.	-	-	-	-	-	-	-	-	-	-	-
Nishi Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Priti Goel	11,000	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Suryansh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Sushila Devi	585,750	0.05	N.A.	-	-	-	-	-	-	-	-	-	-	-
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Veena Investments Pvt. Ltd.	100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	176,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	-

FOR DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED
 FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
 Authorised Signatory / Director of the Authorised Signatory / Authorised Signatory

Place : Mumbai
 Date : 31.12.2015

(**) 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.