VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 9th November, 2018

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 under Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited propose to acquire up to 3,51,72,025 shares of Dish TV India Ltd., a company listed on your stock exchange, on the 16th day of November, 2018 or any day thereafter within a period of 90 days by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited

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Mukund Galgali Authorised Signatory

Encl: As above.

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



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Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Dish TV India Limited
2.	Name of the acquirer(s)	Veena Investments Private Limited
ri.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Agrani Holdings (Mauritius) Ltd.
	b. Proposed date of acquisition	16 th November, 2018 or within 90 days thereafter
ί.	 Number of shares to be acquired from each person mentioned in 4(a) above 	upto 3,51,72,025 equity shares
	d. Total shares to be acquired as % of share capital of TC	up to 1.91%
	e. Price at which shares are proposed to be acquired	On market
	 f. Rationale, if any, for the proposed transfer 	
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a)(ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period	Rs. 54.06
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable	Yes
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the	Yes



	Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
	ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.			de by Veena invest 1 as Annexure 1	ments Private
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes			
11.	Shareholding details	a subserver a provide the second	proposed	After the propose	d transaction
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	A Acquirer(s) and PACs (other than sellers)(*)	8,60,94,822	4.68%	12,12,66,847	6.59%
	B Seller(s)	3,51,72,125	1.91%	100	0.00%

Note:

- (*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is
 more than one acquirer, the report shall be signed either by all the persons or by a person duly
 authorized to do so on behalf of all the acquirers.

For Veena Investments Private Limited

Mukund Galgali Authorised Signatory

Place: Mumbai Date: 9th November, 2018



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18th Floor, A-Wing, M. M. Joshi Marg, Lower Parel, Mumbai – 400013, CIN: U40300MH2009PTC189362

April 7, 2016

BSE Ltd. Phiroze Jeejeebboy Towers Datat Street Mumbai - 400 00 t

National Stock Exchange of India Limited Exchange Plaza Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (Easl), Mumbai - 400 051



Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

			-
Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0,06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

	TOTAL	686,878,060	64.45%
16	Jay Properties Private Limited	10,131,000	0.95%
15	Direct Media Solutions Pvt Ltd	180,000,000	16.89%
	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42.90%
13	Suryansh Goel	5,100	0.00%
12	Tapesh Goel	5,100	0,00%

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanking you,

Yours failhfully,

For Direct Media Distribution Ventures Private Limited

Director/Authorised Signator

Encl: As above.

CC: Dish TV India Limited Essel House, B-10, Lawrence Road Industrial Area, New Delhi - 110035 Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

ART A – Details of Shareholding 1. Name of the Target Company (TC)	Dish TV India Limited		
Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
 Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or 			
 b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him. 		stribution Venture	s Pvt. Limited
 Particulars of the Shareholding of persons mentioned at (3) above 	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*
As of March 31, 2016 holding of:	Ê		
a) Shares	457,212,260	42.90%	42.90%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
 Any other instrument that would entitle the holder to receive shares in the TC. 	NA	NA	NA
Total	457,212,260	42.90%	42.90%

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Date 61

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Name(s) of the person and	Whether the person belongs ro	PAN of the Person and PACs
Persons Acting in Concert (PAC)	Promoter / Promoter Group	
with the person	(
Promoter		
Agraol Huiding (Mauriths) Ud	¥#5	AAJCA2143Q
Embience Business Services	Yes	AAACA9578L
Private Limited		
Ashok Kumar Goel	Yes	AAFPG2528F
Ashok Mathai Kurien	Yes	AADPK4942J
Essel Media Ventures Limited	Yes	AABCD7273Q
Direct Media Distribution	Yes	AADCD1940Q
Ventures Private Limited		
Direct Media Solutions Private	Yes	AAKCS7516E
Limited		
Jawahar Lal Goel	Yes	AAHPL1244J
Jay Properties P rivate Limited	Yes	AAACJ1369C
Nishi Goel .	Yes	AIMPA0474E
Priti Goel	Yes	ANVPG0535C
Sprit Textiles Private Limited	Yes	AALCS5905J
Suryansh Goel	Yes	ATTPG3259M
Sushila Devi	Yes	AATPD5221B
Tapesh Goel	Yes	ATRPG3645D
Veena Investments Private Limited	Yes	AAACV6436A
Persons Acting in Concert		
Nil	Nil	Nii

For Direct Media Distribution Ventures Private Limited

-12 A

Director/Authorized Signatory

Place: Mumbai Date: 04th April, 2016

Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
 - (*) 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.
 - (**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.



Formatives Dischwaras motor fiventation 39(1) and 39(2) of 3881 (300stanta) Acquisitions of shares & Lakeoyare) <u>Requisitions</u>, 2011

Harse of the Target Company (TC)	Dish TV India i imilad		
 Name(s) of the Stock Exchange(s) where the shares of the TC are listed 	BSE Ltd. & National Stuck Exchange of India Limite		
 Particulars of the shareholder(s): a Name of person(s) together with Persons Acting in Concert (PAC) whose total histing (including that in the form of shares wemants, convertible securities and any other restrictment that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert [Veena investme	nts Private Limited	
(PAC) with him. 4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total dijuted share/voting capital of TC (1
As of March 31, 2016 holding of:		1	Adverse ve
a) Shares	100	0.00%	0.00%
 b) Voting Rights (otherwise than by shares) 	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
 Any other instrument that would entitle the holder to receive shares in the TC. 	NA	NA	NA

PART A - Details of Shareholdina

Signature of the Authorised Signatory

to accord

Director / Authorised Signatory Place: Mumbai Date: 04TH April, 2016 <u>Note:</u>

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From:	promoters < promoters@esselgroup.com>
Sent	07/04/2016 20:12
To:	'corp.nelations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject:	Disclosures under Regulation 30(2) of Securities and Exchange Board of India
· ·	(Substantial Acquisition of Shares and Takeovers) Regulations, 2011 - Dish TV India Limited
Attachments:	Covering Letter - BSE - DISH pdf, Declosure - DMDVPL - Dish.pdf; Disclosure - AG - Dish.pdf; Disclosure - Agranil HML - Dish.pdf; Disclosure - AK - Dish.pdf; Disclosure - Ambience 8SL - Dish.pdf, Disclosure - DMSPL - Dish.pdf; Disclosure - EMVL - Dish.pdf; Disclosure - Jay PPL - Dish.pdf; Disclosure - JLG - Dish.pdf; Disclosure - NG - Dish.pdf; Disclosure - PG - Dish.pdf; Disclosure - SD - Dish.pdf; Disclosure - SG - Dish.pdf; Disclosure - Sprit TPL - Dish.pdf; Disclosure - TG - Dish.pdf; Disclosure - Veena IPL - Dish.pdf

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pv1 Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lai Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%

2	fapest Guel	2,120	1.1.1.2.2.5
13	Suryansh Goel	5,100	0.00%
14	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42 90%
15	Direct Media Solutions Pvt Ltd	180,000,000	16 89%
18	Jay Properties Private Limitad	10,131,000	0.95%
	TOTAL	688,878,060	64.45%

in this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Ecord of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. CIN: U40300MH2009PTC189362

April 7, 2016

BSE Ltd. Phiroze Jaejashoy Towers Datal Street Mumbai - 400 001

Mational Stock Exchange of India Limited Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbal - 400 051

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathal Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%



DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18th Floor, A-Wing, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. CIN: U40300MH2009PTC189362

	TOTAL	686,878,060	64.45%
76	Jay Properties Private Limited	10,131,000	0.95%
15	Direct Media Solutions Pvi Ltd	180,000,000	16.89%
14	Direct Mestig Distribution Ventures Pvt Ltd	467,212,260	42,90%
13	Suryansh Goel	5,100	0.00%
12	Tapesh Goel	5,100	0.00%

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited

ANTICIN P Director/Authorised Signatory # 07=11V Encl: As above.

CC: Dish TV India Limited Essel House, B-10, Lawrence Road Industrial Area, New Delhi - 110035 Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

ART A – Details of Shareholding 1. Name of the Target Company (TC)	Dish TV India Limited			
Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited			
 Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or 				
 b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him. 		stribution Venture	s Pvt. Limited	
 Particulars of the Shareholding of persons mentioned at (3) above 	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*	
As of March 31, 2016 holding of:	Ê			
a) Shares	457,212,260	42.90%	42.90%	
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA	
c) Warrants	NA	NA	NA	
d) Convertible Securities	NA	NA	NA	
 Any other instrument that would entitle the holder to receive shares in the TC. 	NA	NA	NA	
Total	457,212,260	42.90%	42.90%	

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Name(s) of the person and	Whether the person belongs ro	PAN of the Person and PACs
Persons Acting in Concert (PAC)	Promoter / Promoter Group	
with the person	(
Promoter		
Agraol Huiding (Mauriths) Ud	¥#5	AAJCA2143Q
Embience Business Services	Yes	AAACA9578L
Private Limited		
Ashok Kumar Goel	Yes	AAFPG2528F
Ashok Mathai Kurien	Yes	AADPK4942J
Essel Media Ventures Limited	Yes	AABCD7273Q
Direct Media Distribution	Yes	AADCD1940Q
Ventures Private Limited		
Direct Media Solutions Private	Yes	AAKCS7516E
Limited		
Jawahar Lal Goel	Yes	AAHPL1244J
Jay Properties P rivate Limited	Yes	AAACJ1369C
Nishi Goel .	Yes	AIMPA0474E
Priti Goel	Yes	ANVPG0535C
Sprit Textiles Private Limited	Yes	AALCS5905J
Suryansh Goel	Yes	ATTPG3259M
Sushila Devi	Yes	AATPD5221B
Tapesh Goel	Yes	ATRPG3645D
Veena Investments Private Limited	Yes	AAACV6436A
Persons Acting in Concert		
Nil	Nil	Nii

For Direct Media Distribution Ventures Private Limited

-12 A

Director/Authorized Signatory

Place: Mumbai Date: 04th April, 2016

Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
 - (*) 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.
 - (**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.



Format for Disclosures under Remitation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Remutations, 2011

1. N	ame of the Target Company (TC)	Dish TV India Umited		
	ame(s) of the Stock Exchange(s) where the nares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
а,	erticulars of the shareholder(s). Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible accurities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Veena Investments Private Limited		
	articulars of the Shareholding of persons pentioned at (3) above	Number of Shares	% w.r.t.total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*
As	of March 31, 2016 holding of:			
a)	Shares	100	0.00%	0.00%
b)	Voting Rights (otherwise than by shares)	NIL	NIL	NA
	Warrants	NA	NA	NA
c)				
c) d)	Convertible Securities	NA	NA	NA
1206	Convertible Securities Any other Instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA

Signature of the Authorised Signatory

ter

Director / Authorised Signatory Place: Mumbai Date: 04TH April, 2016 <u>Note:</u>

 In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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. promoters

From:	promoters <promoters@usselgroup.com></promoters@usselgroup.com>
Sent	07/04/2016 20:09
To:	'takeover@nse.co.in'
Subject:	Disclosures under Regulation 30(2) of Securities and Exchange Board of India
	(Substantial Acquisition of Shares and Takenvers) Regulations, 2011 - Dish 7V India Limited
Attachments:	Covering Letter - NSE - DISH.pdf; Disclosure - DMOVPL - Dish.pdf; Disclosure - AG - Dish.pdf; Disclosure - Agrani HML - Dish.pdf; Disclosure - AK - Dish.pdf; Disclosure - Ambience BSL - Dish.pdf; Disclosure - DMSPL - Dish.pdf; Disclosure - EMVL - Dish.pdf; Disclosure - Jay PPL - Dish.pdf; Disclosure - JLG - Dish.pdf; Disclosure - NG - Dish.pdf; Disclosure - PG - Dish.pdf; Disclosure - SD - Dish.pdf; Disclosure - SG - Dish.pdf; Disclosure - Sprit TPL - Dish.pdf; Disclosure - TG - Dish.pdf; Disclosure - Veena IPL - Dish.pdf

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,060 Equity Shares comprising of 64.45% of paid-up Capital of DISH, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	1,174,150	0.11%
2	Ambience Business Services Pvt Ltd	1,308,125	0.12%
3	Sushila Devi	585,750	0.06%
4	Sprit Textiles Pvt Ltd	300	0.00%
5	Veena Investments Pvt. Ltd.	100	0.00%
6	Essel Media Ventures Ltd	460,000	0.04%
7	Ashok Goel	625,250	0.06%
8	Agrani Holdings (Mauritius) Ltd	35,172,125	3.30%
9	Jawahar Lal Goel	176,800	0.02%
10	Nishi Goel	11,000	0.00%
11	Priti Goel	11,000	0.00%

12	Tapesh Gost	£,100	0.06%
13	Suryansh Goel	. 5,100	0.00%
4	Direct Media Distribution Ventures Pvt Ltd	457,212,260	42.90%
15	Direct Med a Solutions Pvi Lto	130,000,060	16.89%
16	Jay Properties Private Limited	10,131,000	ป 95%
	TOTAL	636,876.060	6 1,4,5%

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 14th February, 2017

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,

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Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(1) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Encl: As above.

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





Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

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(_____

Name	of the Target Company (TC)	Dish TV India L	imited	
	(s) of the acquirer and Persons Acting in Concert with the acquirer	Veena Investments Private Limited		
Wheth	er the acquirer belongs to Promoter/Promoter group	Yes		
Name(are Lis	(s) of the Stock Exchange(s) where the shares of TC sted	National Stock and BSE Limite		dia Limited
Details	s of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voti ng capital of the TC (**)
	fore the acquisition under consideration, Iding of acquirer along with PACs of:			
a)	Shares carrying voting rights	100	0.00	0.00
	Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
	Voting rights (VR) otherwise than by equity shares	NA	NA NI	
d)	Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify	Nil	Nil	' Nil
e)	holding in each category) Total (a+b+c+d)	100	0.00	0.00
	Details of acquisition			
a)	Shares carrying voting rights acquired	8,00,00,000	7.51	7.51
	VRs acquired otherwise than by equity shares	NA	NA	NA
c)	Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	NA	NA	NA
d)	Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
e)	Total (a+b+c+/-d)	8,00,00,000	7.51	7.51
		1	1	1

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After the acquisition, holding of acquirer along			
with PACs of:			
 a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify build is in sector shares carrying). 	8,00,00,100 NA NA	7.51 NA NA	7.51 NA NA
holding in each category) after acquisition d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
e) Total (a+b+c+d)	8,00,00,100	7.51	7.51
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open market Inte	r-se transfer	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
Date of acquisition of/ date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the aquirer to receive shares in the TC		17	
Equity share capital / total voting capital of the TC before the said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs. 19,115 equity sha Rs. 0.50 per equit	2 equity shares 0.75 per equit ares of Rs. 1 ea	s of Rs. 1 y share &
Equity share capital/ total voting capital of the TC after the said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs. 19,115 equity sha Rs. 0.50 per equit	2 equity shares 0.75 per equit ires of Rs. 1 ea	s of Rs. 1 y share &
Total diluted share/voting capital of the TC after the said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs. 19,115 equity sha Rs. 0.50 per equit	2 equity shares 0.75 per equit ires of Rs. 1 ea	s of Rs. 1 y share &
	and and the provide the second se		INVES
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Part-B***

Name of the Target Company: Dish TV India Limited

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter / Promoter group	PAN of the acquirer and/or PACs
Veena Investments Private Limited	Yes	AAACV6436A

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Place: Mumbai Date: 14th February, 2017



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(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

(**) 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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.



promoters

From:	promoters <promoters@esselgroup.com></promoters@esselgroup.com>
Sent:	14/02/2017 17:06
То:	'takeover@nse.co.in'
Subject:	Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Attachments:	DISCLOSURE VEENA Dish 29 [1].pdf

Dear Sir,

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Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you hat we, Veena Investments Private Limited have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(1) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

VEENA INVESTMENTS PRIVATE LIMITED

0/6

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 14th February, 2017

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

. 000858

National Stock Exchange of India Limited

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

Dear Sir,

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Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(1) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited Ashok Sanghavi INWARD SECTION 7.TV Authorised Signatory 15 FEB 2017 Encl: As above. CONTENTS NOT VERIFIED CC: **Dish TV India Limited** 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

1

Name	of the Target Company (TC)	Dish TV India Limited		
	(s) of the acquirer and Persons Acting in Concert with the acquirer	Veena Investments Private Limited		nited
Wheth	er the acquirer belongs to Promoter/Promoter group	Yes		
Name(are Lis	s) of the Stock Exchange(s) where the shares of TC	National Stock I and BSE Limite		dia Limited
Details	s of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voti ng capital of the TC (**)
	fore the acquisition under consideration, Iding of acquirer along with PACs of:			
a)	Shares carrying voting rights	100	0.00	0.00
	Shares in the nature of encumbrance (pledge/	NA	NA	NA
c)	lien/ non-disposal undertaking/ others) Voting rights (VR) otherwise than by equity shares	NA	NA	NA
	Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify	Nil	Nil	Nil
e)	holding in each category) Total (a+b+c+d)	100	0.00	0.00
	Details of acquisition			
a)	Shares carrying voting rights acquired	8,00,00,000	7.51	7.51
	VRs acquired otherwise than by equity shares	NA	NA	NA
c)	Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	NA	NA	NA
d)	Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
	Total (a+b+c+/-d)	8,00,00,000	7.51	



After the acquisition, holding of acquirer along with PACs of:			
 a) Shares carrying voting rights b) VRs otherwise than by equity shares c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition 	8,00,00,100 NA NA	7.51 NA NA	7.51 NA NA
 d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) 	NA	NA	NA
e) Total (a+b+c+d)	8,00,00,100	7.51	7.51
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open market Inte	r-se transfer	
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
Date of acquisition of/ date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any- other instrument that entitles the aquirer to receive shares in the TC	13 th February, 20	17	
Equity share capital / total voting capital of the TC before the said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs. 19,115 equity sha Rs. 0.50 per equi	2 equity share 0.75 per equi ares of Rs. 1 e	es of Rs. ity share a
the said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs. 19,115 equity sha Rs. 0.50 per equi	2 equity share 0.75 per equi ares of Rs. 1 e	es of Rs. ity share &
said acquisition	1,065,894,188 ful Rs. 1 each, 15,26 each, paid up Rs.	2 equity share	es of Rs. '

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Part-B***

Name of the Target Company: Dish TV India Limited

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter / Promoter group	PAN of the acquirer and/or PACs
Veena Investments Private Limited	Yes	AAACV6436A

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Place: Mumbai Date: 14th February, 2017

Note:

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(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

(**) 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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.



promoters

From:	promoters <promoters@esselgroup.com></promoters@esselgroup.com>
Sent:	14/02/2017 17:05
То:	'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject:	Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Attachments:	DISCLOSURE VEENA Dish 29 [1].pdf

Dear Sir,

Ref: Disclosure under Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 8,00,00,000 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 13th day of February, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(1) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

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 Veena Investments 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)

	rget Company (TC									dia Limited					
		ere the sha	res of th	e target company	are listed				NSE /BSE						
Date of Reportin	-					****			3rd March	<u> </u>					
Name of the Pro	omoter or PAC on	whose sha	res enci	umbrance has bee	n created	/invoked /	released		Veena Invi	estments Priva	ite Limite	d			
	on/invocation/re					1						4			
Name of Promoter (s) or PACs with him (**)	Promoter Holdin, company(1)	g in the tar	get	Promoter holding encumbered (2)	g already	Details of	Even pertainin	g to encum	ibrance (3)				Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)- (3)]}		
· 1	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)		% of total share Capital	Type of event (creation/rel ease invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertakin g/other)	Reasons for encumbranc e	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 Private Limited	45,72,12,260	42.89	N.A.	39,17,59,538	36.75	-	-	-		-	-	-	39,17,59,538	36.75	
Direct Media Direct Media Salutions LLP (formerly known as Direct Media Solutions Private Limited)	10,00,00,000	9.38	N.A.	2,84,20,000	2.67	-	-	-	-		-	-	2,84,20,000	2.67	
Veena Investments Private Limited	8,00,00,100	7.51	N.A.	-	-	Creation	27-Feb-2017	' Pledge	Collateral Pledge for Facility of Promoter group Company	74,00,000	0.69	IIFL Wealth Finance Limited	74,00,000	0.69	
lay Properties Private Limited	1,01,31,000	0.95				•	•	-	-	-	-	-	-		
Sprit Textiles Private Limited	300	0.00	N.A.		-	-	* _	-	-	-	-	-	-	-	
Agrani Holding (Mauritius) Limited	3,51,72,125	3.30	N.A.	-	-	-	-		-	-		-	•		

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Ambience Business Services Private Limited	13,08,125	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Kumar Goel	6,25,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	
Ashok Mathai Kurien	11,74,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	
Essel Media Ventures Limited	4,60,000	0.04	N.A.	-	-	-	-	-	-	-	-	-	-	•
Nishi Goel	11,000	0.00	N.A.	-	-	-	-		-		-	-	_ 1	
Priti Goel	11,000	0.00	N.A.	-	-	-	-	-	-	÷	-	-	-	
Suryansh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	
Sushila Devi	5,85,750	0.05	N.A.	-	-	-	-`	-	-	-	-	-	-	
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-	-	-	-	-	-	-	-	-	
Date : 3	1umbai rd March, 2017							0		rised Signator		NA IN LEST MEN		
whether they are (*) Total share c	of all the promote reporting on the apital to be taken egulations, 2016	date of e as per th	vent or no e latest fil:	t. ing done by the	company	to the Stock	Exchange	under Regu	lation 31	of SEBI (List	ting Oblig	ations and Di	sclosure	

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promoters

From: Sent: To: Subject: Attachments: promoters <promoters@esselgroup.com> 03/03/2017 18:55 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 20170303185541915.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

001799

March 3, 2017

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,

Ì

For Veena Investments 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 Tar	rget Company (TC								Dish TV In	dia Limited					
			res of th	e target company	are lister				NSE /BSE						
Date of Reportin									3rd March	n, 2017					
Name of the Pro	omoter or PAC on	whose sha	res enci	umbrance has bee	n created	/invoked /	released			estments Priva	te Limite	d			
	ion/invocation/re														
Name of Promoter (s) or PACs with him (**)	Promoter Holdin company(1)	g in the tar	get	Promoter holdin encumbered (2)	g already	Details of	Even pertainin	g to encum	ibrance (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/rel ease invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertakin g/other)	e		% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Direct Media Distribution Ventures Private Limited	45,72,12,260	42.89	N.A.	39,17,59,538	36.75	-		-	-	-	-	-	39,17,59,538	36.75	
Direct Media Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	10,00,00,000	9.38	N.A.	2,84,20,000	2.67	-	-		-	-	-	-	2,84,20,000	2.67	
Veena Investments Private Limited	8,00,00,100	7.51	N.A.	-	-	Creation	27-Feb-2017	7 Pledge	Collateral Pledge for Facility of Promoter group Company	74,00,000	0.69	IIFL Wealth Finance Limited	74,00,000	0.69	
Jay Properties Private Limited	1,01,31,000	0.95	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Sprit Textiles Private Limited	300	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Agrani Holding (Mauritius) Limited	3,51,72,125	3.30	N.A.	-	-	-	-	-	-	-	-	-	-	-	

TEENA (4) EST

Ambience Business Services	13,08,125	0.12	N.A.	-	-	-	-		-	-	-	-	-	-	
Private Limited								1			1				
Ashok Kumar Goel	6,25,250	0.06	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Ashok Mathai Kurien	11,74,150	0.11	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Essel Media Ventures Limited	4,60,000	0.04	N.A.	-	-	-		-	-	-	-	-	-	-	
Nishi Goel	11,000	0.00	N.A.	•	-	-	-	-	-	-	-	-	-	-	
Prîti Goel	11,000	0.00	N.A.	-		-	-	-	-	-	-	-	-	-	
Suryansh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Sushila Devì	5,85,750	0.05	N.A.	-	-	-		-	-	-	-	-	-	-	
Tapesh Goel	5,100	0.00	N.A.	-	-	-	-	-	-	-	-	-	-	-	
Jawahar Lal Goel	1,76,800	0.02	N.A.	-	-		-	-	-	-	-	-		-	
Date : 3	Iumbai rd March, 2017							-		orised Signato	, N	ELENA IN	KSTMENY.		
(**) The names of whether they are (*) Total share ca Requirements) R /warrants into equ	reporting on the pital to be taken egulations, 2016	date of e as per th Diluted	vent or a	not. filing done by tl	ie compar	iy to the Stocl	c Exchange	under Reg	ulation 31	l of SEBI (Li	sting Ob	ligations an	d Disclosure		

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#### promoters

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From:promoters <promoters@esselgroup.com>Sent:03/03/2017 18:55To:'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'Subject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:20170303185541915.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Veena Investments Pvt. Ltd.

1

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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### VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 15th March, 2017

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 under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 60,94,722 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 15<sup>th</sup> day of March, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Encl: As above.

CC: Dish TV India Limited 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013



| Shares and Takeovers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | the second s |                                                                        |                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Dish TV India L                                                                                                | imited                                                                 |                                                                               |
| Name(s) of the acquirer and Persons Acting in Concert<br>(PAC) with the acquirer                                                                                                                                                                                                                                                                                                                                                                                                                                | Veena Investm                                                                                                  | ents Private Lin                                                       | nited                                                                         |
| Whether the acquirer belongs to Promoter/Promoter group                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Yes                                                                                                            |                                                                        |                                                                               |
| Name(s) of the Stock Exchange(s) where the shares of TC<br>are Listed                                                                                                                                                                                                                                                                                                                                                                                                                                           | National Stock<br>and BSE Limite                                                                               | Exchange of In<br>d                                                    | dia Limited                                                                   |
| Details of the acquisition / disposal as follows                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Number                                                                                                         | % w.r.t. total<br>share/voting<br>capital<br>wherever<br>applicable(*) | % w.r.t.<br>total<br>diluted<br>share/voti<br>ng capital<br>of the TC<br>(**) |
| <ul> <li>Before the acquisition under consideration, holding of :</li> <li>a) Shares carrying voting rights</li> <li>b) Shares in the nature of encumbrance (pledge/<br/>lien/ non-disposal undertaking/ others)</li> <li>c) Voting rights (VR) otherwise than by shares</li> <li>d) Warrants /convertible securities/any other<br/>instrument that entitles the acquirer to receive<br/>shares carrying voting rights in the T C (specify<br/>holding in each category)</li> <li>e) Total (a+b+c+d)</li> </ul> | 8,00,00,100<br>NA<br>NA<br>NA<br>8,00,00,100                                                                   | 7.51<br>NA<br>NA<br>NA<br>7.51                                         | 7.51<br>NA<br>NA<br>NA<br>7.51                                                |
| <ul> <li>a) Shares carrying voting rights acquired/sold</li> <li>b) VRs acquired /sold otherwise than by shares</li> <li>c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold</li> <li>d) Shares encumbered / invoked/released by the acquirer</li> <li>e) Total (a+b+c+/-d)</li> </ul>                                                                                      | 60,94,722<br>NA<br>NA<br>NA<br>60,94,722                                                                       | 0.57<br>NA<br>NA<br>NA                                                 | 0.57<br>NA<br>NA<br>NA                                                        |



| After the acquisition/sale, holding of:                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                   |                                                   |                           |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------|--|--|--|
| <ul> <li>a) Shares carrying voting rights</li> <li>b) Shares encumbered with the acquirer</li> <li>c) VRs otherwise than by shares</li> <li>d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify</li> </ul> | 8,60,94,822<br>NA<br>NA<br>Nil                                                                                                                                                                                    | 8.08<br>NA<br>NA<br>Nil                           | 8.08<br>NA<br>NA<br>Nil   |  |  |  |
| <ul> <li>holding in each category) after acquisition</li> <li>e) Total (a+b+c+d)</li> </ul>                                                                                                                                                                                                            | 8,60,94,822                                                                                                                                                                                                       | 8.08                                              | 8.08                      |  |  |  |
| Mode of acquisition /-sale (e.g. open market / off-<br>market / public issue / rights issue / preferential<br>allotment / inter-se transfer etc).                                                                                                                                                      | Open market Inter                                                                                                                                                                                                 | -se transfer                                      |                           |  |  |  |
| Date of acquisition / sale of shares / VR or date of<br>receipt of intimation of allotment of shares, whichever is<br>applicable                                                                                                                                                                       | 15 <sup>th</sup> March, 2017                                                                                                                                                                                      |                                                   |                           |  |  |  |
| Equity share capital / total voting capital of the TC before<br>the said acquisition /-sale                                                                                                                                                                                                            | 1,065,894,188 full<br>Rs. 1 each, 15,262<br>each, paid up Rs.<br>19,115 equity shar<br>Rs. 0.50 per equity                                                                                                        | 2 equity share<br>0.75 per equi<br>res of Rs. 1 e | es of Rs. 1<br>ty share & |  |  |  |
| Equity share capital/ total voting capital of the TC after the said acquisition <del>/ sale</del>                                                                                                                                                                                                      | 1,065,894,188 full<br>Rs. 1 each, 15,262<br>each, paid up Rs.<br>19,115 equity shar<br>Rs. 0.50 per equity                                                                                                        | 2 equity share<br>0.75 per equi<br>res of Rs. 1 e | es of Rs. 1<br>ty share & |  |  |  |
| Total diluted share/voting capital of the TC after the said acquisition                                                                                                                                                                                                                                | 1,065,894,188 fully paid up equity shares of<br>Rs. 1 each, 15,262 equity shares of Rs. 1<br>each, paid up Rs. 0.75 per equity share &<br>19,115 equity shares of Rs. 1 each, paid u<br>Rs. 0.50 per equity share |                                                   |                           |  |  |  |

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

(\*\*) 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.

For Veena Investments Private Limited

0.0 Ashok Sanghavi

Authorised Signatory Place: Mumbai Date: 15<sup>th</sup> March, 2017



### **Dhaval Ashar**

| From:        | promoters <promoters@esselgroup.com></promoters@esselgroup.com>                                                                                    |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Sent:        | 15/03/2017 10:50                                                                                                                                   |
| То:          | 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com'                                                                                      |
| Subject:     | Disclosure under Regulation 29(2) of Securities and Exchange Board of India<br>(Substantial Acquisition of Shares and Takeovers) Regulations, 2011 |
| Attachments: | 29[2]vee dish.pdf                                                                                                                                  |

Dear Sir,

# Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 60,94,722 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 15<sup>th</sup> day of March, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

## VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

Date: 15th March, 2017

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 under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 60,94,722 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 15<sup>th</sup> day of March, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Veena Investments Private Limited

Ashok Sanghavi Authorised Signatory

Encl: As above.

CC: Dish TV India Limited 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013



| Shares and Takeovers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | the second s |                                                                        |                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Dish TV India L                                                                                                | imited                                                                 |                                                                               |
| Name(s) of the acquirer and Persons Acting in Concert<br>(PAC) with the acquirer                                                                                                                                                                                                                                                                                                                                                                                                                                | Veena Investm                                                                                                  | ents Private Lin                                                       | nited                                                                         |
| Whether the acquirer belongs to Promoter/Promoter group                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Yes                                                                                                            |                                                                        |                                                                               |
| Name(s) of the Stock Exchange(s) where the shares of TC<br>are Listed                                                                                                                                                                                                                                                                                                                                                                                                                                           | National Stock<br>and BSE Limite                                                                               | Exchange of In<br>d                                                    | dia Limited                                                                   |
| Details of the acquisition / disposal as follows                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Number                                                                                                         | % w.r.t. total<br>share/voting<br>capital<br>wherever<br>applicable(*) | % w.r.t.<br>total<br>diluted<br>share/voti<br>ng capital<br>of the TC<br>(**) |
| <ul> <li>Before the acquisition under consideration, holding of :</li> <li>a) Shares carrying voting rights</li> <li>b) Shares in the nature of encumbrance (pledge/<br/>lien/ non-disposal undertaking/ others)</li> <li>c) Voting rights (VR) otherwise than by shares</li> <li>d) Warrants /convertible securities/any other<br/>instrument that entitles the acquirer to receive<br/>shares carrying voting rights in the T C (specify<br/>holding in each category)</li> <li>e) Total (a+b+c+d)</li> </ul> | 8,00,00,100<br>NA<br>NA<br>NA<br>8,00,00,100                                                                   | 7.51<br>NA<br>NA<br>NA<br>7.51                                         | 7.51<br>NA<br>NA<br>NA<br>7.51                                                |
| <ul> <li>a) Shares carrying voting rights acquired/sold</li> <li>b) VRs acquired /sold otherwise than by shares</li> <li>c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold</li> <li>d) Shares encumbered / invoked/released by the acquirer</li> <li>e) Total (a+b+c+/-d)</li> </ul>                                                                                      | 60,94,722<br>NA<br>NA<br>NA<br>60,94,722                                                                       | 0.57<br>NA<br>NA<br>NA                                                 | 0.57<br>NA<br>NA<br>NA                                                        |



| After the acquisition/sale, holding of:                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                   |                                                   |                           |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------|--|--|--|
| <ul> <li>a) Shares carrying voting rights</li> <li>b) Shares encumbered with the acquirer</li> <li>c) VRs otherwise than by shares</li> <li>d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify</li> </ul> | 8,60,94,822<br>NA<br>NA<br>Nil                                                                                                                                                                                    | 8.08<br>NA<br>NA<br>Nil                           | 8.08<br>NA<br>NA<br>Nil   |  |  |  |
| <ul> <li>holding in each category) after acquisition</li> <li>e) Total (a+b+c+d)</li> </ul>                                                                                                                                                                                                            | 8,60,94,822                                                                                                                                                                                                       | 8.08                                              | 8.08                      |  |  |  |
| Mode of acquisition /-sale (e.g. open market / off-<br>market / public issue / rights issue / preferential<br>allotment / inter-se transfer etc).                                                                                                                                                      | Open market Inter                                                                                                                                                                                                 | -se transfer                                      |                           |  |  |  |
| Date of acquisition / sale of shares / VR or date of<br>receipt of intimation of allotment of shares, whichever is<br>applicable                                                                                                                                                                       | 15 <sup>th</sup> March, 2017                                                                                                                                                                                      |                                                   |                           |  |  |  |
| Equity share capital / total voting capital of the TC before<br>the said acquisition /-sale                                                                                                                                                                                                            | 1,065,894,188 full<br>Rs. 1 each, 15,262<br>each, paid up Rs.<br>19,115 equity shar<br>Rs. 0.50 per equity                                                                                                        | 2 equity share<br>0.75 per equi<br>res of Rs. 1 e | es of Rs. 1<br>ty share & |  |  |  |
| Equity share capital/ total voting capital of the TC after the said acquisition <del>/ sale</del>                                                                                                                                                                                                      | 1,065,894,188 full<br>Rs. 1 each, 15,262<br>each, paid up Rs.<br>19,115 equity shar<br>Rs. 0.50 per equity                                                                                                        | 2 equity share<br>0.75 per equi<br>res of Rs. 1 e | es of Rs. 1<br>ty share & |  |  |  |
| Total diluted share/voting capital of the TC after the said acquisition                                                                                                                                                                                                                                | 1,065,894,188 fully paid up equity shares of<br>Rs. 1 each, 15,262 equity shares of Rs. 1<br>each, paid up Rs. 0.75 per equity share &<br>19,115 equity shares of Rs. 1 each, paid u<br>Rs. 0.50 per equity share |                                                   |                           |  |  |  |

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

(\*\*) 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.

For Veena Investments Private Limited

0.0 Ashok Sanghavi

Authorised Signatory Place: Mumbai Date: 15<sup>th</sup> March, 2017



### **Dhaval Ashar**

| From:        | promoters <promoters@esselgroup.com></promoters@esselgroup.com>                                                                                 |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Sent:        | 15/03/2017 10:50                                                                                                                                |
| То:          | 'takeover@nse.co.in'                                                                                                                            |
| Subject:     | Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 |
| Attachments: | 29[2]vee dish.pdf                                                                                                                               |

Dear Sir,

# Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Veena Investments Private Limited have acquired 60,94,722 equity shares of Dish TV India Limited, a company listed on your stock exchange, on the 15<sup>th</sup> day of March, 2017 by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437 March 24, 2017

**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,

ξ\_.

**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 on 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 Pvt. Ltd

Authorised Signatory



Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.

CONTENTS NOT VERIFIE

(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 Tai                                             | rget Company (TC              | )                              |                                                |                                    |                                |                                                          |                                                             |                                                                                          | Dish TV In                                                                  | dia Limited  |                                                                                                                  |                                                                 |                                       |                                    |  |  |
|-------------------------------------------------------------|-------------------------------|--------------------------------|------------------------------------------------|------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------|------------------------------------|--|--|
|                                                             |                               | •                              | es of th                                       | e target company a                 | are listed                     |                                                          |                                                             |                                                                                          | NSE /BSE                                                                    |              |                                                                                                                  |                                                                 | · · · · · · · · · · · · · · · · · · · |                                    |  |  |
| Date of Reportin                                            | ng                            |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | 24th Marc                                                                   | h, 2017      |                                                                                                                  |                                                                 |                                       |                                    |  |  |
| Name of the Pro                                             | omoter or PAC on              | whose sha                      | res encu                                       | nibrance has been                  | created /                      | invoked /re                                              | eleased                                                     |                                                                                          | Direct Media Distribution Ventures Private Limited                          |              |                                                                                                                  |                                                                 |                                       |                                    |  |  |
|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | Veena Investments Private Limited                                           |              |                                                                                                                  |                                                                 |                                       |                                    |  |  |
|                                                             | on/invocation/rel             | ease of end                    | cumbrar                                        | ice:                               |                                |                                                          |                                                             |                                                                                          |                                                                             |              |                                                                                                                  |                                                                 |                                       |                                    |  |  |
| Name of Promoter<br>(5) or PACs with<br>him (**)            | Promoter Holdin<br>company(1) | g in the tar <sub>i</sub>      | get                                            | Promoter holding<br>encumbered (2) | g already                      | Details of Even pertaining to encum                      |                                                             |                                                                                          | brance (3)                                                                  |              | Post event holding of<br>encumbered shares<br>(Creation [(2)+(3)]/release<br>[(2)-(3)]/ invocation[{2}-<br>{3]]} |                                                                 |                                       |                                    |  |  |
| Direct Media                                                | No of Shares                  | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | Nri of Shares                      | % of total<br>share<br>Capital | Type of<br>event<br>(creation/re)<br>ease<br>Invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type vf<br>encumbran<br>ce<br>(piedge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Reasons for<br>encumbran<br>ce                                              | No of Shares | % of lotal<br>share<br>capital                                                                                   | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No ul Shares                          | ेन्व्य ( total<br>share<br>capital |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 39,17,59,538                       | 36.75                          | Release                                                  | 17-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 20,00,000    | 0.19                                                                                                             | ECL Finance<br>Limited                                          | 38,97,59,538                          | 36.57                              |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,97,59,538                       | 36.57                          | Release                                                  | 17-Mar-2017                                                 | Piedge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 41,00,000    | 0.38                                                                                                             | Baja]<br>Finance<br>Limited                                     | 38,56,59,538                          | 36.18                              |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,56,59,538                       | 36.18                          | Release                                                  | 20-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 20,85,000    | 0.20                                                                                                             | STCI Finance<br>Limited                                         | 38,35,74,538                          | 35.95                              |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,35,74,538                       | 35.99                          | Release                                                  | 20-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 23,70,000    | 0.22<br>NTS                                                                                                      | IDBI<br>Trusteeship<br>Services<br>Limited                      | 38,12,04,538                          | 35.76                              |  |  |





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| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 38,12,04,538          | 3\$.76    | Release | 21-Mar-2017 | Pledge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 86,21,400   | 0.81                                                                             | Axis Finance<br>Limited                    | 37,25,83,138         | 34.95 |
|-------------------------------------------------------------|--------------|-------|------|-----------------------|-----------|---------|-------------|----------|-----------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------|--------------------------------------------|----------------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 37,25,83,138          | 34.95     | Release | 21-Mar-2017 | Piedge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 47,60,000   | 0.45                                                                             | Axis Trustee<br>Services<br>Limited        | <b>36,7</b> 8,23,138 | 34.51 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 36,78,23,138          | 34.51     | Release | 21-Mar-2017 | Pledge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 43,80,000   | 0.41                                                                             | IDBI<br>Trusteeship<br>Services<br>Limited | 36,34,43,138         | 34.10 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 36,34,43,138          | 34.10     | Release | 22-Mar-2017 | Pledge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 3,33,81,000 | 3.13                                                                             | Indusind<br>Bank                           | 33,00,62,138         | 30.97 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 33,00,62,138          | 30.97     | Release | 22-Mar-2017 | Pledge - | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 19,00,000   | 0.18                                                                             | Catalyst<br>Trusteeship<br>Limited         | 32,81,62,138         | 30.79 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N,A, | 32 <b>,81</b> ,62,138 | 30.79     | Release | 23-Mar-2017 | Pledge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 16,90,000   | 0.16                                                                             | Axis Trustee<br>Services<br>Limited        | 32,64,72,138         | 30.63 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 32,64,72,138          | 30.63     | Release | 23-Mar-2017 | Pledge   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 34,60,000   | 0.32                                                                             | IDBI<br>Trusteeship<br>Services<br>Limited | 32,30,12,138         | 30.30 |
|                                                             |              |       |      | A LE LINUTED A        | ter mes o |         |             |          |                                                                             | NI XXXX     | );-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>;-<br>; |                                            | t                    |       |

| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 9,39,05,278 | 8.81 | N.A. | 2,84.20,000 | 2.67     | -        | -           | -      | -                                                                       | -                   | -    |                         | 2,84,20,000 | 2.67 |
|------------------------------------------------------------------------------------------------------|-------------|------|------|-------------|----------|----------|-------------|--------|-------------------------------------------------------------------------|---------------------|------|-------------------------|-------------|------|
| Veena<br>Investments<br>Private Limited                                                              | B,60,94,822 | 8.08 | N.A. | 74,00,000   | 0.69     | Creation | 21-Mar-2017 | Pledge | Collateral<br>Piedge for<br>Facility of<br>Promotei<br>group<br>Company | 75,11,400           | 0.70 | Axis Finance<br>Limited | 1,49,11,400 | 1.40 |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822 | 8.08 | N.A. | 1,49,11,400 | 1.40     | Creation | 22-Mar-2017 | Pledge | Collateral<br>Piedge for<br>Facility of<br>Promoter<br>group<br>Company | 3, <b>33,81,000</b> | 3.13 | Indusind<br>Bank        | 4.82,92,400 | 4.53 |
| Jay Properties<br>Private Limited                                                                    | 1,01,31,000 | 0.95 | N.A. |             | -        | -        | -           | -      | -                                                                       |                     | -    |                         | -           |      |
| Sprit Textiles<br>Private Limited                                                                    | 300         | 0.00 | N.A. | -           |          |          | -           | -      | •                                                                       | -                   | -    | -                       | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 3,51,72,125 | 3.30 | N.A. | -           | -        | -        | -           | -      | -                                                                       | -                   | -    | -                       | -           | -    |
| Amblence<br>Business Services<br>Private Limited                                                     | 13,08,125   | 0.12 | N.A. | -           | •        | -        | -           | -      | -                                                                       | -                   | -    | -                       |             |      |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250    | 0.06 | N.A. | -           | -        |          | -           | -      | -                                                                       |                     | -    | -                       | -           |      |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150   | 0.11 | N.A. | -           | -        | -        | -           | -      | -                                                                       | -                   | ÷    | -                       | -           | -    |
| Essel Media<br>Ventures Limited                                                                      | 4,60,000    | 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                                                                                         | 5,85,750    | 0.05 | N.A. | · _         |          | ~        | -           | -      | -                                                                       | -                   | -    |                         | ~           |      |
| Tapesh Goel                                                                                          | 5,100       | 0.00 | N.A. | 1           | TRUBUTIO | N -      | -           | -      | -                                                                       | ENIS                | · ·  | -                       | -           | -    |



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(\*\*) The names of all the promoters their shareholding in the target company and stabilities of 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

## promoters

From: Sent: To: Subject: Attachments: promoters <promoters@esselgroup.com> 24/03/2017 20:54 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd. & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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March 24, 2017

**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,

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**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 on 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 Pvt. Ltd

Encl: As above

CC:

Authorised Signatory

Dish TV India Ltd

Mumbai - 400013.



For Veena Investments Pvt. Ltd.

Authorised Signatory

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

INWARD SECTION 27 MAR 2017 CONTENTS NOT VERIFIED

(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)

|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             | _                                                                                        |                                                                             |                  |                                |                                                                                                                 |              | Concernant of Concernant States |  |
|-------------------------------------------------------------|-------------------------------|--------------------------------|------------------------------------------------|------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------|---------------------------------|--|
| Name of the Tar                                             | get Company (TC               | )                              |                                                | -                                  |                                |                                                          |                                                             |                                                                                          | Dish TV Inc                                                                 | dia Limited      |                                |                                                                                                                 |              |                                 |  |
| Name of the sto                                             | ck exchanges whe              | re the shar                    | es of the                                      | e target company a                 | are listed                     |                                                          |                                                             |                                                                                          | NSE /BSE                                                                    |                  |                                |                                                                                                                 |              |                                 |  |
| Date of Reportir                                            | ng                            |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | 24th Marc                                                                   | h, 2017          |                                |                                                                                                                 |              | _                               |  |
| Name of the Pro                                             | moter or PAC on               | whose shar                     | es encu                                        | nibrance has been                  | created /                      | 'invoked /re                                             | eleased                                                     |                                                                                          | Direct Me                                                                   | dia Distributior | Venture                        | s Private Lim                                                                                                   | ited         |                                 |  |
|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | Veena Investments Private Limited                                           |                  |                                |                                                                                                                 |              |                                 |  |
| Details of creati                                           | on/invocation/rel             | ease of end                    | umbran                                         |                                    |                                |                                                          |                                                             |                                                                                          |                                                                             |                  |                                |                                                                                                                 |              |                                 |  |
|                                                             | Promoter Holdin<br>company(1) |                                |                                                | Promoter holding<br>encumbered (2) | g already                      | Details of Even pertaining to encum                      |                                                             |                                                                                          | brance (3)                                                                  |                  |                                | Post event holding of<br>encumbered shares<br>{Creation [{2}+{3]]/releas<br>[(2}-{3]]/ invocation[{2]-<br>(3)]} |              |                                 |  |
| Direct Media                                                | No of Shares                  | % of lotal<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                       | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbran<br>ce<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbran<br>ce                                                             | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered                                                 | No of Shares | % of total<br>share<br>capital  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 39,17,59,538                       | 36.75                          | Release                                                  | 17-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 20,00,000        | 0.19                           | ECL Finance<br>Limited                                                                                          | 38,97,59,53B | 36.57                           |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,97,59,538                       | 36.57                          | Release                                                  | 17-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 41,00,000        | 0.38                           | Bajaj<br>Finance<br>Limited                                                                                     | 38,56,59,538 | 36.18                           |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,56,59,538                       | 36.18                          | Release                                                  | 20-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 20,85,000        | 0.20                           | STCI Finance<br>Limited                                                                                         | 38,35,74,538 | 35.99                           |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 38,35,74,538                       | 35.99                          | Release                                                  | 20-Mar-2017                                                 | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 23,70,000        | 0,22                           | IDBI<br>Trusteeship<br>Services<br>Limited                                                                      | 38,12,04,538 | 35.76                           |  |

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| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 38,12,04,538                                                                                                                                                                                                                                                                                                                                            | 35.76                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 21-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 86,21,400                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.81                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Axis Finance<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 37,25,83,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 34.95                                                                                                                                                                                                                                                                                                                                                                                                           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|--------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------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| 45,72,12,260 | 42.89                                                                        | N,A.                                                                                                       | 37,25,83,138                                                                                                                                                                                                                                                                                                                                            | 34.95                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 21-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 47,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.45                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Axis Trustee<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 36,78,23,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 34.51                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 36,78,23,138                                                                                                                                                                                                                                                                                                                                            | 34.51                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 21-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 43,80,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.41                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | IDBi<br>Trusteeship<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 36,34,43,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 34.10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 36,34,43,138                                                                                                                                                                                                                                                                                                                                            | 34.10                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 22-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3,33,81,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 30.97                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 33,00,62,138                                                                                                                                                                                                                                                                                                                                            | 30.97                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 22-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Itelease<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 19,00,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Catalyst<br>Trusteeship<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 32,81,62,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 30.79                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 32,81,62,138                                                                                                                                                                                                                                                                                                                                            | 30.79                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 23-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 16,90,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Axis Trustee<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 32,64,72,138                                                                                                                                                                                                                                                                                                                                                                                                                            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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 45,72,12,260 | 42.89                                                                        | N.A.                                                                                                       | 32,64,72,138                                                                                                                                                                                                                                                                                                                                            | 30.63                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Release                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 23-Mar-2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 34,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       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                                                                                                                                                                     | Trusteeship<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 32,30,12,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 30.30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|              | 45,72,12,260<br>45,72,12,260<br>45,72,12,260<br>45,72,12,260<br>45,72,12,260 | 45,72,12,260 42.89<br>45,72,12,260 42.89<br>45,72,12,260 42.89<br>45,72,12,260 42.89<br>45,72,12,260 42.89 | 45,72,12,260       42.89       N.A.         45,72,12,260       42.89       N.A. | 45,72,12,260       42.89       N.A.       37,25,83,138         45,72,12,260       42.89       N.A.       36,78,23,138         45,72,12,260       42.89       N.A.       36,34,43,138         45,72,12,260       42.89       N.A.       36,34,43,138         45,72,12,260       42.89       N.A.       36,34,43,138         45,72,12,260       42.89       N.A.       33,00,62,138         45,72,12,260       42.89       N.A.       33,00,62,138         45,72,12,260       42.89       N.A.       32,81,62,138         45,72,12,260       42.89       N.A.       32,81,62,138 | 45,72,12,260       42.89       N.A.       37,25,83,138       34.95         45,72,12,260       42.89       N.A.       36,78,23,138       34.51         45,72,12,260       42.89       N.A.       36,34,43,138       34.10         45,72,12,260       42.89       N.A.       36,34,43,138       34.10         45,72,12,260       42.89       N.A.       33,00,62,138       30.97         45,72,12,260       42.89       N.A.       32,81,62,138       30.79         45,72,12,260       42.89       N.A.       32,64,72,138       30.79 | 45,72,12,260       42.89       N.A.       37,25,83,138       34.95       Release         45,72,12,260       42.89       N.A.       36,78,23,138       34.51       Release         45,72,12,260       42.89       N.A.       36,34,43,138       34.10       Release         45,72,12,260       42.89       N.A.       36,34,43,138       34.10       Release         45,72,12,260       42.89       N.A.       33,00,62,138       30.97       Release         45,72,12,260       42.89       N.A.       32,81,62,138       30.79       Release         45,72,12,260       42.89       N.A.       32,64,72,138       30.63       Release | 45,72,12,260       42.89       N.A.       37,25,83,138       34.95       Release       21-Mar-2017         45,72,12,260       42.89       N.A.       36,78,23,138       34.51       Release       21-Mar-2017         45,72,12,260       42.89       N.A.       36,34,43,138       34.10       Release       21-Mar-2017         45,72,12,260       42.89       N.A.       36,34,43,138       34.10       Release       22-Mar-2017         45,72,12,260       42.89       N.A.       33,00,62,138       30.97       Release       22-Mar-2017         45,72,12,260       42.89       N.A.       32,81,62,138       30.79       Release       23-Mar-2017         45,72,12,260       42.89       N.A.       32,64,72,138       30.63       Release       23-Mar-2017 | 45,72,12,260       42.89       N.A.       37,25,83,138       34.95       Release       21-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       36,78,23,138       34.51       Release       21-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       36,78,23,138       34.51       Release       21-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       36,34,43,138       34.10       Release       22-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       33,00,62,138       30.97       Release       22-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       32,81,62,138       30.79       Release       23-Mar-2017       Pledge         45,72,12,260       42.89       N.A.       32,81,62,138       30.79       Release       23-Mar-2017       Pledge | AS,72,12,260N.A.37,25,83,13834.95Release21-Mar-2017Pledge<br>release<br>for facility<br>of<br>Promoter<br>group<br>company45,72,12,26042.89N.A.36,78,23,13834.51Release21-Mar-2017Pledge<br>release<br>release<br>for facility<br>of<br>Promoter<br>group<br>company45,72,12,26042.89N.A.36,78,23,13834.51Release<br>release21-Mar-2017Pledge<br>release<br>release<br>release<br>release<br>release<br>releaseCollateral<br>Release<br>release<br>release<br>releaseCollateral<br>Release<br>release<br>release<br>release45,72,12,26042.89N.A.36,34,43,13834.10Release<br>release22-Mar-2017Pledge<br>release<br>release<br>release<br>release<br>release45,72,12,26042.89N.A.33,00,62,13830.97Release<br>release22-Mar-2017Pledge<br>release<br>release<br>release<br>release<br>release<br>release45,72,12,26042.89N.A.32,81,62,13830.79Release<br>release23-Mar-2017Pledge<br>release<br>release<br>release<br>release<br>release<br>release<br>release45,72,12,26042.89N.A.32,64,72,13830.63Release<br>release23-Mar-2017Pledge<br>release<br>release<br>release<br>release<br>release<br>release<br>releasePledge<br>release<br>release<br>release<br>release<br>release<br>release<br>releasePledge<br>release<br>release<br>release<br>releasePledge<br>release<br>release<br>release<br>release<br>release45,72,12,26042.89N.A.32,64,72,13830.63Rel | Image: Second | 45,72,12,260         42,89         N.A.         37,25,83,138         34.95         Release         21-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter<br>group<br>Company         47,60,000         0.45           45,72,12,260         42,89         N.A.         36,78,23,138         34.95         Release         21-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter<br>group<br>Company         47,60,000         0.45           45,72,12,260         42,89         N.A.         36,78,23,138         34.51         Release         21-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter<br>group<br>Company         43,80,000         0.41           45,72,12,260         42,89         N.A.         36,34,43,138         34.10         Release         22-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter<br>group<br>Company         3,33,81,000         3.13           45,72,12,260         42,89         N.A.         36,34,63,138         30.97         Release         22-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter         3,33,81,000         3.13           45,72,12,260         42,89         N.A.         32,81,62,138         30.97         Release         23-Mar-2017         Pledge<br>For Facility<br>of<br>Promoter         19,00,000<br>For mater         13,60,000         0.36           45,72,12,260         42,89         N.A.         32,261,72,138         30.79         Rel | Image: Section of the sectio | Abs.         Abs. <th< td=""></th<> |

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| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Llmited) | 9,39,05,278 | B.81 | N.A. | 2,84,20,000 | 2.67 | · _      | -           | -      | -                                                                       |             | -    | -                       | 2,84,20,000 | 2.67 |
|------------------------------------------------------------------------------------------------------|-------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|-------------|------|-------------------------|-------------|------|
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822 | 8.08 | N.A. | 74,00,000   | 0.69 | Creation | 21-Mar-2017 | Piedge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 75,11,400   | 0.70 | Axis Finance<br>Limited | 1,49,11,400 | 1.40 |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822 | 8.08 | N.A. | 1,49,11,400 | 1.40 | Creation | 22-Mar-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,33,81,000 | 3.13 | Indusind<br>Bank        | 4,82,92,400 | 4.53 |
| Jay Properties<br>Private Limited                                                                    | 1,01,31,000 | 0.95 | N.A. | -           |      | -        | -           | -      | -                                                                       | -           | •    | -                       |             |      |
| Sprit Textlles Private Limited                                                                       | 300         | 0.00 | N.A. |             | -    | -        | -           |        |                                                                         | -           | -    | -                       | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 3,51,72,125 | 3.30 | N.A, | -           | -    | -        | -           | -      | -                                                                       | -           | -    | -                       | -           | -    |
| Ambience<br>Business Services<br>Private Limited                                                     | 13,08,125   | 0.12 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -           | -    | -                       | -           |      |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250    | 0.06 | N.A. | -           | -    | •        | -           | -      | -                                                                       | -           | -    | -                       |             |      |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150   | 0,11 | N,A, | -           | -    | -        | -           | -      | -                                                                       | -           | -    | -                       | -           | •    |
| Essel Media<br>Ventures Limited                                                                      | 4,60,000    | 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                                                                                         | 5,85,750    | 0.05 | N.A, | -           | -    | -        | -           | -      | -                                                                       | -           | -    | -                       | -           | -    |
| Tapesh Goel                                                                                          | 5,100       | 0.00 | N.A. | -           | -    | -        | -           |        | -                                                                       | -           | -    |                         | -           | -    |





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| Jawahar Lal Goel  | 1,76,800                                  | 0.02 | N,A. | -                  |         |           |              |             | -          |              | -        |                |                   | -      |        |
|-------------------|-------------------------------------------|------|------|--------------------|---------|-----------|--------------|-------------|------------|--------------|----------|----------------|-------------------|--------|--------|
| Place :<br>Date : | Mumbai<br>24th March, 2017                |      | v    | te                 | * CHECK | ChST (KST | TON VENTUR   | Signature   | of the Aut | horised Sign | artory   | NVES WENTS     |                   |        |        |
|                   | s of all the promot<br>ing on the date of |      |      | ding in the target | company | Hannal    | niedged shar | eholding as | on the rep | orting date  | should a | ppear in the t | able irrespective | e of w | hether |

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

## promoters

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From:promoters <promoters@esselgroup.com>Sent:24/03/2017 20:53To:'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'Subject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd. & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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March 31, 2017

**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,

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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 on 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 Ventury For Veena Investments Pvt. Ltd. Authorised Signatory Authorised Signatory INTAN For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.) MED Authorised Signatory Encl: As above Dish TV India Ltd CC: 18th Floor, A-Wing, Marathon Futurex,

N. M. Joshi Marg, Lower Parel, Mumbai - 400013.



CONTENTS NOT

(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)

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| Name of the Tai              | rget Company (TC              |              |                  |                                    |                  |                        |                          |                        | Dish TV Inc           | dia Limited      |                  |                          |                                      |                  |  |
|------------------------------|-------------------------------|--------------|------------------|------------------------------------|------------------|------------------------|--------------------------|------------------------|-----------------------|------------------|------------------|--------------------------|--------------------------------------|------------------|--|
| Name of the sto              | ock exchanges who             | ere the sha  | res of t         | ne target company                  | are listed       |                        |                          |                        | NSE /BSE              |                  |                  |                          |                                      |                  |  |
| Date of Reporti              | ng                            |              |                  |                                    |                  |                        |                          |                        | 31st March            | n, 2017          |                  |                          |                                      |                  |  |
| Name of the Pro              | omoter or PAC on              | whose sha    | ires enci        | umbrance has bee                   | n created        | /invoked /             | released                 |                        |                       | dia Distribution |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        |                       |                  | LP (forme        | erly known as            | Direct Media Solut                   | tions            |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | Private Lin           |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | Veena Inve            | estments Priva   | te Limite        | d                        |                                      |                  |  |
|                              | ion/invocation/re             |              |                  |                                    |                  | Details of             | F                        |                        |                       |                  |                  |                          |                                      |                  |  |
| (s) or PACs with             | Promoter Holdin<br>company(1) | g in the tar | get              | Promoter holding<br>encumbered (2) | g aiready        | Details of             | Even pertainin           | g to encum             | ibrance (3)           |                  |                  |                          | Post event holdin<br>encumbered shar | -                |  |
| him (**)                     | company(x)                    |              |                  |                                    |                  |                        |                          |                        |                       |                  |                  |                          | {Creation [(2)+(3)                   |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          | •                      |                       |                  |                  |                          | [(2)-(3)]/ invocati                  |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        |                       |                  |                  |                          | (3)]}                                |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        |                       |                  |                  |                          |                                      |                  |  |
|                              | No of Shares                  | % of total   | % w.r.t.         | No of Shares                       | % of total       | Type of                | Date of creation         | Type of                |                       | No of Shares     |                  | Name of the              | No of Shares                         | % of total       |  |
|                              |                               | share        | diluted<br>share |                                    | share<br>Capital | event<br>(creation/rel | invocation<br>release of | encumbranc             | encumbranc            |                  | share<br>capital | entity in<br>whose favor |                                      | share<br>capital |  |
|                              |                               | Capital      | capital          |                                    | Capitai          | ease                   | encumbrance              | e<br>(pledge/lien      | e I                   |                  | Capitar          | shares                   |                                      | Cupitai          |  |
|                              |                               |              | (*)              |                                    |                  | invocation)            |                          | /non                   |                       |                  |                  | encumbered               |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          | disposal<br>undertakin |                       |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          | g /other)              |                       |                  |                  |                          |                                      |                  |  |
|                              | 45 73 48 850                  | 40.00        |                  | 22.20.42(120                       | 70.70            | <u> </u>               | 74 14 2017               | Blades                 | Collateral            | 11,10,000        | 0.10             |                          | 32,19,02,138                         | 30.20            |  |
| Direct Media<br>Distribution | 45,72,12,260                  | 42.89        | N.A.             | 32,30,12,138                       | 30.30            | Release                | 24-Mar-2017              | Please                 | Release               | 11,10,000        | 0.10             | Trusteeship              | 32,19,02,138                         | 02.20            |  |
| Ventures Private             |                               |              |                  |                                    |                  |                        |                          |                        | for Facility          |                  |                  | Services                 |                                      |                  |  |
| Limited                      |                               |              |                  |                                    |                  |                        |                          |                        | of                    |                  |                  | Limited                  |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | Promoter              |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | group                 |                  |                  |                          |                                      |                  |  |
|                              |                               |              | <u> </u>         |                                    |                  |                        | 20.04                    | DI 1                   | Company               | 25.00.000        | 0.22             |                          | 31,94,02,138                         | 29.97            |  |
| Direct Media<br>Distribution | 45,72,12,260                  | 42.89        | N.A.             | 32,19,02,138                       | 30.20            | Release                | 28-Mar-2017              | Pledge                 | Collateral<br>Release | 25,00,000        | 0.23             | llFL Wealth<br>Finance   | 31,94,02,138                         | 29.97            |  |
| Ventures Private             |                               |              |                  |                                    |                  |                        |                          |                        | for Facility          |                  |                  | Limited                  |                                      |                  |  |
| Limited                      |                               |              |                  |                                    |                  |                        |                          |                        | of                    |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | Promoter              |                  |                  |                          |                                      | 1                |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | group                 |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  | -                                  |                  |                        |                          |                        | Сотралу               |                  |                  |                          | 24 6 2 5 2 4 7 0                     | 20.74            |  |
| Direct Media<br>Distribution | 45,72,12,260                  | 42.89        | N.A.             | 31,94,02,138                       | 29.97            | Release                | 29-Mar-2017              | Fledge                 | Collateral<br>Release | 24,50,000        | 0.23             | Catalyst<br>Trusteeship  | 31,69,52,138                         | 29.74            |  |
| Ventures Private             |                               |              |                  |                                    |                  |                        |                          |                        | for Facility          |                  |                  | Limited                  |                                      |                  |  |
| Limited                      |                               |              |                  |                                    |                  |                        |                          |                        | of                    |                  |                  | 1                        |                                      |                  |  |
|                              |                               |              | TRUNT            |                                    |                  |                        |                          |                        | Promoter              |                  |                  |                          |                                      |                  |  |
|                              |                               |              |                  |                                    |                  |                        |                          |                        | group                 |                  |                  |                          |                                      |                  |  |
|                              |                               | 13/          |                  | 131                                |                  |                        |                          | IN                     | ES                    |                  |                  | 118                      | SOP                                  |                  |  |
|                              |                               |              | $\sim$           |                                    |                  |                        |                          | 1/2X                   | ) A                   |                  |                  |                          |                                      |                  |  |
|                              |                               | HE I         |                  | 13                                 |                  |                        |                          |                        |                       |                  |                  |                          |                                      |                  |  |
|                              |                               | NS:          |                  | JIN /                              |                  |                        |                          | 1.1                    | <u>, []</u>           |                  |                  | N.S.                     |                                      |                  |  |
|                              |                               |              | ATTW             |                                    |                  |                        |                          | A. in                  |                       |                  |                  | NLO.                     | the Carlos                           |                  |  |

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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A.  | 31,69,52,138  | 29.74 | Release | 29-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 9,00,000  | 0.08 | Axis Trustee<br>Services<br>Limited        | 31,60,52,138 | 29.65 |
|------------------------------------------------------------------------------------------------------|--------------|-------|-------|---------------|-------|---------|-------------|--------|-----------------------------------------------------------------------------|-----------|------|--------------------------------------------|--------------|-------|
| Direct Medla<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A.  | 31,60,52,138  | 29.65 | Release | 30-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 41,00,000 | 0.38 | IDBI<br>Trusteeship<br>Services<br>Limited | 31,19,52,138 | 29.27 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A.  | 2,84,20,000   | 2.67  | Release | 24-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 82,95,000 | 0.78 | L&T Finance<br>Limited                     | 2,01,25,000  | 1.89  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A.  | 2,01,25,000   | 1.89  | Release | 24-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 38,25,000 | 0.36 | Family<br>Credit<br>Limited                | 1,63,00,000  | 1.53  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A.  | 1,63,00,000   | 1.53  | Release | 27-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 7,80,000  | 0.07 | L&T Fincorp<br>Limited                     | 1,55,20,000  | 1.46  |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822  | 8.08  | N.A.  | 4,82,92,400   | 4.53  | Release | 28-Mar-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 10,00,000 | 0.09 | IIFL Wealth<br>Finance<br>Limited          | 4,72,92,400  | 4.44  |
| lay Properties                                                                                       | 1,01,31,000  | 0.95  | N.A.  |               | -     | -       | -           | -      | -                                                                           |           | -    | -                                          |              | -     |
| Private Limited<br>Sprit Textiles                                                                    | 300          | 0.00  |       | A DISCOMPTING | W.    | ·····   |             |        |                                                                             |           |      |                                            |              |       |
|                                                                                                      | 500          | 0.00  | 14.44 | 1151          | 1621  |         |             |        | JINVES,                                                                     | <u> </u>  |      | 1 dias                                     | A SOM        |       |

| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                                                            | 3.30 | N.A.    | -    |               | -           | -             | -   | -           | -             | -   | ~        | - | -  |
|--------------------------------------------------|------------------------------------------------------------------------|------|---------|------|---------------|-------------|---------------|-----|-------------|---------------|-----|----------|---|----|
| Ambience<br>Business Services<br>Private Limited | 13,06,125                                                              | 0.12 | N.A.    | -    | -             | -           | -             | -   | -           | -             | -   | -        | - | -  |
| Ashok Kumar<br>Goel                              | 6,25,250                                                               | 0.06 | N.A.    | -    | -             | -           | -             | -   | -           | _             |     | r        | - | -  |
| Ashok Mathai<br>Kurien                           | 11,74,150                                                              | 0.11 | N.A.    | -    | -             | -           |               | -   | -           | -             | -   | -        |   | -  |
| Essel Media<br>Ventures Limited                  | 4,60,000                                                               | 0.04 | N.A.    | -    | -             | -           | -             | -   | -           | -             | •   | n        | - | -  |
| Nishi Goel                                       | 11,000                                                                 | 0.00 | N.A.    |      | -             | -           | -             | -   | -           | -             | · _ | -        | - | -  |
| Priti Goel                                       | 11,000                                                                 | 0.00 | N.A.    | _    | 1             | -           | -             | · - | -           | -             | -   | -        | - | -  |
| Suryansh Goel                                    | 5,100                                                                  | 0.00 | N.A.    | -    | -             | -           | -             | -   | -           | -             | -   | -        | - | -  |
| Sushila Devi                                     | 5,85,750                                                               | 0.05 | N.A.    | -    | -             | -           | -             | -   | -           | -             | -   | -        | - | -  |
| Tapesh Goel                                      | 5,100                                                                  | 0.00 | N.A.    | -    | •             | -           | -             | -   | -           | -             | -   | -        | - | -  |
| Jawahar Lal Goel                                 | 1,76,800                                                               | 0.02 | N.A.    | -    | -             | -           | -             | -   | -           | -             | -   | -        | • | -  |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                                                            | 1.59 | N.A.    | -    | -             | -           | -             | -   | -           | -             | -   | -        | - | -  |
| World Crest<br>Advisors LLP                      | 100                                                                    | 0.00 | N.A.    | THOM | •             | -           | -             | -   | -           | -             | -   | •        |   | -  |
| Date :                                           | Mumbai<br>31st March, 2017<br>of all the promote<br>e reporting on the |      | harehol |      | Seneral State | y and their | pledged share | ļ/  | of the Auth | orise Signato |     | A DIRECT |   | of |

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(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

## promoters

From: Sent: To: Subject: Attachments: promoters <promoters@esselgroup.com> 31/03/2017 20:45 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DMSLLP DISH SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd., Direct Media Solutions LLP & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Jirect: 022 -71061437

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March 31, 2017

**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

. 004405

Dear Sir,

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**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 on 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 Authorised Signatory 3A NOLL For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.) DIA

Authorised Signatory

Encl: As above

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

For Veena Investments Pvt. Ltd.



Authorised Signatory



(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)

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| Name of the Ta                       | rget Company (TC  | C)          |                  |                   | _            |                       |                           |                        | Dish TV Inc        | lia Limited      |              |                       |                     |            |
|--------------------------------------|-------------------|-------------|------------------|-------------------|--------------|-----------------------|---------------------------|------------------------|--------------------|------------------|--------------|-----------------------|---------------------|------------|
| Name of the sto                      | ock exchanges who | ere the sha | ares of th       | ne target company | y are listed | 1                     |                           |                        | NSE /BSE           |                  |              |                       |                     |            |
| Date of Reporti                      | ng                |             |                  |                   |              |                       |                           |                        | 31st March         | n, 2017          |              |                       |                     |            |
| Name of the Pro                      | omoter or PAC on  | whose sha   | ares enci        | umbrance has bee  | n created    | /invoked /            | released                  |                        | Direct Med         | dia Distribution | Venture      | s Private Lim         | iited               |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | Direct Med         | dia Solutions Ll | P (forme     | erly known as         | Direct Media Solu   | tions      |
|                                      |                   |             |                  |                   |              |                       |                           |                        | Private Lin        |                  |              |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | Veena Inve         | estments Priva   | te Limite    | d                     |                     |            |
|                                      | ion/invocation/re |             |                  |                   |              | 1                     |                           |                        |                    |                  |              |                       |                     |            |
| Name of Promoter<br>(s) or PACs with | Promoter Holdin   | g in the ta | rget             | Promoter holding  | g already    | Details of            | Even pertainin            | g to encum             | ibrance (3)        |                  |              |                       | Post event holdin   | -          |
| him (**)                             | company(1)        |             |                  | encumbered (2)    |              |                       |                           |                        |                    |                  |              |                       | encumbered share    |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        |                    |                  |              |                       | {Creation [(2)+(3)  |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        |                    |                  |              |                       | {(2)-(3)]/ invocati | ion[(2)-   |
|                                      | 1                 |             |                  |                   |              |                       |                           |                        |                    |                  |              |                       | (3)]}               |            |
|                                      | No of Shares      | % of total  | % w.r.L          | No of Shares      | % of total   | Type of               | Date of creation          | Type of                | Reasons for        | No of Shares     | % of total   | Name of the           | No of Shares        | % of total |
|                                      |                   | share       | diluted          |                   | share        | event                 | invocation                |                        | encumbranc         |                  | share        | entity in             |                     | share      |
|                                      |                   | Capital     | share<br>capital |                   | Capital      | (creation/rel<br>ease | release of<br>encumbrance | e<br>(pledge/lien      | e                  |                  | capital      | whose favor<br>shares |                     | capital    |
|                                      |                   |             | (*)              |                   |              | invocation)           |                           | /non                   |                    |                  |              | encumbered            |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           | disposal<br>undertakin |                    |                  |              |                       |                     |            |
|                                      |                   |             | l l              |                   |              |                       |                           | g /other)              |                    |                  |              |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        |                    |                  |              |                       |                     |            |
| Direct Media                         | 45,72,12,260      | 42.89       | N.A.             | 32,30,12,138      | 30.30        | Release               | 24-Mar-2017               | Pledge                 | Collateral         | 11,10,000        | 0.10         |                       | 32,19,02,138        | 30.20      |
| Distribution                         |                   |             |                  |                   |              |                       |                           |                        | Release            |                  |              | Trusteeship           |                     |            |
| Ventures Private<br>Limited          |                   |             |                  |                   |              |                       |                           |                        | for Facility<br>of |                  |              | Services<br>Limited   |                     |            |
| cimiceu                              |                   |             |                  |                   |              |                       |                           |                        | Promoter           |                  | ļ            |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | group              |                  |              |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | Company            |                  |              |                       |                     |            |
| Direct Media                         | 45,72,12,260      | 42.89       | ) N.A.           | 32,19,02,138      | 30.20        | Release               | 28-Mar-2017               | Pledge                 | Collateral         | 25,00,000        | 0.23         |                       | 31,94,02,138        | 29.97      |
| Distribution                         |                   |             |                  |                   |              |                       |                           |                        | Release            |                  |              | Finance               |                     |            |
| Ventures Private                     |                   |             |                  |                   |              |                       |                           |                        | for Facility<br>of |                  |              | Limited               |                     |            |
| Limited                              |                   |             |                  |                   |              |                       |                           |                        | or<br>Promoter     |                  |              |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | group              |                  |              |                       |                     |            |
|                                      |                   |             |                  |                   |              |                       |                           |                        | Company            |                  |              |                       |                     |            |
| Direct Media                         | 45,72,12,260      | 42.89       | ) N.A.           | 31,94,02,138      | 29.97        | Release               | 29-Mar-2017               | Pledge                 | Collateral         | 24,50,000        | 0.23         |                       | 31,69,52,138        | 29.74      |
| Distribution                         | ļ                 |             |                  |                   |              |                       |                           |                        | Release            |                  | 1            | Trusteeship           |                     |            |
| Ventures Private                     |                   |             |                  |                   |              |                       |                           |                        | for Facility       |                  |              | Limited               |                     |            |
| Limited                              |                   |             |                  |                   |              |                       |                           |                        | of<br>Promoter     |                  |              |                       |                     |            |
|                                      |                   |             | VENT             |                   |              |                       |                           |                        | group              |                  |              |                       |                     |            |
|                                      |                   | BUTTO       | - CAN            |                   |              | 1                     |                           |                        | Company            |                  |              | DIAS                  | 4                   |            |
|                                      | 7                 |             |                  |                   | J            | .L                    | LE C                      | IVE ST                 | J                  |                  | 1/~7         | Te Je                 | 11                  |            |
|                                      |                   | EDHO        | $\vee$           | R                 |              |                       | 151                       | - <u>13</u>            |                    |                  | []<br>[]     | · ∀)ã                 | ;)]                 |            |
|                                      | l l               |             | ,                |                   |              |                       | 1+1                       | jz,                    |                    |                  | 11ª          | ्रिं                  | //                  |            |
|                                      |                   |             |                  | S//               |              |                       | H in                      | //محريه                |                    |                  | $\mathbb{V}$ | * 57                  | •                   |            |
|                                      |                   | Dia M       | * (12)/          | /                 |              |                       | NVI1                      | 11.9//                 |                    |                  |              |                       |                     |            |

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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 31,69,52,138     | 29.74         | Release | 29-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Prompter<br>group<br>Company | 9,00,000  | 0.08 | Axis Trustee<br>Services<br>Limited        | 31,60,52,138 | 29.65 |
|------------------------------------------------------------------------------------------------------|--------------|-------|------|------------------|---------------|---------|-------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------|------|--------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,250 | 42.89 | N.A. | 31,60,52,138     | 29.65         | Release | 30-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 41,00,000 | 0.38 | IDBI<br>Trusteeship<br>Services<br>Limited | 31,19,52,138 | 29.27 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A. | 2,84,20,000      | 2.67          | Release | 24-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 82,95,000 | 0.78 | L&T Finance<br>Limited                     | 2,01,25,000  | 1.89  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A. | 2,01,25,000      | 1.89          | Release | 24-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 38,25,000 | 0.36 | Family<br>Credit<br>Limited                | 1,53,00,000  | 1.53  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A. | 1,63,00,000      | 1.53          | Release | 27-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 7,80,000  | 0.07 | L&T Fincorp<br>Limited                     | 1,55,20,000  | 1.45  |
| Veena<br>Investments<br>Prívate Limited                                                              | B,60,94,822  | 8.08  | N.A. | 4,82,92,400      | 4.53          | Release | 28-Mar-2017 | Pledge                                                                                 | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 10,00,000 | 0.09 | IIFL Wealth<br>Finance<br>Limited          | 4,72,92,400  | 4.44  |
| Jay Properties                                                                                       | 1,01,31,000  | 0.95  | N.A. |                  | -             | -       | -           | ~                                                                                      |                                                                             | -         | -    |                                            |              | -     |
| Sprit Textiles                                                                                       | 300          | 0.00  | N.A. | SHUTTON VENT     | - //          | -       | -           |                                                                                        | -                                                                           | -         | -    | -                                          | -            | -     |
| Private Limited<br>Sprit Textiles<br>Private Limited                                                 | 300          | 0.00  | N.A. | CARLEN LON VENTY | A SPRIMATE LA | -       |             | AA<br>AA<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>()<br>() | LUST MENTS                                                                  | -         | - (  | ALL    | - CIUTO      |       |

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| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                                        | 3.30        | N.A.    | -            | -                      | -        | - | - | -     | -              | - | -           | - | - |
|--------------------------------------------------|----------------------------------------------------|-------------|---------|--------------|------------------------|----------|---|---|-------|----------------|---|-------------|---|---|
| Ambience<br>Business Services<br>Private Limited | 13,08,125                                          | 0.12        | N.A.    |              | -                      | -        | - | - | -     | -              | - | -           | - | - |
| Ashok Kumar<br>Goel                              | 6,25,250                                           | 0.06        | N.A.    | -            | -                      | -        | - | - | -     | -              | - | -           | - | - |
| Ashok Mathal<br>Kurien                           | 11,74,150                                          | 0.11        | N.A.    | -            | -                      | -        | - | - | -     | -              | - | -           | - | - |
| Essel Media<br>Ventures Limited                  | 4,60,000                                           | 0.04        | N.A.    | -            | -                      | -        | - | - | -     | -              | - | -           | - | - |
| Nishi Goel                                       | 11,000                                             | 0.00        | N.A.    | · -          | -                      | -        | - | - | -     | -              | - | -           | - | - |
| Priti Goel                                       | 11,000                                             | 0.00        | N.A.    | <sup>_</sup> | -                      | -        | - | - | -     | , -            | - | -           |   | - |
| Suryansh Goel                                    | 5,100                                              | 0.00        | N.A.    |              | -                      | -        | - | - | -     | ~              | - | -           | - | - |
| Sushila Devl                                     | 5,85,750                                           | 0.05        | N.A.    | -            | -                      |          | - | - | -     |                | - | -           | - | - |
| Tapesh Goel                                      | 5,100                                              | 0.00        | N,A.    | -            | -                      | '        | - | - | -     | -              | - | -           |   | - |
| Jawahar Lai Goel                                 | 1,76,800                                           | 0.02        | N.A.    | -            | -                      | -        | - | - | ~     | -              | - | -           | ~ | - |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                                        | 1.59        | N.A.    | -            | -                      |          | - | - | -     | -              | - | -           | - | - |
| World Crest<br>Advisors LLP                      | 100                                                | 0.00        | N.A.    | VEND         | •                      | -        | - | - | -     | -              | - | -           | - | - |
| Date :                                           | Mumbai<br>31st March, 2017<br>s of all the promote | ers their ( | harabal | LINN VENTUR  | S THE REAL PROPERTY OF | <u>à</u> |   |   | 20. + | orijed Signato |   | OIDELL INC. |   |   |

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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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

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### promoters

| From:        | promoters <promoters@esselgroup.com></promoters@esselgroup.com> |
|--------------|-----------------------------------------------------------------|
| Sent:        | 31/03/2017 20:44                                                |
| То:          | 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'   |
| Subject:     | Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  |
| Attachments: | DISCLOSURE DMDVPL VEENA DMSLLP DISH SAST.PDF                    |

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd., Direct Media Solutions LLP & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Jirect: 022 -71061437

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#### DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18th Floor, A-Wing, Marathon Fotures, N. M. Joshi Mary, Lower Parel, Manibai - 400013 Tel: +91-22 71061234 CDN, U40300MFD009PTC189362

April 0, 2017



#### Ref: Disclosures under Regulation 30 Securities and "Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,160 Equity Shares comprising of 64.44% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                                                 | Shares      | % of Paid-up Capita |
|------------|--------------------------------------------------------------------------------------|-------------|---------------------|
| 1          | Direct Media Distribution Ventures Private                                           | 457,212,260 | 42.89               |
| 2          | Ambience Business Services Private<br>Limited                                        | 1,308,125   | 0.12                |
| 3          | Sprit Textiles Private Limited                                                       | 300         | 0.00                |
| 4          | Veena Investments Private Limited                                                    | 86,094,822  | 8.08                |
| 5          | Essel Media Ventures Limited                                                         | 460,000     | 0.04                |
| 6          | Agrani Holdings (Mauritius) Limited                                                  | 35,172,125  | 3.30                |
| 7          | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited | 76,905,278  | 7.21                |
| 8          | Jay Properties Private Limited                                                       | 10,131,000  | 0.95                |
| 9          | Manaaska Fashions LLP                                                                | 17,000,000  | 1.59                |
| 10         | World Crest Advisors LLP                                                             | 100         | 0.00                |
| 11         | Ashok Kumar Goel                                                                     | 625,250     | 0.06                |



## SNRFC: SHEDLA DISTRIBUTION VENTURES PRIVATE (EX): (S' Floor, A Wag, Marabon Future N. M. Joshi Marg, Lower Parel, Monday, 400015 Her 491 22 Tron 1234 CDV U40800MP2009PTC189362

| : 3<br>No. | i<br>District of the <b>Principality</b> | Sh <i>aras</i> | % of them op Copitation |
|------------|------------------------------------------|----------------|-------------------------|
| ф<br>н     | 2Arbuk Matrix r.u mit                    |                | · · · · · ·             |
| <u>с</u>   | Linesher L # Gala                        |                | 4<br>                   |
|            | Nan Gua                                  | ែវ ីលាំ        | (j) Tjt_                |
| N N        | Pati Goel                                |                | 0.00                    |
| 16         | Suryansh Goel                            | 5,100          | 0.00                    |
| 17         | Sushila Devi                             | 585,750        | 0.05                    |
| 18         | Tapesh Goel                              | 5,100          | 0.00                    |
|            | TOTAL                                    | 686,878,160    | 64.44                   |

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited

Same

Director/Authorised Signatory

Encl: As above

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

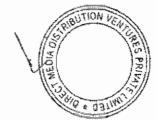


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PARIA - Listalla of Ship/objections 1 Alama of U-a Target The Ship of Content of U-a Target

Pro Vorme Under

|      | tame(s) of the Stock Exclande(s) where the<br>haves of the TC and veloci                                                                                                                                                                                                                                                                                                 | BSE Ltu. & Natio    | ral Stock Exre 194                                                   | ssuelliste Ernites                                         |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|------------------------------------------------------------|
| 1. P | articulare of the anarenolded s)'<br>Name or person(s) logernor with Premons Acring<br>In Concert (PAC) whose tutal holding (including<br>that in the form of shares, watch the convertible<br>securities and any other instrument the would<br>watch, the holds, to receive shares in the target<br>concerny) is once than 26% of the roung rights<br>of fac. (C.<br>or |                     |                                                                      |                                                            |
| ъ    | Name(s) of promoter(a), member of the promoter group and Persons Acting in Concert (PAC) with him.                                                                                                                                                                                                                                                                       | 2                   | ribut on Ventures                                                    | Private Lamited                                            |
|      | articulars of the Shareholding of persons<br>pentioned at (3) above                                                                                                                                                                                                                                                                                                      | Number of<br>Shares | % w.r.t .total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (*) |
| Â\$  | of March 31, 2017 holding of:                                                                                                                                                                                                                                                                                                                                            |                     |                                                                      |                                                            |
| (ع   | Shares                                                                                                                                                                                                                                                                                                                                                                   | 457,212,260         | 42.89                                                                | 42 89                                                      |
| b)   | Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                                                                 | NIL                 | NIL                                                                  | NA                                                         |
| c)   | Warrants                                                                                                                                                                                                                                                                                                                                                                 | NA                  | NA                                                                   | NA                                                         |
| d)   | Convertible Securities                                                                                                                                                                                                                                                                                                                                                   | NA                  | NA                                                                   | NA                                                         |
| e)   | Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                                                                                                          | NA                  | NA                                                                   | NA                                                         |
|      |                                                                                                                                                                                                                                                                                                                                                                          |                     | 1                                                                    | · · · · · · · · · · · · · · · · · · ·                      |



Nares of the Larger Company. Dish IV India i indiad

| Name(s) of the person and       | Whether the person belongs to | PAN of the Person and PACs |
|---------------------------------|-------------------------------|----------------------------|
| Persons Acting in Concert (PAC) | Promoter / Promotes Group     |                            |
| with the person                 | 1                             | ,                          |
| ម៉ាចការរនៅ                      |                               |                            |
| Agram Folding (Mik mul) Lid     | Y (3 5                        | FARA21430                  |
| Anthenie Reserves Groves        |                               | AA4(A)120.                 |
| icuste lindet                   |                               |                            |
| Asnok Kumar Goci                | Yes                           | AAEPG2528F                 |
| Ashok Methol Karlen             | Ye 5                          | AADPK49421                 |
| Essel Media Ventures Limited    | Yes                           | AABCD7273Q                 |
| Direct Media Distribution       | Yes                           | AADCD1940Q                 |
| Ventures Private Limited        |                               |                            |
| Direct Media Solutions LLP      | Yes                           | AAKCS7516E                 |
| (formerly known as Direct Media |                               |                            |
| Solutions Private Limited       |                               |                            |
| Jawahar Lal Goel                | Yes                           | AAHPL1244J                 |
| Jay Properties Private Limited  | Yes                           | AAACJ1369C                 |
| Nishi Goel                      | Yes                           | AIMPA0474E                 |
| Priti Goel                      | Yes                           | ANVPG0535C                 |
| Sprit Textiles Private Limited  | Yes                           | AALCS5905J                 |
| Suryansh Goel                   | Yes                           | ATTPG3259M                 |
| Sushila Devi                    | Yeş                           | AATPD5221B                 |
| Tapesh Goel                     | Yes                           | ATRPG3645D                 |
| Veena Investments Private       | Yes                           | AAACV6436A                 |
| Limited                         |                               |                            |
| Manaaska Fashions LLP           | Yes                           | AAZFM0850B                 |
| World Crest Advisors LLP        | Yes                           | AACFW2588B                 |
| Persons Acting in Concert       |                               |                            |
| Nil                             | Nil                           | Nil                        |

For Direct Media Distribution Ventures Private Limited

Director/Authorized Signatory

Place: Mumbai Date: 4<sup>th</sup> April, 2017

#### Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (\*) 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.

TION VEA

<sup>(\*\*)</sup> Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Format ma Distribution under Recolaria 2011 and 2012) of Strei Substantial Acquisition of Share & Televovers) Regulations, 1911

| ARTA - Details of Sharenoking                                                                                                     | Calls Tryle Parts   | nuá – ň                |                  |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------|------------------|
| 1. Name of the Target Company (10)                                                                                                | Disk TV babe Lanker |                        |                  |
| 2. Name(s) of the Stock Exchange(s) where the                                                                                     | BSE Ltd. & Netio    | nał Stock Exchang      | e of Inde Lantes |
| shares of the TC are listed                                                                                                       |                     |                        |                  |
| <ol> <li>Particulars of the shateholder(s):</li> </ol>                                                                            |                     |                        |                  |
| <ul> <li>Name in personal logerhai with Persons Acting<br/>In Concert (PAC) where lotel holding (including</li> </ul>             |                     |                        |                  |
| that is the form of themes, wan with convertible                                                                                  |                     |                        |                  |
| terrale and any (she malaness list wash                                                                                           |                     |                        |                  |
| -mise the failler to recrime shares in the larger                                                                                 |                     |                        |                  |
| company) is more than 25% or the victing rights of the FC.                                                                        |                     |                        |                  |
| or                                                                                                                                |                     |                        |                  |
| <ul> <li>b. Name(s) of promoter(s), member of the<br/>promoter group and Persons Acting in Concert<br/>(PAC) with him.</li> </ul> |                     |                        |                  |
| 4. Particulars of the Shareholding of persons                                                                                     | Number of           | % w.r.t .total         | % of total       |
| mentioned at (3) above                                                                                                            | Shares              | share /voting          | diluted          |
|                                                                                                                                   |                     | capital                | share/voting     |
|                                                                                                                                   |                     | wherever<br>applicable | capital of TC (* |
| As of March 31, 2017 holding of:                                                                                                  |                     |                        |                  |
| a) Shares                                                                                                                         | 86,094,822          | 8.08                   | 8.08             |
|                                                                                                                                   |                     |                        |                  |
| b) Voting Rights (otherwise than by shares)                                                                                       | NIL                 | NIL                    | NA               |
|                                                                                                                                   |                     |                        |                  |
| c) Warrants                                                                                                                       | NA                  | NA                     | NA               |
| d) Convertible Securities                                                                                                         | NA                  | NA                     | NA               |
| e) Any other instrument that would entitle the                                                                                    | NA                  | NA                     | NA               |
| holder to receive shares in the TC.                                                                                               |                     |                        |                  |
| Total                                                                                                                             | 86,094,822          | 8.08                   | 8.08             |

For Veena Investments Private Limited

Director / Authorised Signatory Place: Mumbai Date: 4<sup>th</sup> April, 2017 <u>Note:</u>

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

. (\*) 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.



promoters

| Frome       | promoters < promoters@jecolgroup.com>                                                  |
|-------------|----------------------------------------------------------------------------------------|
| Sent:       | 11/04/2017 14:45                                                                       |
| To:         | 'corp.relations@ibseindla_com'                                                         |
| Subject     | Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial |
|             | Acquidition of Sharm and Tabezvors) Regulations, 2013                                  |
| Attachments | Disclosum 30 SAST - Dish pdf                                                           |

Dent Sk.

Plait Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,160 Equity Shares comprising of 64,44% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                                                    | Shares      | % of Paid-up Capita |
|------------|-----------------------------------------------------------------------------------------|-------------|---------------------|
| 1          | Direct Media Distribution Ventures Private<br>Limited                                   | 457,212,260 | 42.89               |
| 2          | Ambience Business Services Private<br>Limited                                           | 1,308,125   | 0.12                |
| 3          | Sprit Textiles Private Limited                                                          | 300         | 0.00                |
| 4          | Veena Investments Private Limited                                                       | 85,094,822  | 8.08                |
| 5          | Essel Media Venturas Limited                                                            | 460,000     | 0.04                |
| 6          | Agrani Holdings (Mauritius) Limited                                                     | 35,172,125  | 3.30                |
|            | Direct Media Solutions LLP (formerly known<br>as Direct Media Solutions Private Limited | 76,905,278  | 7,21                |
| 8          | Jay Properties Private Limited                                                          | 10,131,000  | 0.95                |
| 9          | Manaaska Fashions LLP                                                                   | 17,000,000  | 1.59                |
| 10         | World Crest Advisors LLP                                                                | 100         | 0.00                |
| 11         | Ashok Kumar Goel                                                                        | 625,250     | 0.06                |
| 12         | Ashok Mathai Kurien                                                                     | 1,174,150   | 0.11                |
| 13         | Jawahar Lal Goel                                                                        | 176,800     | 0.02                |
| 14         | Nishi Goel                                                                              | 11,000      | 0.00                |

| Sr.<br>No. | Name of itm Promoter | Shares      | % of Paid-up Capital |
|------------|----------------------|-------------|----------------------|
| 15         | Prill Goel           | 11,000      | 9.00                 |
| 16         | Suryansh Gost        | 5,100       | 9,50                 |
| 17         | Guardine Dervi       | 585.760     | 108                  |
| 12         | Taipaish Goel        | 6,100       | 0.00                 |
|            | TOTAL                | 585,878,990 | 5#:40                |

In this regard, please find anciosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

#### DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

April 6, 2017

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001

#### National Stock Exchange of India Limited

Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

Dear Sir,

# Ref: Disclosures under Regulation 30 Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,160 Equity Shares comprising of 64.44% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                                                 | Shares      | % of Paid-up Capital |
|------------|--------------------------------------------------------------------------------------|-------------|----------------------|
| 1          | Direct Media Distribution Ventures Private<br>Limited                                | 457,212,260 | 42.89                |
| 2          | Ambience Business Services Private<br>Limited                                        | 1,308,125   | 0.12                 |
| 3          | Sprit Textiles Private Limited                                                       | 300         | 0.00                 |
| 4          | Veena Investments Private Limited                                                    | 86,094,822  | 8.08                 |
| 5          | Essel Media Ventures Limited                                                         | 460,000     | 0.04                 |
| 6          | Agrani Holdings (Mauritius) Limited                                                  | 35,172,125  | 3.30                 |
| 7          | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited | 76,905,278  | 7.21                 |
| 8          | Jay Properties Private Limited                                                       | 10,131,000  | 0.95                 |
| 9          | Manaaska Fashions LLP                                                                | 17,000,000  | 1.59                 |
| 10         | World Crest Advisors LLP                                                             | 100         | 0.00                 |
| 11         | Ashok Kumar Goel                                                                     | 625,250     | 0.06                 |



### DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

| Sr.<br>No. | Name of the Promoter | Shares      | % of Paid-up Capital |
|------------|----------------------|-------------|----------------------|
| 12         | Ashok Mathai Kurien  | 1,174,150   | 0.11                 |
| 13         | Jawahar Lal Goel     | 176,800     | 0.02                 |
| 14         | Nishi Goel           | 11,000      | 0.00                 |
| 15         | Priti Goel           | 11,000      | 0.00                 |
| 16         | Suryansh Goel        | 5,100       | 0.00                 |
| 17         | Sushila Devi         | 585,750     | 0.05                 |
| 18         | Tapesh Goel          | 5,100       | 0.00                 |
|            | TOTAL                | 686,878,160 | 64.44                |

18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanking you,

é

( )

Yours faithfully,

For Direct Media Distribution Ventures Private Limited

ŧ -

Director/Authorised Signatory

Encl: As above

CC: Dish TV India Limited

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



# Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

|            | A – Details of Shareholding                                                                                                                                                                                                                                                                                                                                               |                     |                                                                      |                                                            |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|------------------------------------------------------------|
|            | ame of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                            | Dish TV India Lim   | nited                                                                |                                                            |
|            | ame(s) of the Stock Exchange(s) where the hares of the TC are listed                                                                                                                                                                                                                                                                                                      | BSE Ltd. & Nation   | nal Stock Exchang                                                    | e of India Limited                                         |
| 3. P<br>a. | articulars of the shareholder(s):<br>Name of person(s) together with Persons Acting<br>in Concert (PAC) whose total holding (including<br>that in the form of shares, warrants, convertible<br>securities and any other instrument that would<br>entitle the holder to receive shares in the target<br>company) is more than 25% of the voting rights<br>of the TC.<br>or |                     |                                                                      |                                                            |
| b.         | Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.                                                                                                                                                                                                                                                                        |                     | ribution Ventures F                                                  | Private Limited                                            |
|            | articulars of the Shareholding of persons<br>nentioned at (3) above                                                                                                                                                                                                                                                                                                       | Number of<br>Shares | % w.r.t .total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (*) |
| As         | of March 31, 2017 holding of:                                                                                                                                                                                                                                                                                                                                             |                     |                                                                      |                                                            |
| a)         | Shares                                                                                                                                                                                                                                                                                                                                                                    | 457,212,260         | 42.89                                                                | 42.89                                                      |
| b)         | Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                                                                  | NIL                 | NIL                                                                  | NA                                                         |
| c)         | Warrants                                                                                                                                                                                                                                                                                                                                                                  | NA                  | NA                                                                   | NA                                                         |
| d)         | Convertible Securities                                                                                                                                                                                                                                                                                                                                                    | NA                  | NA                                                                   | NA                                                         |
| e)         | Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                                                                                                           | NA                  | NA                                                                   | NA                                                         |
|            | Total                                                                                                                                                                                                                                                                                                                                                                     | 457,212,260         | 42.89                                                                | 42.89                                                      |

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Name of the Target Company: Dish TV India Limited

| Name(s) of the person and                                                                  | Whether the person belongs to | PAN of the Person and PACs |
|--------------------------------------------------------------------------------------------|-------------------------------|----------------------------|
| Persons Acting in Concert (PAC)                                                            | Promoter / Promoter Group     |                            |
| with the person                                                                            |                               |                            |
| Promoter                                                                                   |                               |                            |
| Agrani Holding (Mauritius) Ltd                                                             | Yes                           | AAJCA8143Q                 |
| Ambience Business Services                                                                 | Yes                           | AAACA9528L                 |
| Private Limited                                                                            |                               |                            |
| Ashok Kumar Goel                                                                           | Yes                           | AAEPG2528F                 |
| Ashok Mathai Kurien                                                                        | Yes                           | AADPK4942J                 |
| Essel Media Ventures Limited                                                               | Yes                           | AABCD7273Q                 |
| Direct Media Distribution<br>Ventures Private Limited                                      | Yes                           | AADCD1940Q                 |
| Direct Media Solutions LLP<br>(formerly known as Direct Media<br>Solutions Private Limited | Yes                           | AAKCS7516E                 |
| Jawahar Lal Goel                                                                           | Yes                           | AAHPL1244J                 |
| Jay Properties Private Limited                                                             | Yes                           | AAACJ1369C                 |
| Nishi Goel                                                                                 | Yes                           | AIMPA0474E                 |
| Priti Goel                                                                                 | Yes                           | ANVPG0535C                 |
| Sprit Textiles Private Limited                                                             | Yes                           | AALCS5905J                 |
| Suryansh Goel                                                                              | Yes                           | ATTPG3259M                 |
| Sushila Devi                                                                               | Yes                           | AATPD5221B                 |
| Tapesh Goel                                                                                | Yes                           | ATRPG3645D                 |
| Veena Investments Private<br>Limited                                                       | Yes                           | AAACV6436A                 |
| Manaaska Fashions LLP                                                                      | Yes                           | AAZFM0850B                 |
| World Crest Advisors LLP                                                                   | Yes                           | AACFW2588B                 |
| Persons Acting in Concert                                                                  |                               |                            |
| Nil                                                                                        | Nil                           | Nil                        |

For Direct Media Distribution Ventures Private Limited

**Director/Authorized Signatory** 

Place: Mumbai Date: 4<sup>th</sup> April, 2017

#### Note:

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 In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

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- (\*) 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.
- (\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

# Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & <u>Takeovers</u>) Regulations, 2011

| ART A – Details of Shareholding                                                                                                                                                                                                                                                                                                                                                                              |                                  |                                                                      |                                                           |  |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------|--|--|--|--|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                           | Dish TV India Limited            |                                                                      |                                                           |  |  |  |  |
| <ol> <li>Name(s) of the Stock Exchange(s) where the<br/>shares of the TC are listed</li> </ol>                                                                                                                                                                                                                                                                                                               | BSE Ltd. & Nation                | nal Stock Exchang                                                    | e of India Limited                                        |  |  |  |  |
| <ol> <li>Particulars of the shareholder(s):         <ol> <li>Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC.</li> <li>or</li> </ol> </li> </ol> |                                  |                                                                      |                                                           |  |  |  |  |
| b. Name(s) of promoter(s), member of the<br>promoter group and Persons Acting in Concert<br>(PAC) with him.                                                                                                                                                                                                                                                                                                  |                                  | nts Private Limited                                                  |                                                           |  |  |  |  |
| <ol> <li>Particulars of the Shareholding of persons<br/>mentioned at (3) above</li> </ol>                                                                                                                                                                                                                                                                                                                    | Number of<br>Shares <sup>-</sup> | % w.r.t .total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (* |  |  |  |  |
| As of March 31, 2017 holding of:                                                                                                                                                                                                                                                                                                                                                                             |                                  |                                                                      |                                                           |  |  |  |  |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                                    | 86,094,822                       | 8.08                                                                 | 8.08                                                      |  |  |  |  |
| b) Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                                                                                                  | NIL                              | NIL                                                                  | NA                                                        |  |  |  |  |
| c) Warrants                                                                                                                                                                                                                                                                                                                                                                                                  | NA                               | NA                                                                   | NA                                                        |  |  |  |  |
| d) Convertible Securities                                                                                                                                                                                                                                                                                                                                                                                    | NA                               | NA                                                                   | NA                                                        |  |  |  |  |
| <ul> <li>Any other instrument that would entitle the<br/>holder to receive shares in the TC.</li> </ul>                                                                                                                                                                                                                                                                                                      | NA                               | NA                                                                   | NA                                                        |  |  |  |  |
| Total                                                                                                                                                                                                                                                                                                                                                                                                        | 86,094,822                       | 8.08                                                                 | 8.08                                                      |  |  |  |  |

For Veena Investments Private Limited

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(

Director / Authorised Signatory Place: Mumbai Date: 4<sup>th</sup> April, 2017 <u>Note:</u>

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.



# Dhaval Ashar

| From:        | promoters <promoters@esselgroup.com></promoters@esselgroup.com>                        |
|--------------|----------------------------------------------------------------------------------------|
| Sent:        | 11/04/2017 14:46                                                                       |
| ío:          | 'takeover@nse.co.in'                                                                   |
| Subject:     | Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial |
|              | Acquisition of Shares and Takeovers) Regulations, 2011                                 |
| Attachments: | Disclosure 30 SAST - Dish.pdf                                                          |

Dear Sir,

# Ref: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 686,878,160 Equity Shares comprising of 64.44% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No.                                           | Name of the Promoter                                                                    | Shares      | % of Paid-up Capital |
|------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------|----------------------|
| 1                                                    | Direct Media Distribution Ventures Private<br>Limited                                   | 457,212,260 | 42.89                |
| 2                                                    | Ambience Business Services Private Limited                                              | 1,308,125   | 0.12                 |
| 3                                                    | Sprit Textiles Private Limited                                                          | 300         | 0.00                 |
| 4                                                    | Veena Investments Private Limited                                                       | 86,094,822  | 8.08                 |
| 5                                                    | Essel Media Ventures Limited                                                            | 460,000     | 0.04                 |
| 6                                                    | Agrani Holdings (Mauritius) Limited                                                     | 35,172,125  | 3.30                 |
| <b>š</b><br>1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1 | Direct Media Solutions LLP (formerly known<br>as Direct Media Solutions Private Limited | 76,905,278  | 7.21                 |
| 8                                                    | Jay Properties Private Limited                                                          | 10,131,000  | 0.95                 |
| 9                                                    | Manaaska Fashions LLP                                                                   | 17,000,000  | 1.59                 |
| 10                                                   | World Crest Advisors LLP                                                                | 100         | 0.00                 |
| 11                                                   | Ashok Kumar Goel                                                                        | 625,250     | 0.06                 |
| 12                                                   | Ashok Mathai Kurien                                                                     | 1,174,150   | 0.11                 |
| 13                                                   | Jawahar Lal Goel                                                                        | 176,800     | 0.02                 |
| 14                                                   | Nishi Goel                                                                              | 11,000      | 0.00                 |

| Sr.<br>No. | Name of the Promoter | Shares      | % of Paid-up Capital |
|------------|----------------------|-------------|----------------------|
| 15         | Priti Goel           | 11,000      | 0.00                 |
| 16         | Suryansh Goel        | 5,100       | 0.00                 |
| 17         | Sushila Devi         | 585,750     | 0.05                 |
| 18         | Tapesh Goel          | 5,100       | 0.00                 |
|            | TOTAL                | 686,878,160 | 64.44                |

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

2

April 28, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd. For Veena Investments Pvt. Ltd. ION VEN Authorised Signatory 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)

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|                                                             | rget Company (TC              | <u> </u>                          |                                                |                                    |                                |                                                          |                             |                                                                                      |                                                                         | dia Limited              |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|-------------------------------|-----------------------------------|------------------------------------------------|------------------------------------|--------------------------------|----------------------------------------------------------|-----------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             |                               | ere the sha                       | res of th                                      | ie target company                  | are listed                     |                                                          |                             |                                                                                      | NSE /BSE                                                                |                          |                                |                                                                 |                                                                                            |                                |
| Date of Reporti                                             | -                             |                                   |                                                |                                    |                                |                                                          |                             |                                                                                      | 28th April,                                                             | , 2017                   |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | omoter or PAC on              | whose sha                         | res encu                                       | umbrance has been                  | n created                      | /invoked /                                               | released                    |                                                                                      | Direct Me                                                               | dia Distributi <u>or</u> | Venture                        | s Private Lim                                                   | ited                                                                                       |                                |
|                                                             |                               |                                   |                                                |                                    |                                |                                                          |                             |                                                                                      | Veena Inve                                                              | estments Priva           | te Limiteo                     | d                                                               |                                                                                            |                                |
| Details of creati                                           | ion/invocation/re             | lease of en                       | cumbrai                                        | nce :                              |                                |                                                          |                             |                                                                                      |                                                                         |                          |                                |                                                                 |                                                                                            |                                |
| Name of Promoter<br>(s) or PACs with<br>him (**)            | Promoter Holdin<br>company(1) |                                   |                                                | Promoter holding<br>encumbered (2) | g already                      | Details of                                               | Even pertainin <sub>i</sub> | g to encum                                                                           | ibrance (3)                                                             |                          |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | res<br>)]/releas               |
|                                                             | No of Shares                  | %) of total<br>S'aare<br>C'apital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                       | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) |                             | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                         | No of Shares             | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                             | N.A.                                           | 30,43,77,138                       | 28.55                          | Creation                                                 | 20-Apr-2017                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,20,000                 | 0.03                           | Catalyst<br>Trusteeship<br>Limited                              | 30,46,97,138                                                                               | 28.58                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                             | N.A.                                           | 30,46,97,138                       | 28.58                          | Creation                                                 | 20-Apr-2017                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,35,000                 | 0.01                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 30,48,32,138                                                                               | 28.60                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                             | N.A.                                           | 30,48,32,138                       | 28.60                          | Creation                                                 | 25-Apr-2017                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 7,50,000                 | 0.07                           | Indusind<br>Bank                                                | 30,55,82,138                                                                               | 28.67                          |



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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,55,82,138 | 28.67 | Creation | 26-Apr-2017 Plea |   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000  |      | Baja)<br>Finance<br>Limited                 | 30,63,82,138 | 28.74 |  |
|------------------------------------------------------------------------------------------------------|--------------|-------|------|--------------|-------|----------|------------------|---|-------------------------------------------------------------------------|-----------|------|---------------------------------------------|--------------|-------|--|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,63,82,138 | 28.74 | Creation | 26-Apr-2017 Plec | - | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,10,000 |      | Catalyst<br>Trusteeship<br>Limited          | 30,74,92,138 | 28.85 |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,74,92,138 | 28.85 | Creation | 26-Apr-2017 Plea |   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,75,000 | 0.11 | Axis Trustee<br>Services<br>Limited         | 30,86,67,138 | 28.96 |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,86,67,138 | 28.96 | Creation | 26-Apr-2017 Plea |   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 4,00,000  | 0.04 | IDBI<br>Trusteeship<br>Services<br>Limited  | 30,90,67,138 | 28.99 |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,90,67,138 | 28.99 | Creation | 27-Apr-2017 Plea |   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 2,70,000  |      | Kotak<br>Mahindra<br>Investments<br>Limited | 30,93,37,138 | 29.02 |  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A. | 1,55,20,000  | 1.46  | -        |                  |   | -                                                                       |           | -    | -                                           | 1,55,20,000  | 1.46  |  |

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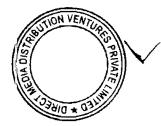
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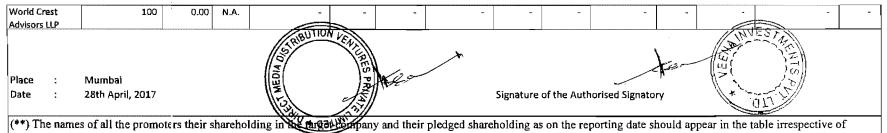
| Veena<br>Investments<br>Private Limited          | 8,60,94,822 | 8.08 | N.A. | 4,72,92,400 | 4.44 | Creation | 25-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 31,10,000 | 0.29 | lIFL Wealth<br>Finance<br>Limited | 5,04,02,400 | 4.73 |
|--------------------------------------------------|-------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|-----------------------------------|-------------|------|
| Veena<br>Investments<br>Private Limited          | 8,60,94,822 | 8.08 | N.A. | 5,04,02,400 | 4.73 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,80,000  | 0.05 | IIFL Wealth<br>Finance<br>Limited | 5,09,82,400 | 4.78 |
| Jay Properties<br>Private Limited                | 1,01,31,000 | 0.95 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Sprit Textiles<br>Private Limited                | 300         | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125 | 3.30 | N.A. | -           | -    | -        | -           | -      | -                                                                       |           | -    | -                                 | -           | -    |
| Amblence<br>Business Services<br>Private Limited | 13,08,125   | 0.12 | N.A. | -           | _    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Ashok Kumar<br>Goel                              | 6,25,250    | 0.06 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Ashok Mathai<br>Kurien                           | 11,74,150   | 0.11 | N.A. | •           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Essel Media<br>Ventures Limited                  | 4,60,000    | 0.04 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Nishi Goel                                       | 11,000      | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | - 1  |
| Priti Goel                                       | 11,000      | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Suryansh Goel                                    | 5,100       | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 |             | -    |
| Sushila Devi                                     | 5,85,750    | 0.05 | N.A. | -           | -    | -        | -           | ~      | -                                                                       | -         | -    | -                                 | -           | -    |
| Tapesh Goel                                      | 5,100       | 0.00 | N.A. | -           | -    | -        | _           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Jawahar Lal Goel                                 | 1,76,800    | 0.02 | N.A. | -           | -    | -        | -           | -      |                                                                         | -         | -    | -                                 | _           | -    |
| Manaaska<br>Fashions LLP                         | 1,70,00,000 | 1.59 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         |      | -                                 | -           | -    |





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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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

#### promoters

From: Sent: To: Subject: Attachments: promoters <promoters@esselgroup.com> 28/04/2017 19:00 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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April 28, 2017

**BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East),

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Dear Sir,

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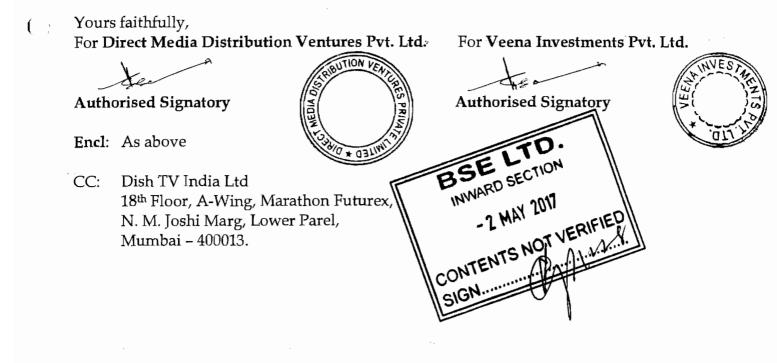
Mumbai - 400 051

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 on the equity shares of Dish TV India Limited

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

Thanking you,



(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)

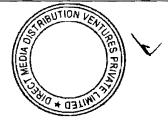
|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | 1                                                                       |                  |                                |                                                                 |                                                                                            | _                                      |
|-------------------------------------------------------------|-------------------------------|--------------------------------|------------------------------------------------|------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------|
|                                                             | get Company (TC               |                                |                                                | _                                  |                                |                                                          |                                                             |                                                                                          | Dish TV In                                                              | dia Limited      |                                |                                                                 |                                                                                            | ······································ |
|                                                             |                               | ere the sha                    | res of th                                      | e target company                   | are listed                     |                                                          |                                                             |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            |                                        |
| Date of Reporting                                           | ng                            |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | 28th April,                                                             | , 2017           |                                |                                                                 |                                                                                            |                                        |
| Name of the Pro                                             | omoter or PAC on              | whose sha                      | res enci                                       | Imbrance has bee                   | n created                      | /invoked /                                               | released                                                    |                                                                                          | Direct Me                                                               | dia Distributior | n Venture                      | s Private Lim                                                   | ited                                                                                       |                                        |
|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | Veena Inve                                                              | estments Priva   | te Limite                      | d                                                               |                                                                                            |                                        |
| Details of creati                                           | on/invocation/re              | lease of en                    | cumbrai                                        | nce :                              |                                |                                                          |                                                             |                                                                                          |                                                                         |                  |                                |                                                                 |                                                                                            |                                        |
| Name of Promoter                                            | Promoter Holdin<br>company(1) |                                |                                                | Promoter holding<br>encumbered (2) | g already                      | Details of                                               | Even pertainin                                              | g to encum                                                                               | brance (3)                                                              |                  | ß                              |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | res<br>)]/releas                       |
|                                                             | No of Shares                  | % of total<br>siare<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) |                                    | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                         | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of tota<br>share<br>capita)          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,250                  | 42.89                          | N.A.                                           | 30,43,77,138                       | 28.55                          | Creation                                                 | 20-Apr-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,20,000         | 0.03                           | Catalyst<br>Trusteeship<br>Limited                              | 30,46,97,138                                                                               | 28.58                                  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 30,46,97,138                       | 28.58                          | Creation                                                 | 20-Apr-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,35,000         | 0.01                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 30,48,32,138                                                                               | 28.60                                  |
| Direct Media<br>Distribution<br>Ventures Private<br>Umited  | 45,72,12,260                  | 42.89                          | N.A.                                           | 30,48,32,138                       | 28.60                          | Creation                                                 | 25-Apr-2017                                                 |                                                                                          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 7,50,000         | 0.07                           | Indusind<br>Bank                                                | 30,55,82,138                                                                               | 28.67                                  |

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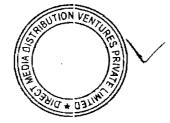
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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,55,82,138 | 28.67 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000  | 0.08 | Bajaj<br>Finance<br>Limited                 | 30,63,82,138 | 28.74 |
|------------------------------------------------------------------------------------------------------|--------------|-------|------|--------------|-------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|---------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,63,82,138 | 28.74 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,10,000 | 0.10 | Catalyst<br>Trusteeship<br>Limited          | 30,74,92,138 | 28.85 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,74,92,138 | 28.85 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,75,000 | 0.11 | Axis Trustee<br>Services<br>Limited         | 30,86,67,138 | 28.96 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,86,67,138 | 28.96 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 4,00,000  | 0.04 | IDBI<br>Trusteeship<br>Services<br>Limited  | 30,90,67,138 | 28.99 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A. | 30,90,67,138 | 28.99 | Creation | 27-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 2,70,000  | 0.03 | Kotak<br>Mahindra<br>Investments<br>Limited | 30,93,37,138 | 29.02 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A. | 1,55,20,000  | 1.46  | -        | -           | -      | -                                                                       | -         | -    | -                                           | 1,55,20,000  | 1.46  |



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| Veena<br>Investments<br>Private Limited          | 8,60,94,822 | 8.08 | N.A. | 4,72,92,400 | 4.44 | Creation | 25-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 31,10,000 | 0.29 | IIFL Wealth<br>Finance<br>Limited | 5,04,02,400 | 4.73 |
|--------------------------------------------------|-------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|-----------------------------------|-------------|------|
| Veena<br>Investments<br>Private Limited          | 8,60,94,822 | 8.08 | N.A. | 5,04,02,400 | 4.73 | Creation | 26-Apr-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,80,000  | 0.05 | IIFL Wealth<br>Finance<br>Limited | 5,09,82,400 | 4.78 |
| Jay Properties<br>Private Limited                | 1,01,31,000 | 0.95 | N.A. | -           | -    | -        |             | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Sprit Textiles<br>Private Limited                | 300         | 0.00 | N.A. |             | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125 | 3.30 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Ambience<br>Business Services<br>Private Limited | 13,08,125   | 0.12 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Ashok Kumar<br>Goel                              | 6,25,250    | 0.06 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         |      |                                   | -           | -    |
| Ashok Mathai<br>Kurien                           | 11,74,150   | 0.11 | N.A, | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Essel Media<br>Ventures Limited                  | 4,60,000    | 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                                     | 5,85,750    | 0.05 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Tapesh Goel                                      | 5,100       | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | · _         | -    |
| Jawahar Lal Goel                                 | 1,76,800    | 0.02 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                                 | -           | -    |
| Manaaska<br>Fashions LLP                         | 1,70,00,000 | 1.59 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    |                                   | -           | -    |

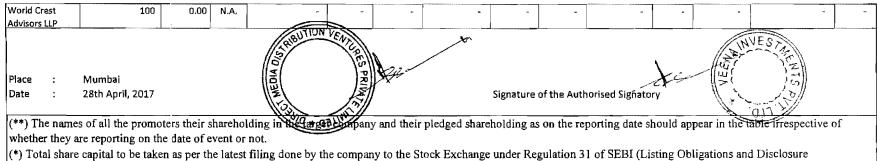




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Requirements) Regulations, 2016. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities //warrants into equity shares of the TC.

### promoters

From:promoters Sent:28/04/2017 19:00To:'corp.relations@bseindia.com'Subject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:DISCLOSURE DMDVPL VEENA DISH SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distributions Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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May 5, 2017

**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

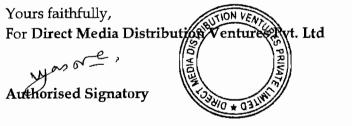
Dear Sir,

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,



For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

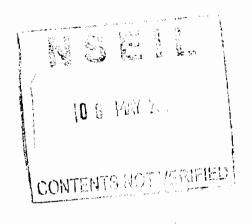
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6 Authorised Signatory

Encl: As above

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

For Veena Investments Pvt. Ltd. STM **Authorised Signatory** 



(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)

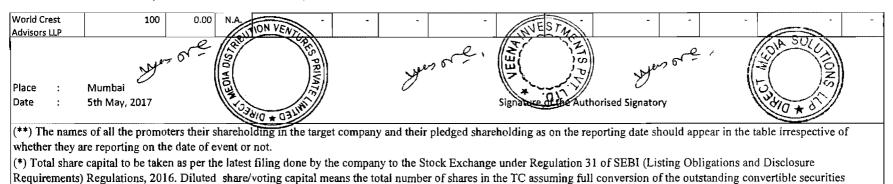
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| No of Shares     | % of total<br>share<br>Capital                                                                                              | % w.r.t.<br>diluted<br>share<br>capital<br>(*)                                                                                                                                                                                                                                                         | No of Shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 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     | Type of<br>encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          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| 45,72,12,260     | 42.89                                                                                                                       | N.A.                                                                                                                                                                                                                                                                                                   | 30,93,37,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 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| 45,72,12,260     | 42.89                                                                                                                       | N.A.                                                                                                                                                                                                                                                                                                   | 30,99,07,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 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|                  | Ack exchanges when ng opmoter or PAC on on invocation/re Promoter Holdin, company(1) No of Shares 45,72,12,260 45,72,12,260 | or ck exchanges where the shang         pmoter or PAC on whose shand         ion/invocation/release of en         Promoter Holding in the tar         company(1)         No of Shares       % of total         share         Capital         45,72,12,260       42.89         45,72,12,260       42.89 | Ack exchanges where the shares of the second sec | ock exchanges where the shares of the target companying         promoter or PAC on whose shares encumbrance has bee         on/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share Capital         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         N.A.       30,99,07,138         30,99,07,138 | ick exchanges where the shares of the target company are listed on shore or PAC on whose shares encumbrance has been created         ion/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share Capital (1)         % of total share       % of total (1)         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         N.A.       30,99,07,138         29.07         45,72,12,260       42.89         N.A.       31,01,87,138         29.10 | Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation         Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretation       Interpretat | Interview       Interview | Ack exchanges where the shares of the target company are listed         No of PAC on whose shares encumbrance has been created /invoked /released         on/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share capital share capital (?)         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Gradiation       Share       Share       Capital       Share       (1)       A share       Capital       Share       Capital       Share       (1)       A share       Capital       Share       Share       Share       Share       A share       Capital       Share       A share       Share </td <td>Ack exchanges where the shares of the target company are listed       NSE /BSE         ng       Sth May, 2017         promoter or PAC on whose shares encumbrance has been created /invoked /released       Direct Media Distribution         promoter folding in the target company (1)       Promoter holding already encumbered (2)       Details of Even pertaining to encumbrance (3)         No of Shares       % of total share       % of total explanation (released diluted diluted explanation (released company (1))       Date of creation encumbrance (1)       Type of event combrance (2)         No of Shares       % of total explanation (1)       % of total explanation (1)       % of total explanation 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target company are listed     NSE / JSE       ng     Sth May, 2017       whore shares     Company(1)       on/invocation/release of encumbrance :     Veena investments Private Limited       Promoter Holding in the target company (1)     Promoter holding already encumbrance (2)       No of Shares     % of total dilated thate copial (1)       share     % of total dilated thate (2)       share     dilated thate (2)       45,72,12,260     42.89       45,72,12,260     42.89       45,72,12,260     42.89       45,72,12,260     42.89       A5,72,12,260     42.89       A5,72,12,260     42.89       NA     31,01,87,138       29.02     Creation (2)       Stares     N.A.       31,01,87,138     29.00       Creation (2)     Pledge (1)       45,72,12,260     42.89       N.A.     31,01,87,138       29.01     Release       28-Apr-2017       Pledge (1)       Pledge (1)       A5,72,12,260     42.89       N.A.     31,01,87,138       29.01     Release       28-Apr-2017       Pledge (1)       Pledge (1)       Pledge (1)       Promoter       group<td>Ne exchanges where the shares of the target company are listed     NE 056 E       Sth May, 2017       Sth May, 2017       Direct Media Distribution Ventures Private Limited       Direct Media Distribution Ventures Private Limited       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance is promoter holding already and the company (1)       Or Promoter holding already and the company (2)       Perivate Limited       Promoter holding already and the company (2)       Patals of Even pertaining to encumbrance (3)       No of Shares (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares (2)     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       Attract     Type of encumbrance (2)       Attract     Type of encoubtrance (2)       Attract     Typ</td></td> | Kexchanges where the shares of the target company are listed     NSE / JSE       ng     Sth May, 2017       whore shares     Company(1)       on/invocation/release of encumbrance :     Veena investments Private Limited       Promoter Holding in the target company (1)     Promoter holding already encumbrance (2)       No of Shares     % of total dilated thate copial (1)       share     % of total dilated thate (2)       share     dilated thate (2)       45,72,12,260     42.89       45,72,12,260     42.89       45,72,12,260     42.89       45,72,12,260     42.89       A5,72,12,260     42.89       A5,72,12,260     42.89       NA     31,01,87,138       29.02     Creation (2)       Stares     N.A.       31,01,87,138     29.00       Creation (2)     Pledge (1)       45,72,12,260     42.89       N.A.     31,01,87,138       29.01     Release       28-Apr-2017       Pledge (1)       Pledge (1)       A5,72,12,260     42.89       N.A.     31,01,87,138       29.01     Release       28-Apr-2017       Pledge (1)       Pledge (1)       Pledge (1)       Promoter       group <td>Ne exchanges where the shares of the target company are listed     NE 056 E       Sth May, 2017       Sth May, 2017       Direct Media Distribution Ventures Private Limited       Direct Media Distribution Ventures Private Limited       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance is promoter holding already and the company (1)       Or Promoter holding already and the company (2)       Perivate Limited       Promoter holding already and the company (2)       Patals of Even pertaining to encumbrance (3)       No of Shares (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares (2)     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       Attract     Type of encumbrance (2)       Attract     Type of encoubtrance (2)       Attract     Typ</td> | Ne exchanges where the shares of the target company are listed     NE 056 E       Sth May, 2017       Sth May, 2017       Direct Media Distribution Ventures Private Limited       Direct Media Distribution Ventures Private Limited       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance has been created /invoked /released       Or PAC on whose shares encumbrance is promoter holding already and the company (1)       Or Promoter holding already and the company (2)       Perivate Limited       Promoter holding already and the company (2)       Patals of Even pertaining to encumbrance (3)       No of Shares (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares (2)     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       No of Shares     % of total (2)       Attract     Type of encumbrance (2)       Attract     Type of encumbrance (2)       Attract     Type of encoubtrance (2)       Attract     Typ |

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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 42.89 | N.A.         | 30,96,07,138 | 29.05 | Release  | 28-Apr-2017 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 15,50,000   | 0.15 | Kotak<br>Mahindra<br>Prime<br>Limited | 30,80,57,138 | 28.90 |
|------------------------------------------------------------------------------------------------------|--------------|-------|--------------|--------------|-------|----------|-------------|--------|-----------------------------------------------------------------------------|-------------|------|---------------------------------------|--------------|-------|
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | 7.21  | N.A.         | 1,55,20,000  | 1.46  | Creation | 4-May-2017  | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 1,71,20,000 | 1.61 | Family<br>Credit<br>Limited           | 3,26,40,000  | 3.06  |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822  | 8.08  | N.A.         | 5,09,82,400  | 4.78  | Creation | 2-May-2017  | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 17,00,000   | 0.16 | Indusind<br>Bank                      | 5,26,82,400  | 4.94  |
| Jay Properties                                                                                       | 1,01,31,000  | 0.95  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     | -            | -     |
| Private Limited<br>Sprit Textiles<br>Private Limited                                                 | 300          | 0.00  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     | -            | -     |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 3,51,72,125  | 3.30  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     | -            | -     |
| Ambience<br>Business Services<br>Private Limited                                                     | 13,08,125    | 0.12  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    |                                       | -            | -     |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250     | 0.06  | N.A.         | -            | -     | -        |             | -      | -                                                                           | -           | -    | •                                     | -            | -     |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150    | 0.11  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     | -            | -     |
| Essel Media<br>Ventures Limited                                                                      | 4,60,000     | 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                                                                                         | 5,85,750     | 0.05  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     |              | -     |
| Tapesh Goel                                                                                          | 5,100        | 0.00  | N.A.         | -            | -     | -        | -           | -      | -                                                                           | ~           | -    | -                                     | -            | -     |
| Jawahar Lal Goel                                                                                     | 1,76,800     | 0.02  |              | -            | -     | -        | -           | -      | -                                                                           | -           | -    | -                                     | -            | -     |
| Manaaska<br>Fashions LLP                                                                             | 1,70,00,000  | 1.59  | N AND        | STION VENTER | -     | -        | -           | -      | IFST A                                                                      | -           | -    |                                       | ALO          | SO    |
|                                                                                                      |              |       | CCT NEDIA DI | L'S PRIMATE  |       |          |             | VEENA  | ( m                                                                         | MIS PUL     |      |                                       | OCT ME       | SNOIL |

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/warrants into equity shares of the TC.

#### promoters

From: Sent: To: Subject: Attachments: promoters <promoters@esselgroup.com> 05/05/2017 19:36 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 dish .pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

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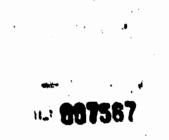
Thanks & Regards, Mahesh Vyas Pirect: 022 -71061437

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May 5, 2017

**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,

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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 on the equity shares of Dish TV India Limited

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

Thanking you,

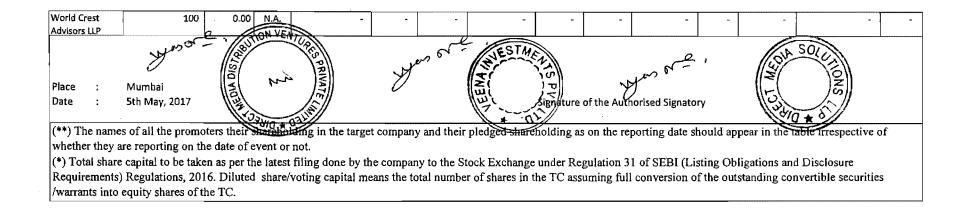
Yours faithfully, TION VE For Direct Media Distribution Ltd For Veena Investments Pvt. Ltd. mo Authorised Signatory Authorised Signatory VIQ + 0 For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.) SO INWARD SECTION - 8 MAY 2017 Authorised Signatory CONTENTS NOT VERIFIED 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)

|                                                             |                   |                                        |                                                |                  |                                | _                                                        |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 |                                       |                                |
|-------------------------------------------------------------|-------------------|----------------------------------------|------------------------------------------------|------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|---------------------------------------|--------------------------------|
|                                                             | rget Company (TC  |                                        |                                                |                  |                                | -                                                        |                                                             |                                                                                      |                                                                             | dia Limited      |                                |                                                                 |                                       |                                |
|                                                             | ock exchanges who | ere the sha                            | res of th                                      | e target company | are listed                     |                                                          |                                                             |                                                                                      | NSE /BSE                                                                    |                  |                                |                                                                 |                                       |                                |
| Date of Reporting                                           | -                 |                                        |                                                |                  |                                |                                                          |                                                             |                                                                                      | 5th May, 2                                                                  |                  |                                |                                                                 |                                       |                                |
| Name of the Pro                                             | omoter or PAC on  | whose sha                              | res encu                                       | umbrance has bee | n created                      | /invoked /                                               | released                                                    |                                                                                      |                                                                             | dia Distribution |                                |                                                                 |                                       |                                |
|                                                             |                   |                                        |                                                |                  |                                |                                                          |                                                             |                                                                                      | 1                                                                           |                  | LP (forme                      | rly known as                                                    | Direct Media Solut                    | tions                          |
|                                                             |                   |                                        |                                                |                  |                                |                                                          |                                                             |                                                                                      | Private Lir                                                                 | -                |                                | -                                                               |                                       |                                |
|                                                             | ion/invocation/re |                                        |                                                |                  | <u> </u>                       |                                                          |                                                             |                                                                                      |                                                                             | estments Priva   | te Limite                      | d                                                               | 1                                     |                                |
| (s) or PACs with                                            | Promoter Holdin   | g in the tar                           | get                                            | Promoter holding | galready                       | Details of                                               | Even pertainin                                              | g to encum                                                                           | brance (3)                                                                  |                  |                                |                                                                 | Post event holdin                     |                                |
| him (**)                                                    | company(1)        |                                        |                                                | encumbered (2)   |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 | encumbered shar<br>{Creation [(2)+(3) |                                |
|                                                             |                   |                                        |                                                |                  |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 | [(2)-(3)]/ invocati<br>(3)]}          |                                |
|                                                             | No of Shares      | % of total<br>share<br>Capital         | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares     | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                             | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                          | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 42.89                                  | N.A.                                           | 30,93,37,138     | 29.02                          | Creation                                                 | 28-Apr-2017                                                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 5,70,000         | 0.05                           | Kotak<br>Mahindra<br>Investments<br>Limited                     | 30,99,07,138                          | 29.07                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 42.89                                  | N.A.                                           | 30,99,07,138     | 29.07                          | Creation                                                 | 28-Apr-2017                                                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 2,80,000         | 0.03                           | Bajaj<br>Finance<br>Limited                                     | 31,01,87,138                          | 29.10                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 42.89                                  |                                                | 31,01,87,138     | 29.10                          | Release                                                  | 28-Apr-2017                                                 | Pledge                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 5,80,000         | 0.05                           | IIFL Wealth<br>Finance<br>Limited                               | 30,96,07,138                          | 29.05                          |
|                                                             | CC1 MEDIA DOS     | 1~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ | ALES PRIVATE                                   |                  | 1                              |                                                          | * , TEEN                                                    | ESTARN STU                                                                           |                                                                             |                  |                                |                                                                 | SOLUTION OF THE SOLUTION              | INS                            |

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|   |  |  |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 42.89     | N.A.   | 30,96,07,138 | 29.05 | Release  | 28-Apr-2017 | Pledge  | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 15,50,000   | 0.15 | Kotak<br>Mahindra<br>Prime<br>Limited | 30,80,57,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 28.90 |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------|--------------|-------|----------|-------------|---------|-----------------------------------------------------------------------------|-------------|------|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,59,05,278                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 7.21      | N.A. ( | 1,55,20,000  | 1.46  | Creation | 4-May-2017  | Pledge  | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 1,71,20,000 | 1.61 | Family<br>Credit<br>Limited           | 3,26,40,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 3.06  |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 8.08      | N.A.   | 5,09,82,400  | 4.78  | Creation | 2-May-2017  | Pledge  | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 17,00,000   | 0.16 | Indusind<br>Bank                      | 5,26,82,400                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 4.94  |
| Jay Properties                                                                                       | 1,01,31,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 0.95      | N.A.   |              | -     | -        | -           | -       |                                                                             | -           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Private Limited<br>Sprit Textiles                                                                    | 300                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 0.00      | N.A.   |              |       | -        |             |         | -                                                                           | -           |      | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |
| Private Limited                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0.00      | 112.0  |              |       |          |             |         |                                                                             | _           | -    | _                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |       |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 3,51,72,125                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 3.30      | N.A.   | -            | -     |          | -           | -       | -                                                                           | -           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Ambience<br>Business Services<br>Private Limited                                                     | 13,08,125                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 0.12      | N.A.   | -            | -     | -        | -           | -       | -                                                                           | -           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.06      | N.A.   |              | -     | -        | -           | -       | -                                                                           | -           | -    | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 0.11      | N.A.   |              |       | -        |             | -       | -                                                                           |             |      | -                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -     |
| Essel Media<br>Ventures Limited                                                                      | 4,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 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                                                                                         | 5,85,750                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.05      | N.A.   | •            | -     | -        | -           | -       | -                                                                           | _           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Tapesh Goel                                                                                          | 5,100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 0.00      | N.A.   | -            | -     | -        | -           | -       | · ·                                                                         | -           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Jawahar Lal Goel                                                                                     | 1,76,800                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.02      | N.A.   | -            | -     | -        | -           | -       | -                                                                           | -           | -    | -                                     | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -     |
| Manaaska<br>Fashions LLP                                                                             | 1,70,00,000 /8                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | NFERS     | N.A.   | -            | -     | -        | NESTA       |         | -                                                                           | -           | -    | IN SC                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -     |
|                                                                                                      | 1 Digital District of the Dist | S PRIVATE |        |              |       |          | ET S        | NTS PUT |                                                                             | I           |      | DECT MED                              | in the second seco |       |



### promoters

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| From:        | promoters <promoters@esselgroup.com></promoters@esselgroup.com> |
|--------------|-----------------------------------------------------------------|
| Sent:        | 05/05/2017 19:35                                                |
| То:          | 'corp.relations@bseindia.com'                                   |
| Subject:     | Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  |
| Attachments: | dish .pdf                                                       |

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

1

Thanks & Regards, Mahesh Vyas Direct: 022 -71061437 June 2, 2017

**BSE** Limited Phiroze Jeejeebhov 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 on 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 Pvt. Ltd

()

Authorised Signatory

For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.

Authorised Signatory

Encl: As above

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

Authorised Signatory

For Veena Investments Pvt. Ltd.



(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)

|                   | rget Company (T   |                  |                     |                   |                     |                  |                                |                        | Dish TV In                            | dia Limited      |                     |                          |                                                                                                                 |                  |
|-------------------|-------------------|------------------|---------------------|-------------------|---------------------|------------------|--------------------------------|------------------------|---------------------------------------|------------------|---------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------|------------------|
| lame of the sto   | ock exchanges wh  | ere the sha      | res of th           | ne target company | are listed          |                  |                                |                        | NSE /BSE                              |                  |                     |                          |                                                                                                                 |                  |
| ate of Reporti    | ng                |                  |                     |                   |                     |                  |                                |                        | 2nd June,                             | 2017             |                     |                          |                                                                                                                 |                  |
| Name of the Pro   | omoter or PAC on  | whose sha        | res enci            | umbrance has bee  | n created           | /invoked /       | released                       |                        | Direct Me                             | dia Distribution | n Venture           | s Private Lim            | ited                                                                                                            |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | Direct Me                             | dia Solutions L  | LP (forme           | erly known as            | Direct Media Solu                                                                                               | lions            |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | Private Lir                           | nited)           |                     | ,                        |                                                                                                                 |                  |
|                   |                   |                  | ,                   |                   |                     |                  |                                | ······                 | Veena Inv                             | estments Priva   | te Limite           | c                        |                                                                                                                 |                  |
| Details of creati | ion/invocation/re | lease of en      | cumbra              | nce :             |                     |                  |                                |                        |                                       |                  |                     | <u>.</u>                 |                                                                                                                 |                  |
|                   | Promoter Holdin   |                  |                     | Promoter holding  | already             | Details of       | Even pertainin                 | e to encum             | brance (3)                            |                  |                     |                          | Post event holdin                                                                                               | g of             |
| (s) or PACs with  | company(1)        |                  | 0                   | encumbered (2)    |                     |                  |                                |                        | • •                                   |                  |                     |                          | encumbered shar                                                                                                 | -                |
| him (**)          |                   |                  |                     |                   |                     |                  |                                |                        |                                       |                  |                     |                          | (Creation [(2)+(3)                                                                                              |                  |
|                   |                   |                  |                     | 1                 |                     |                  | •                              |                        |                                       |                  |                     |                          | [(2)-(3)]/ invocatl                                                                                             |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        |                                       |                  |                     |                          | (3)]}                                                                                                           | 011((2)-         |
|                   |                   |                  |                     |                   |                     |                  |                                |                        |                                       |                  |                     |                          | (4)11                                                                                                           |                  |
|                   |                   |                  |                     | J                 |                     |                  |                                |                        | · · · · · · · · · · · · · · · · · · · |                  |                     |                          |                                                                                                                 |                  |
| · .               | No of Shares      | % of total share | % w.r.t.<br>diluted | No of Shares      | % of total<br>sbare | Type of<br>event | Date of creation<br>invocation | Type of                | Reasons for<br>encumbranc             | No of Shares     | % of total<br>share | Name of the<br>entity in | No of Shares                                                                                                    | % of total share |
|                   |                   | Capital          | share               |                   | Capital             |                  | release of                     | eormaniam.<br>e        | en umpan.<br>F                        |                  | capital             | whose favor              |                                                                                                                 | capital          |
|                   |                   |                  | capital             |                   |                     | ease             | елсиmbrance                    | (pledge/lien           |                                       |                  |                     | shares                   |                                                                                                                 | 1                |
|                   |                   |                  | (*)                 |                   |                     | invocation)      |                                | /non                   |                                       |                  |                     | encombered               |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                | disposal<br>undertakin |                                       |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     | 1                 |                     |                  |                                | g /ather)              |                                       |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  | -                              |                        |                                       |                  |                     |                          |                                                                                                                 |                  |
| Direct Media      | 45,72,12,260      | 42.89            | N.A.                | 32,01,42,138      | 30.03               | Creation         | 26-May-2017                    | Pledge                 | Collateral                            | 1,12,50,000      | 1,06                | IDBI                     | 33,13,92,138                                                                                                    | 31.09            |
| Distribution      |                   |                  |                     | ,,                |                     |                  |                                |                        | Pledge for                            |                  |                     | Trusteeship              |                                                                                                                 |                  |
| Ventures Private  |                   |                  |                     |                   |                     |                  |                                |                        | Facility of                           |                  |                     | Services                 |                                                                                                                 |                  |
| Umited            |                   |                  |                     |                   |                     |                  |                                |                        | Promoter                              |                  |                     | Limited                  |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | group                                 |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | Company                               |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        |                                       |                  |                     |                          |                                                                                                                 |                  |
| Direct Media      | 45,72,12,260      | 42.89            | N.A.                | 33,13,92,138      | 31.09               | Creation         | 26-May-2017                    | Pledge                 | Collateral                            | 29,30,000        | 0.27                | Bajaj                    | 33,43,22,138                                                                                                    | 31.36            |
| Distribution      |                   |                  |                     |                   |                     |                  |                                |                        | Pledge for                            |                  |                     | Finance                  |                                                                                                                 |                  |
| Ventures Private  |                   |                  |                     |                   |                     |                  |                                |                        | Facility of                           |                  |                     | Limited                  |                                                                                                                 |                  |
| Limited           |                   |                  |                     |                   |                     |                  |                                |                        | Promoter                              |                  |                     |                          |                                                                                                                 | }                |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | group                                 |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | Company                               |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        |                                       |                  |                     |                          |                                                                                                                 |                  |
| Direct Media      | 45,72,12,260      | 42.89            | N.A.                | 33,43,22,138      | 31.36               | Creation         | 26-May-2017                    | Pledge                 | Collateral                            | 38,80,000        | 0.36                | Catalyst                 | 33,82,02,138                                                                                                    | 31.73            |
| Distribution      |                   | 1                |                     | }                 |                     | r                |                                |                        | Pledge for                            |                  |                     | Trusteeship              |                                                                                                                 |                  |
| /entures Private  |                   |                  |                     |                   |                     |                  |                                |                        | Facility of                           |                  |                     | Limited                  |                                                                                                                 |                  |
| imited            |                   |                  |                     |                   |                     |                  |                                |                        | Promoter                              |                  |                     |                          |                                                                                                                 |                  |
|                   |                   |                  |                     |                   |                     |                  |                                |                        | group                                 |                  |                     |                          |                                                                                                                 | 1                |
|                   | ×                 |                  |                     | TUR               | ION 1923            | 2                |                                |                        | Company                               |                  | - 11/1 / J          |                          |                                                                                                                 | 1 1              |
|                   |                   |                  |                     | 5                 |                     |                  |                                |                        |                                       | 1                | 23                  |                          |                                                                                                                 | 1:=              |
|                   |                   |                  |                     | 1/2/ \            | - 1                 | int              | ·                              | J                      | i                                     | ·                | 1                   |                          | a de anticipa de la constante d |                  |
|                   |                   |                  |                     | EDA               |                     | 31               |                                |                        |                                       | - U '            | , 7                 | 19 A.                    |                                                                                                                 | • • • •          |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 33,82,02,138 | 31.73 | Creation | 26-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | 27,95,000  | 0.26 | Axis Trustee<br>Services<br>Limited         | 34,09,47,138 | 31.99 |
|-------------------------------------------------------------|--------------|-------|------|--------------|-------|----------|-------------|--------|--------------------------------------------------------------------------|------------|------|---------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 34,09,97,138 | 31.99 | Creation | 29-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Coinpany | 16,00,000  | 0.15 | IIFL Wealth<br>Finance<br>Limited           | 34,25,97,138 | 32.14 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 34,25,97,138 | 32.14 | Creation | 29-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | 1,35,000   | 0.01 | IDBI<br>Trusteeship<br>Services<br>Limited  | 34,27,32,138 | 32.15 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 34,27,32,138 | 32.15 | Creation | 29-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | · 1,85,000 | 0.02 | Kotak<br>Mahindra<br>Prime<br>Limited       | 34,29,17,138 | 32.17 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 34,29,17,138 | 32.17 | Creation | 31-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | 4,70,000   | 0.04 | STCI Finance<br>Limited                     | 34,33,87,138 | 32.21 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 34,33,87,138 | 32.21 | Creation | 31-Мау-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | 7,85,000   | 0.07 | Kotak<br>Mahindra<br>Investments<br>Limited | 34,41,72,138 | 32.29 |

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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N.A. | 344,172,138 | 32.29 | Creation | 1-Jun-2017  | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 490,000   | 0.05 | STCI Finance<br>Limited                     | 344,662,138 | 32.33 |
|------------------------------------------------------------------------------------------------------|-------------|-------|------|-------------|-------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|---------------------------------------------|-------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N,A, | 344,662,138 | 32.33 | Creation | 1-Jun-2017  | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 290,000   | 0.03 | Kutak<br>Mahindra<br>Prime<br>Limited       | 344,952,138 | 32.36 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,250 | 42.89 | N.Ā. | 344,952,138 | 32.36 | Creation | 1-Jun-2017  | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 660,000   | 0.06 | Kotak<br>Mahindra<br>Investments<br>Limited | 345,612,138 | 32.42 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278  | 7.21  | N.A. | 26,520,000  | 2.49  | Creation | 26-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,175,000 | 0.11 | Axis Trustee<br>Services<br>Limited         | 27,695,000  | 2.60  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Medla<br>Solutions Private<br>Limited) | 76,905,278  | 7.21  | N.A. | 27,695,000  | 2.60  | Creation | 30-May-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 550,000   |      | Family<br>Credit<br>Limited                 | 28,245,000  | 2.65  |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822  | 8.08  | N.A  | 52,682,400  | 4.94  | Creation | 29-Мау-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 2,870,000 | 0.27 | Axis Finance<br>Umited                      | 55,352,400  | 5.21  |



Veena 8,60,94,822 8.08 N.A. 5,55,52,400 29-May-2017 Pledge 5.21 Creation Collateral 6,75,000 0.06 JIFL Wealth 5,62,27,400 5.27 Investments Pledge for Finance Private Limited Facility of Limited Promoter group Сотралу Jay Properties 1,01,31,000 0.95 N.A. ----~ -. -Private Limited Sprit Textiles 300 0.00 N.A. ~ . --. **Private Limited** Agrani Holding 3,51,72,125 3.30 N.A. \_ . -... . -(Mauritius) Limited Ambience 13,08,125 0.12 N.A. . -\_ --. **Business Services** Private Limited Ashok Kumar 6,25,250 0.06 N.A. --------Goel Ashok Mathai 11,74,150 0.11 N.A. --------. Kurien Essel Media 4,60,000 0.04 N.A. ------. Ventures Limited Nishi Gael 11,000 0.00 N.A. ---------Priti Goel 11,000 0.00 N.A. --------~ ~ 5.100 Survansh Goel 0.00 N.A. . -. ---¥ Sushila Devi 5,85,750 0.05 N.A. ------N.A. Tapesh Goel 5,100 0.00 ------------Jawahar Lal Goel 1,76,800 0.02 N.A. -------Manaaska 1,70,00,000 1.59 N.A. . . \_ -. ~ -• **Fashions LLP** World Crest 100 0.00 N.A. --~ -Advisors LLP NAL HUR . ٨ Mumbai Place :

(\*\*) 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.

Signature of the Authorised Signatory

2nd June, 2017

Date

:

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

# Ankit Shah

From: Promoters Sent: 02/06/2017 15:50 To: 'corp.relations@bseindia.com' <<u>corp.relations@bseindia.com</u>> Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of, encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.) & Veena Investments Pvt. Ltd.

1

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

(

June 2, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Put. Ltd

**Authorised Signatory** 

For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Authorised Signatory

Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. For Veena Investments Pvt. Ltd.

Authorised Signatory





(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) SEBJ (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                             | rget Company (TC              |                                |                                                |                                    | *                              |                                                          |                                                             |                                                                                          |                                                                         | dia Limited                    |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|-------------------------------|--------------------------------|------------------------------------------------|------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             | ock exchanges whe             | ere the sha                    | res of th                                      | ie target company                  | are listed                     | l                                                        | · · · · ·                                                   |                                                                                          | NSE /BSE                                                                |                                |                                |                                                                 |                                                                                            |                                |
| Date of Reporti                                             | ng                            |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | 2nd June,                                                               | 2017                           |                                |                                                                 |                                                                                            |                                |
| Name of the Pr                                              | omoter or PAC on              | whose sha                      | res enci                                       | umbrance has bee                   | n created                      | /invoked/                                                | released                                                    |                                                                                          |                                                                         | dia Distributior               | **********                     |                                                                 |                                                                                            |                                |
|                                                             |                               |                                |                                                |                                    |                                |                                                          |                                                             |                                                                                          | Direct Me                                                               | dia Solutio <mark>ns</mark> Ll | P (forme                       | rly known as                                                    | i Direct Media Solut                                                                       | ions                           |
|                                                             |                               |                                |                                                |                                    | -                              |                                                          |                                                             |                                                                                          | Private Lin                                                             | nited)                         |                                |                                                                 |                                                                                            |                                |
|                                                             |                               |                                |                                                | •                                  |                                |                                                          |                                                             |                                                                                          | Veena Inv                                                               | estments Priva                 | te Limiter                     | d                                                               |                                                                                            |                                |
|                                                             | ion/invocation/rel            |                                |                                                |                                    |                                | 1                                                        |                                                             |                                                                                          |                                                                         |                                |                                |                                                                 | 1                                                                                          |                                |
| Name of fromoter<br>(s) or PACs with<br>him (**)            | Promoter Holdin<br>company(1) | g in the tar                   | get                                            | Promoter holdinj<br>encumbered (2) | g already                      | Details of                                               | Even pertainin                                              | g to encum                                                                               | ibrance (3)                                                             |                                |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | es<br>]/release                |
|                                                             | No of Shares                  | % of total<br>share<br>Capilal | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                       | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                         | No of Shares                   | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encombered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Medla<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 32,01,42,138                       | 30.03                          | Creation                                                 | 26-Maγ-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>FacIJITy of<br>Promoter<br>group<br>Company | 1,12,50.000                    | 1,06                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 33,13,92,138                                                                               | <u>41.09</u>                   |
| Direct Media<br>Distribution<br>Ventures Private<br>Umited  | 45,72,12,260                  | 42.89                          | N.A.                                           | 33,13,92,138                       | 31.09                          | Creation                                                 | 26-Μaγ-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 29,30,000                      | 0.27                           | Bajaj<br>Finance<br>Limited                                     | 33,43,72,138                                                                               | 31.36                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | . 45,72,12,260                | 42.89                          | N.A                                            | 33,43,22,138                       | 31.36                          | Creation                                                 | 26-May-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 38,80,000                      | 0.36                           | Catalyst<br>Trustoeship<br>Limited                              | 33,82,02,138                                                                               | 31.73                          |
|                                                             |                               | <u> </u>                       |                                                | Control Providence                 |                                |                                                          |                                                             |                                                                                          | <u> </u>                                                                |                                |                                | · · · · · · · · · · · · · · · · · · ·                           | <u> </u>                                                                                   |                                |

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|                                                                                                      |                     |       |      |             |                        |          |                   |                                                                            | . •       |      |                                              |             |        |  |
|------------------------------------------------------------------------------------------------------|---------------------|-------|------|-------------|------------------------|----------|-------------------|----------------------------------------------------------------------------|-----------|------|----------------------------------------------|-------------|--------|--|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260         | 42.89 | N.A. | 344,172,138 | 32.29                  | Creation | 1-Jun-2017 Pledg  | ge Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 490,000   | 0.05 | STCI Finance<br>Limited                      | 344,662,138 | 32.33  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | <b>457,21</b> 2,260 | 42.89 | N.A. | 344,662,138 | 32.33                  | Creation | 1-Jun-2017 Piedę  | ge Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 290,000   | 0.03 | Kotak<br>Mahinrira<br>Prime<br>Limited       | 344,952,138 | 32.36  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260         | 42.89 | N.A. | 344,952,138 | 32.35                  | Creation | 1-Jun-2017 Pledg  | ge Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 660,000   | 0.06 | Kotak<br>Mahindra<br>Investnients<br>Limited | 345,612,138 | 32.42  |  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278          | 7.21  | N.A. | 26,520,000  | 2.49                   | Creation | 25-May-2017 Pledg | collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company    | 1,175,000 | 0.11 | Axis Trustee<br>Services<br>Limiled          | 27,695,000  | 2.60   |  |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278          | 7.21  | N.A. | 27,695,000  | 2.60                   | Creation | 30-May-2017 Pledg | ge Colfateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 550,000   | 0.05 | Family<br>Credit<br>Limited                  | 28,245,000  | 2.65   |  |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822          | 8.08  | N.A. | 52,682,400  | 4.94<br>81 <i>8</i> :2 | Creation | 29-Мау-2017 Pledg | e Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company  | 2,870,000 | 0.27 | Axis Finance<br>Limited                      | 55,552,400  | 5.21   |  |
|                                                                                                      |                     |       | k    | DIRECT      |                        | VEN US   |                   | ((                                                                         |           |      |                                              |             | ν.<br> |  |

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| Veena<br>Investments<br>Private Limited          | 8,60,94,822                                   | 8.08 | N.A. | 5,55,52,400 | 5.21      | Creation                   | 29-Məy-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 6,75,000        | 0 06 | IIFL Wealth<br>Finance<br>Limited     | 5,62,27,400 | 5.27 |
|--------------------------------------------------|-----------------------------------------------|------|------|-------------|-----------|----------------------------|-------------|--------|-------------------------------------------------------------------------|-----------------|------|---------------------------------------|-------------|------|
| lay Properties<br>Private Limited                | 1,01,31,000                                   | 0.95 | N.A. | -           | -         |                            | -           | -      |                                                                         |                 | -    |                                       |             |      |
| Sprit Textlles Private Limited                   | 300                                           | 0.00 | Ν.Λ. | -           | -         | -                          | -           | -      |                                                                         |                 | -    | -                                     | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                                   | 3.30 | N.A. | -           | · -       | -                          | -           | -      | -                                                                       | -               | -    |                                       | -           | -    |
| Ambience<br>Business Services<br>Private Limited | 13,08,125                                     | 0.12 | N.A. |             | -         | -                          | -           | -      | -                                                                       | -               |      |                                       |             |      |
| Ashok Kumar<br>Goel                              | 6,25,250                                      | 0.06 | N.A. | -           |           | · ·                        | -           |        |                                                                         | -               | -    | -                                     |             |      |
| Ashok M <b>a</b> thai<br>Kurien                  | 11,74,150                                     | 0.11 | N.A. | -           | -         | -                          | -           |        | -                                                                       |                 | -    |                                       | -           | -    |
| Essel Media<br>Ventures Limited                  | 4,60,000                                      | 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                                     | 5,85,750                                      | 0.05 | N.A. | -           | -         | -                          | -           | -      |                                                                         |                 |      |                                       |             |      |
| Tapesh Goel                                      | 5,100                                         | 0.00 | N.A. |             | -         |                            |             |        | -                                                                       | -               | -    | -                                     |             |      |
| Jawahar Lal Goel                                 | 1,76,800                                      | 0.02 | N.A. | - 1         | -         | -                          | -           |        | -                                                                       |                 | -    | -                                     | -           |      |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                                   | 1.59 | N.A. | -           | -         | -                          | -           | -      | -                                                                       | -               | -    | -                                     | -           | -    |
| World Crest<br>Advisors LLP                      | 100                                           | 0.00 | N.A. | -           | -         |                            | •           | -      | -                                                                       | -               | -    |                                       |             |      |
| Date :                                           | Mumbai<br>2nd June, 2017<br>of all the promot |      | - Ja |             | S SULLING | 1)<br>4- /<br>(ریکاری، سبب | te          |        |                                                                         | orised Signator | y    |                                       | $(\chi)$    |      |

(\*\*) 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

## Ankit Shah

From: Promoters Sent: 02/06/2017 15:51 To: 'takeover@nse.co.in' <<u>takeover@nse.co.in</u>> Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.) & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061,437

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June 16, 2017

**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

CONTEN

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 on 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 Pvt. Ltd.

Authorised Signatory

Encl: As above

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For Veena Investments Pvt. Ltd.

Authorised Signatory



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)

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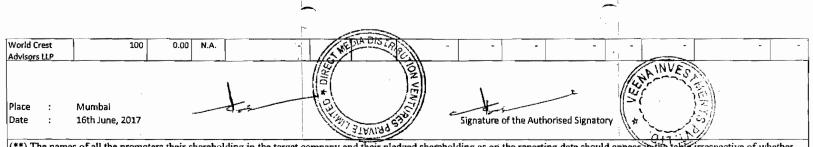
|                                                             | get Company (TC                                    | -                              |                                                | -1                                            |                                |                                                          | ······          |                                                                                          | Dish TV In                                                              | dia Limited      |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|----------------------------------------------------|--------------------------------|------------------------------------------------|-----------------------------------------------|--------------------------------|----------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             |                                                    | ere the sha                    | res of th                                      | he target company ar                          | e listed                       |                                                          |                 |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reportin                                            | •                                                  |                                |                                                | *-                                            |                                |                                                          |                 |                                                                                          | 16th June,                                                              |                  | ļ                              |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | omoter or PAC on                                   | whosè sha                      | res enci                                       | umbrance has been o                           | reated /in                     | voked /rei                                               | eased           |                                                                                          |                                                                         | dia Distribution |                                |                                                                 | ited                                                                                       |                                |
|                                                             |                                                    |                                |                                                |                                               |                                |                                                          |                 |                                                                                          | Veena Invo                                                              | estments Priva   | te Limite                      | d<br>                                                           |                                                                                            |                                |
| Name of Promoter                                            | on/invocation/rel<br>Promoter Holdin<br>company(1) |                                |                                                | nce :<br>Promoter holding a<br>encumbered (2) | lready                         | Details of                                               | Even pertalning | g to encum                                                                               | brance (3)                                                              |                  |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | res<br>]]/releas               |
|                                                             | No of Shares                                       | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                                  | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) |                 | Type of<br>encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertaking<br>/other) | encumbranc<br>e                                                         | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                                       | 42.89                          | N.A.                                           | 34,95,07,138                                  | 32.79                          | Creation                                                 | 13-Jun-2017     | Piedge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,50,000         |                                | lift Wealth<br>Finance<br>Limited                               | 35,00,57,138                                                                               | 32.84                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                                       | 42.89                          | N.A.                                           | 35,00,57,138                                  | 32.84                          | Creation                                                 | 14-Jun-2017     | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 17,35,000        | 0.16                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 35,17,92,138                                                                               | 33.00                          |

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Direct Media 45,72,12,260 42.89 N.A. 35,17,92,138 33.00 Creation 15-Jun-2017 Pledge Collateral 58,35,000 0.55 IDBI 35,76,27,138 33.55 Distribution Pledge for Trusteeship Ventures Private Facility of Services Limited Promoter Limited group Company Direct Media 45,72,12,260 42.89 N.A. 35,76,27,138 33.55 Creation 15-Jun-2017 Pledge Collateral 4,05,000 0.04 Catalyst 35,80,32,138 33.59 Distribution Pledge for Trusteeship Ventures Private Facility of Limited Limited Promoter group Company 7,69,05,278 Direct Media 7.21 N.A. 2,84,50,000 2.67 -2,84,50,000 2.67 -• --Solutions LLP (formerly known as Direct Media Solutions Private . Limited) Veena 8,60,94,822 8.08 N.A. 5,62,27,400 5,27 Creation 13-Jun-2017 Pledge Collateral 1,10,000 0.01 IIFL Wealth 5,63,37,400 5.29 Investments Pledge for Finance Private Limited Facility of Limited Promoter group Company Jay Properties 1,01,31,000 0.95 N.A. ----• • ---~ -Private Limited Sprit Textiles 300 0.00 N.A. -----------Private Limited 3,51,72,125 Agrani Holding 3.30 N.A. - 1 -------. --(Mauritius) į Limited Ambience 13,08,125 0.12 N.A. ------~ --. . Business Services Private Limited Ashok Kumar 6,25,250 0.06 N.A. -------• ---Goel Ashok Mathai 11,74,150 0.11 N.A. ----÷ .... ------Kurien 4,60,000 Essel Media 0.04 N.A. -----------Ventures Limited Nishl Goel 11,000 0.00 N.A. ----• --, ----Priti Goel 11,000 0.00 N.A. . -----• • ---Suryansh Goel 5,100 0.00 N.A. л. -• --------Sushila Devi 5,85,750 0.05 N.A. ---------NEOIA Tapesh Goel 5,100 0.00 N.A. ---------~ Jawahar Lai Goei 1,76,800 0.02 N.A. . ---0 AIB ---NAINO -1,70,00,000 Manaaska 1.59 N.A. 14 E . --. ---6 Fashions LLP ITT

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(\*\*) 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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. Promoters

From: Sent: To: Subject: Attachments: Promoters 16/06/2017 19:27 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437 June 16, 2017

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**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd.

Authorised Signatory

**Encl**: As above

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



INWARD SECTION

19 JN 2017

CONTENTS NO

For Veena Investments Pvt. Ltd.

(ME)

Authorised Signatory

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(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)

|                                                             | rget Company (TC              |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                          | Dish TV In                                                              | dia Limited      |                                |                                                                 |                                                                                            | _                              |
|-------------------------------------------------------------|-------------------------------|--------------------------------|------------------------------------------------|--------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             | X                             | ere the sha                    | res of th                                      | ne target company ar                 | e listed                       |                                                          |                                                             |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            | _                              |
| Date of Reportin                                            | -                             |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                          | 16th June,                                                              |                  |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | omoter or PAC on              | whose sha                      | res enci                                       | umbrance has been o                  | reated /in                     | voked /rei                                               | eased                                                       |                                                                                          | Direct Me                                                               | dia Distribution | 1 Venture                      | s Private Lim                                                   | ited                                                                                       |                                |
|                                                             |                               |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                          | Veena Inv                                                               | estments Priva   | te Limite                      | d                                                               |                                                                                            |                                |
| Details of creati                                           | ion/invocation/re             | lease of en                    | cumbra                                         | nce :                                |                                |                                                          |                                                             |                                                                                          |                                                                         |                  |                                |                                                                 |                                                                                            |                                |
|                                                             | Promoter Holdin<br>company(1) | g in the tar                   | get                                            | Promoter holding a<br>encumbered [2] | lready                         | Details of                                               | Even pertainin,                                             | g to encum                                                                               | brance (3)                                                              |                  |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [[2]+[3]<br>[(2]-[3]]/ invocati<br>[3]]} | es<br>]/releas                 |
|                                                             | No of Shares                  | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                         | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertaking<br>/other) | encumbranc<br>e                                                         | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | Nn of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                  | 42.89                          | N.A.                                           | 34,95,07,138                         | 32.79                          | Creation                                                 | 13-Jun-2017                                                 | Pledge                                                                                   | Collateral<br>Piedge for<br>Facility of<br>Promoter<br>group<br>Company | 5,50,000         | 0.05                           | IIFL Wealth<br>Finance<br>Limited                               | 35,00,57,138                                                                               | 32.84                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Umited  | 45,72,12,260                  | 42.89                          | N.A.                                           | 35,00,57,138                         | 32.84                          | Creation                                                 | .14-Jun-2017                                                | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 17,35,000        | 0.16                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 35,17,92,138                                                                               | 33.00                          |
|                                                             | L                             |                                |                                                | TE LIMITES & SUREET IN               | ENTURES                        |                                                          |                                                             |                                                                                          | _                                                                       | , EE             | No                             |                                                                 |                                                                                            |                                |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260      | 42.89        | N.A.         | 35,17,92,138                                  | 33.00 <sup>:</sup> | Creation | 15-Jun-2017 | Pledge | Coliateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 58,35,000 | 0.55  | IDBI<br>Trusteeship<br>Services<br>Limited | 35,76,27,138 | 33.55 |
|------------------------------------------------------------------------------------------------------|-------------------|--------------|--------------|-----------------------------------------------|--------------------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|-------|--------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260      | 42.89        | N.A.         | 35,76,27,138                                  | 33.55              | Creation | 15-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 4,05,000  | 0.04  | Catalyst<br>Trusteeship<br>Limited         | 35,80,32,138 | 33.59 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278       | 7.21         | N.A.         | 2,84,50,000                                   | 2.67               | -        | -           | -      | -                                                                       |           |       | -                                          | 2,84,50,000  | 2.67  |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822       | 8.08         | <b>N.A.</b>  | 5,62,27,400                                   | 5.27               | Creation | 13-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,10,000  | 0.01  | IIFL Wealth<br>Finance<br>Limited          | 5,63,37,400  | 5.29  |
| Jay Properties                                                                                       | 1,01,31,000       | 0.95         | N.A.         | -                                             | -                  | -        | -           |        | -                                                                       | -         | -     | -                                          | -            | -     |
| Private Limited<br>Sprit Textiles                                                                    | 300               | 0.00         | N.A.         | -                                             | -                  | -        | -           | -      | -                                                                       | -         | -     | -                                          | -            | -     |
| Private Limit <u>ed</u><br>Agrani Holding<br>(Mauritius)                                             | 3,51,72,125       | 3.30         | N.A.         | -                                             | -                  | -        | -           |        | -                                                                       | -         | -     | -                                          | -            |       |
| Limited<br>Ambience<br>Business Services<br>Private Limited                                          | 13,08,125         | 0.12         | N.A.         | -                                             | -                  | -        | -           | -      | -                                                                       | · – .     | -     | -                                          | -            | -     |
| Ashok Kumar                                                                                          | 6,25,250          | 0.06         | N.A.         | -                                             | -                  | -        | -           |        | -                                                                       | -         |       | -                                          | -            | -     |
| Goel<br>Ashok Mathai                                                                                 | 11,74,150         | 0.11         | N.A.         | -<br>-                                        | -                  | -        | -           | -      | -                                                                       | -         | -     | -                                          | -            | -     |
| Kurien<br>Essel Media<br>Ventures Limited                                                            | 4,60,000          | 0.04         | N.A.         | -                                             | -                  | -        | -           | -      | · -                                                                     | -         |       | -                                          | -            | -     |
| Nishi Goel                                                                                           | 11,000            | 0.00         | N.A.         | -                                             | -                  | -        | -           | -      | - 1                                                                     | -         |       | -                                          | -            | -     |
| Priti Goel                                                                                           | 11,000            | 0.00         | N.A.         | -                                             | -                  | -        | -           | -      | -                                                                       | -         | -     | -                                          | -            | -     |
| Suryansh Goel                                                                                        | 5,100             | 0.00         | N.A.         | -                                             | •                  | -        | -           | -      | -                                                                       | -         |       | -                                          | -            | -     |
| Sushila Devi                                                                                         | 5,85,750          | 0.05         | N.A.         | -                                             | -                  | -        | -           | · •    | -                                                                       | -         | -     | -                                          | -            | -     |
| Tapesh Goel<br>Jawahar Lal Goel                                                                      | 5,100<br>1,76,800 | 0.00<br>0.02 | N.A.<br>N.A. | HATCH AND | i i                | -        | -           | -      | -                                                                       | -         | -     | -                                          | -            | -     |
| Manaaska                                                                                             | 1,70,00,000       | 1.59         | N.A.         |                                               | LIENTURS           | -        | -           | -      | -                                                                       | UEN T     | Prest | -                                          |              | -     |

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(\*\*) The names of all the promoters their shareholding in the target company and their pieder is hareholding as on the reporting date should appear in the target in the target company and their pieder is hareholding as on the reporting date should appear in the target 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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. Promoters

From: Sent: To: Subject: Attachments: Promoters 16/06/2017 19:26 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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June 23, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd.

Authorised Signatory Encl: As above

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

Authorised Signatory

(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)

|                               | rget Company (TC              |         |             |       |                                       |            |                     | -                         |                      | Dish TV In                | dia Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |            |                         |                     |           |
|-------------------------------|-------------------------------|---------|-------------|-------|---------------------------------------|------------|---------------------|---------------------------|----------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------------------|---------------------|-----------|
| Name of the sto               | ick exchanges whe             | re the  | shares      | of th | e target company ar                   | e listed   | •                   |                           |                      | NSE /BSE                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
| Date of Reporti               | ng                            |         |             |       | 1. 11.                                |            |                     |                           |                      | 23rd June                 | , 2017                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |                         |                     |           |
| Name of the Pro               | omoter or PAC on <sup>v</sup> | whose   | shares      | encu  | mbrance has been c                    | reated /ir | voked /rel          | eased                     |                      |                           | dia Distribution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Venture    | es P <b>rivate</b> Lim  | ited                |           |
|                               |                               |         |             |       |                                       | ,          |                     |                           |                      | Veena Inv                 | estments Privat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | te Limite  | d                       |                     |           |
|                               |                               |         |             |       |                                       |            |                     | ·                         |                      |                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
|                               |                               |         |             |       | ્યું છે.                              |            |                     |                           |                      |                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
| Details of creati             | on/invocation/rel             | ease o  | fencum      | bran  | ice : 1                               |            |                     | ,                         |                      |                           | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
| Name of Promoter              | Promoter Holding              | ; in th | e target    |       | Promoter holding a                    | ready      | Details of          | Even pertainin            | g to encum           | brance (3)                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         | Post event holdin   | ng of     |
| (\$) or PACs with<br>him (**) | company(1)                    | - i     |             |       | encumbered (2)                        |            | ,                   |                           |                      |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         | encumbered shar     | res '     |
|                               |                               |         |             |       | 4 H                                   |            |                     |                           |                      |                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         | {Creation [(2)+(3)  | ]/releas  |
|                               |                               |         |             |       |                                       |            |                     |                           |                      |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         | [(2)-(3)]/ invocati | ion[(2)-  |
|                               |                               |         |             |       |                                       |            |                     |                           |                      |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         | (3)]}               |           |
|                               |                               |         |             |       |                                       |            |                     |                           |                      |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               | No of Shares                  | % of to | tal %w      | .r.t  | No of Shares                          | % of total | Type of             | Date of creation          | Type of              | Reasons for               | No of Shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | % of total | Name of the             | No of Shares        | % of tota |
|                               |                               | share   | dilu        |       |                                       | share      | event               | invocation                |                      | encumbranc                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | share      | entity in               |                     | share     |
|                               |                               | Capita  |             |       |                                       | Capital    | (creation/rel       | release of<br>encumbrance | e                    | e                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | capital    | whose favor<br>shares   |                     | capital   |
|                               |                               |         | capi<br>(*) | tal   | د الله .<br>مراجع ال                  |            | ease<br>invocation) | encumprance               | (pledge/lien<br>/non |                           | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            | encumbered              |                     |           |
|                               |                               |         |             |       | 1941<br>1                             |            | ,                   |                           | disposal             |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               | · · ·                         | .       |             |       | 1                                     | 3          |                     |                           | undertakin           |                           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
|                               |                               |         |             |       |                                       |            |                     |                           | g/other)             |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               |                               | ·       |             |       | 3                                     |            |                     |                           |                      |                           | '                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
| Direct Media                  | 45,72,12,260                  | 4       | 2.89 N      | .A.   | 35,80,32,138                          | 33.59      | Creation            | 16-Jun-2017               | Pledge               | Collateral                | . 1,70,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.02       | IDBI<br>Tourte estis    | 35,82,02,138        | 33.60     |
| Distribution                  |                               |         |             |       |                                       |            |                     |                           |                      | Pledge for<br>Facility of | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            | Trusteeship<br>Services |                     |           |
| Ventures Private<br>Limited   | · · ·                         |         |             |       |                                       |            |                     | i i                       |                      | Promoter                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            | Limited                 |                     |           |
| Linnteu                       |                               | -       |             |       |                                       |            |                     |                           |                      | group                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            | Linned                  |                     |           |
|                               |                               |         |             |       |                                       |            |                     |                           |                      | Company                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     | 1         |
|                               |                               | ļ       |             |       |                                       |            |                     |                           |                      |                           | i                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
| Direct Media                  | 45,72,12,260                  |         | 2.89 N      | .A.   | 35,82,02,138                          | 33.60      | Creation            | 19-Jun-2017               | Diodao               | Collateral                | 3,90,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.04       | Catalyst                | 35,85,92,138        | 33.64     |
| Direct Media<br>Distribution  | 43,/2,12,200                  | 4       | 2.09 1      | ~     | 55,82,02,136                          | 33.00      | Cleanon             | . 13-300-2017             | Fienge               | Pledge for                | 3,30,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.04       | Trusteeship             | \$2,62,22,130       | 55.04     |
| Ventures Private              |                               |         |             |       |                                       |            |                     |                           |                      | Facility of               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            | Limited                 | 1                   |           |
| Limited                       |                               | -       |             |       | 1 (* 1                                |            |                     |                           |                      | Promoter                  | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |                         |                     |           |
|                               |                               | · .     |             |       | $\mathbb{S}^*$ ,                      |            |                     |                           |                      | group                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         | Í                   |           |
|                               |                               |         |             |       |                                       |            |                     |                           |                      | Company                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               |                               |         |             |       |                                       |            |                     |                           |                      |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
| Direct Media                  | 45,72,12,260                  | 1       | 2.89 N      | .A.   | 35,85,92,138                          | 33.64      | Creation            | · 19-Jun-2017             | Pledge               | Collateral                | 8,05,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 0.08       | STCI Finance            | 35,93,97,138        | 33.72     |
| Distribution                  | -5,1 2,12,200                 |         |             |       | لالغار <u>،</u> درون رون              | 23.04      |                     | 10 1011 1017              |                      | Pledge for                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            | Limited                 |                     |           |
| Ventures Private              |                               |         |             |       |                                       |            |                     |                           | · · ·                | Facility of               | and the second s |            |                         |                     |           |
| Limited                       | с. +                          |         |             |       |                                       |            |                     |                           |                      | Promoter                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               |                               |         |             | · .   | 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 |            | · ,                 |                           |                      | group                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |                         |                     |           |
|                               |                               |         |             |       | TITION VEN                            |            |                     |                           |                      | Company                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | L          |                         |                     |           |
|                               |                               | 1       |             | ι     | 1.80 EVA                              |            | 1                   |                           |                      | 1                         | LESTMA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |            |                         | 1                   | 1         |

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|                                                             |              |     |       |      |              |       |          |                             |                                                                         | -         |      |                                            |                      |    |
|-------------------------------------------------------------|--------------|-----|-------|------|--------------|-------|----------|-----------------------------|-------------------------------------------------------------------------|-----------|------|--------------------------------------------|----------------------|----|
|                                                             |              |     |       |      |              |       |          |                             |                                                                         |           |      |                                            |                      |    |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | · 4 | 42.89 | N.A. | 35,93,97,138 | 33.72 | Creation | 19-Jun-20 <b>1</b> 7 Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 20,00,000 | 0.19 | Vistra ITCL<br>(India) Ltd.                | 36,13,97,138         | 33 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | . 4 | 42.89 | N.A. | 36,13,97,138 | 33.90 | Creation | 19-Jun-2017 Pledge          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,50,000 | 0.11 | IDBI<br>Trusteeship<br>Services<br>Limited | 36,25,47,138<br>-    | 34 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A. | 36,25,47,138 | 34.01 | Creation | 19-Jun-2017 Pledge          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 13,00,000 | 0.12 | Axis Trustee<br>Services<br>Limited        | 36,38,47,138         | 34 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A. | 36,38,47,138 | 34.13 | Creation | 19-Jun-2017 Pledge          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,95,000  | 0.08 | Catalyst<br>Trusteeship<br>Limited         | 36,47,42,138         | 34 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A. | 36,47,42,138 | 34.22 | Creation | 20-Jun-2017 Pledge          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 70,000    | 0.01 | Axis Trustee<br>Services<br>Limited        | 36,48,12,138         | 34 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 4   | 42.89 | N.A. | 36,48,12,138 | 34.22 | Creation | 21-Jun-2017 Pledge          | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 2,45,000  | 0.02 | Axis Trustee<br>Services<br>Limited        | 36,50 <b>,57,138</b> | 34 |

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| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 |                                       | 42.89 | N.A. | 36,50,57,138 | 34.25 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 4,60,000  | 0.04 | Catalyst<br>Trusteeship<br>Limited         | 36,55,17,138 | 34.29 |
|------------------------------------------------------------------------------------------------------|--------------|---------------------------------------|-------|------|--------------|-------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|--------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 |                                       | 42.89 | N.A. | 36,55,17,138 | 34.29 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,75,000  | 0.02 | Axis Trustee<br>Services<br>Limited        | 36,56,92,138 | 34.31 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 |                                       | 42.89 | N.A. | 36,56,92,138 | 34.31 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 6,95,000  | 0.07 | IDBI<br>Trusteeship<br>Services<br>Limited | 36,63,87,138 | 34.37 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | · · · · · · · · · · · · · · · · · · · | 42.89 | N.A. | 36,63,87,138 | 34.37 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,00,000  | 0.03 | Kotak<br>Mahindra<br>Prime<br>Limited      | 36,66,87,138 | 34.40 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  |                                       | 7.21  | N.A. | 2,84,50,000  | 2.67  |          |             | -      | -                                                                       |           | -    | -                                          | 2,84,50,000  | 2.67  |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822  |                                       | 8.08  | N.A. | 5,63,37,400  | 5.29  | Creation | 19-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 19,80,000 | 0.19 | Axis Finance<br>Limited                    | 5,83,17,400  | 5.47  |

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| Veena<br>Investments<br>Private Limited          | 8,60,94,822               | 8.08   | N.A.   | 5,83,17,400         | 5.47  | Creation      | 19-Jun-2017          | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 23,00,000      | 0.22      | Indusind<br>Bank | 6,06,17,400 | 5.69 |
|--------------------------------------------------|---------------------------|--------|--------|---------------------|-------|---------------|----------------------|--------|-------------------------------------------------------------------------|----------------|-----------|------------------|-------------|------|
|                                                  |                           | ;      |        |                     |       |               |                      |        |                                                                         |                |           |                  |             |      |
| Jay Properties<br>Private Limited                | 1,01,31,000               | 0.9    | 5 N.A. | -                   | -     | -             | -                    | -      | -                                                                       | -              | -         | -                | -           |      |
| Sprit Textiles<br>Private Limited                | 300                       | 0.00   | N.A.   | -                   | -     | -             | -                    | -      |                                                                         |                | -         | -                | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125               | 3.30   | ) N.A. |                     | -     | -             | -                    | ·-     | . <b>-</b>                                                              | -              | -         | -                | -           | -    |
| Ambience<br>Business Services<br>Private Limited | 13,08,125                 | 0.13   | 2 N.A. | -                   | -     |               | -                    | -      | -                                                                       | -              | -         | -                | -           | -    |
| Ashok Kumar<br>Goel                              | 6,25,250                  | - 0.00 | 5 N.A. | -                   | -     | - `           | -                    | -      | -                                                                       |                | -         | -                | -           | -    |
| Ashok Mathai<br>Kurien                           | 11,74,150                 | 0.1    | I N.A. | ·                   | -     | -             | -                    | -      | -                                                                       | · -            | -         | -                | -           | -    |
| Essel Media<br>Ventures Limited                  | 4,60,000                  | 0.0    | N.A.   | -                   | -     |               | -                    | -      | -                                                                       |                | -         | -                |             | -    |
| Nishi Goel                                       | 11,000                    | 0.00   | N.A.   | - 11 - 12 - 1       | · -   | · · ·         | -                    | -      | -                                                                       |                | -         |                  | -           | -    |
| Priti Goel                                       | 11,000                    | 0.00   | N.A.   | · · · · -           | -     | -             | -                    | -      | -                                                                       | : -            | -         | -                | -           | -    |
| Suryansh Goel                                    | 5,100                     | 0.00   | N.A.   |                     | -     | -             | · -                  | -      | -                                                                       |                | -         | -                | -           | -    |
| Sushila Devl                                     | 5,85,750                  | 0.0    | 5 N.A. | ·                   | -     | -             | · -                  | -      | - 1                                                                     |                | -         | -                | -           | -    |
| Tapesh Goel                                      | 5,100                     | 0.00   | N.A.   | - <u> </u>          | -     |               | -                    | -      | -                                                                       | · ~            | -         | -                | - '         | -    |
| Jawahar Lal Goel                                 | 1,76,800                  | . 0.02 | N.A.   |                     |       | -             | -                    | -      | -                                                                       |                | -         | -                | -           | -    |
| Manaaska<br>Fashions LLP                         | 1,70,00,000               | 1.59   | N.A.   |                     | · - ` |               | -                    | -      | -                                                                       |                | -         | -                | -           | -    |
| World Crest<br>Advisors LLP                      | 100                       | 0.00   | ) N.A. | -                   | -     |               |                      | -      | ~                                                                       | -              | -         | -                | -           | -    |
| Place :<br>Date :                                | Mumbai<br>23rd June, 2017 |        |        | lding in the target |       | RECUA DISTRIC | ENTER'S FRUMATE LILL | -      |                                                                         | orised Signato | EENA INVE | MEALS PUT. LIT   |             |      |

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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. Promoters

From: Sent: To: Subject: Attachments: Promoters 23/06/2017 19:50 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVL VEENA TO DISH.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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June 23, 2017

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

✓ 010077

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

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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 on the equity shares of Dish TV India Limited

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

TURES

, T J <del>J</del>,

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

Authorised Signatory

Encl: As above

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

**Authorised Signatory** 



(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)

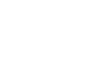
|                  | rget Company (T   |                 |       |                  |                                         |                        |                  |                        |                          |                                | Dish TV In       | dia Limited      |                  |                          |                     |                  |
|------------------|-------------------|-----------------|-------|------------------|-----------------------------------------|------------------------|------------------|------------------------|--------------------------|--------------------------------|------------------|------------------|------------------|--------------------------|---------------------|------------------|
| Name of the sto  | ock exchanges wh  | ere th          | e sha | res of th        | ne targe                                | t company ar           | re listed        |                        |                          |                                | NSE /BSE         |                  |                  |                          |                     |                  |
| Date of Reporti  | ng                | 1               |       |                  |                                         |                        |                  |                        |                          |                                | 23rd June        | , 2017           |                  |                          |                     |                  |
| Name of the Pr   | omoter or PAC on  | whos            | e sha | res encl         | umbrand                                 | e has been c           | reated /in       | woked /rel             | eased                    |                                | Direct Me        | dia Distribution | 1 Venture        | s Private Lim            | ited                |                  |
|                  |                   |                 |       |                  |                                         | 1a                     |                  | -                      | _                        |                                | Veena Inv        | estments Priva   | te Limite        | d                        |                     |                  |
|                  |                   |                 |       |                  |                                         |                        |                  |                        | •                        |                                |                  |                  |                  |                          |                     |                  |
|                  |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                |                  | i .              |                  |                          |                     |                  |
| Details of creat | ion/invocation/re | lease           | ofen  | cumbrai          | nce :                                   | 34                     | •                |                        |                          |                                |                  |                  |                  |                          |                     |                  |
| Name of Promoter |                   |                 |       |                  |                                         | ter holding a          | Iready           | Details of             | Even pertainin           | e to encum                     | brance (3)       | 1                |                  |                          | Post event holdin   | ng of            |
| (s) or PACs with | company(1)        | a               |       | <b>5</b> ~-      |                                         | bered (2)              | ,                |                        |                          |                                |                  |                  |                  |                          | encumbered shar     |                  |
| him (**)         | 100/11P0/14/14/   |                 |       |                  | C. I.C. CIT                             |                        |                  |                        |                          |                                |                  |                  |                  |                          | {Creation [(2)+(3)  |                  |
|                  |                   |                 |       |                  |                                         |                        |                  | S 1                    |                          |                                |                  |                  |                  |                          | [(2)-(3)]/ invocati |                  |
|                  | 1                 |                 |       |                  |                                         | , Î.                   |                  |                        |                          |                                |                  | 1                |                  |                          | (3)]}               | 011[2]-          |
|                  |                   |                 |       |                  |                                         | د د ور تو<br>د د ور تو |                  |                        | I                        |                                | •                |                  |                  |                          | ( <b>&gt;</b> )]}   |                  |
|                  |                   | - e             |       | · ·              |                                         |                        | ·                |                        |                          |                                | •                |                  |                  |                          |                     | _                |
|                  | No of Shares      | % of to         | tal   | % w.r.t.         | No of Sh                                | ares                   | % of total       | Type of                | Date of creation         | Type of                        |                  | No of Shares     |                  | Name of the              | No of Shares        | % of tota        |
|                  |                   | share<br>Capita | 1     | diluted<br>share |                                         | 1.1                    | share<br>Capital | event<br>(creation/rel | invocation<br>release of |                                | encumbrance<br>e |                  | sbare<br>capital | entity in<br>whose favor |                     | share<br>capital |
|                  |                   | - aprice        | •     | capital          |                                         |                        | Cuprin           | ease                   | encumbrance              | (pledge/lien                   | 1 -              |                  |                  | shares                   |                     |                  |
|                  |                   | 1               |       | (*)              |                                         |                        |                  | invocation)            |                          | /non                           |                  | ļ.               |                  | encumbered               |                     |                  |
|                  |                   |                 |       | × 1              | ÷ .                                     |                        | ,                |                        |                          | disposal<br>undertak <i>in</i> |                  | 1                |                  |                          |                     |                  |
|                  |                   |                 |       |                  | 2.5                                     | i .                    |                  |                        |                          | g/other)                       |                  | ł                |                  |                          |                     |                  |
|                  |                   |                 |       |                  |                                         |                        |                  |                        |                          | 5. ,                           |                  |                  |                  |                          |                     |                  |
| Direct Media     | 45,72,12,260      | 1               | 12.89 | N.A.             | 1                                       | 35,80,32,138           | 33.59            | Creation               | 16-Jun-2017              | Pledge                         | Collateral       | 1,70,000         | 0.02             | IDBI                     | 35,82,02,138        | 33.60            |
| Distribution     |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                | Pledge for       |                  |                  | Trusteeship              |                     |                  |
| Ventures Private |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                | Facility of      |                  |                  | Services                 |                     |                  |
| Limited          | ÷                 |                 |       |                  | 5-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1 |                        |                  |                        |                          |                                | Promoter         |                  |                  | Limited                  |                     |                  |
| · ·              |                   | -               |       |                  |                                         |                        |                  |                        |                          |                                | group            | [                |                  |                          |                     |                  |
|                  |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                | Company          |                  |                  | 1                        |                     |                  |
|                  |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                |                  |                  |                  |                          |                     |                  |
| Direct Media     | 45,72,12,260      | 4               | 2.89  | N.A.             |                                         | 35,82,02,138           | 33.60            | Creation               | 19-Jun-2017              | Piedge                         | Collateral       | 3,90,000         | 0.04             | Catalyst                 | 35,85,92,138        | 33.64            |
| Distribution     | 10,7 2,22,200     |                 |       |                  |                                         |                        |                  |                        |                          |                                | Pledge for       |                  |                  | Trusteeship              |                     |                  |
| Ventures Private |                   |                 |       |                  |                                         | · ·                    |                  |                        |                          |                                | Facility of      |                  |                  | Limited                  |                     |                  |
| Limited          |                   |                 |       |                  | •                                       |                        |                  |                        |                          |                                | Promoter         |                  |                  |                          |                     |                  |
|                  |                   | 1               |       |                  |                                         |                        | 1                |                        |                          |                                | group            |                  |                  |                          |                     |                  |
|                  |                   |                 |       |                  | 1.0                                     | 1 E E                  | · ·              |                        |                          |                                | Company          |                  |                  |                          |                     |                  |
|                  |                   |                 |       |                  | ·                                       | i.                     | 1                |                        | · ·                      |                                |                  |                  | · · ·            |                          |                     |                  |
| Direct Media     | 45,72,12,260      |                 | 2.89  | N.A.             |                                         | 35,85,92,138           | 33.64            | Creation               | 19-Jun-2017              | Pledge                         | Collateral       | 8,05,000         | 0.08             | STCI Finance             | 35,93,97,138        | 33.72            |
| Distribution     |                   |                 |       |                  |                                         |                        |                  |                        |                          |                                | Pledge for       |                  |                  | Limited                  |                     |                  |
| Ventures Private | l .               |                 |       | l                | · ·                                     |                        |                  | ]                      |                          |                                | Facility of      |                  | ]                |                          |                     |                  |
| Limited          |                   |                 |       |                  |                                         | t.                     | 1                | *                      | . *                      |                                | Promoter         |                  |                  |                          |                     |                  |
|                  | · · ·             |                 |       |                  | · · ·                                   |                        |                  |                        |                          |                                | group            |                  |                  |                          |                     |                  |
|                  | · ·               |                 |       |                  | . •                                     | ONV                    | NTUD             |                        | · ·                      |                                | Company          |                  |                  |                          |                     |                  |
|                  |                   |                 | ۰,    |                  |                                         | 1/37                   | 3                | 5                      |                          |                                |                  | STME             |                  |                          |                     |                  |
|                  | _l                | L               |       |                  | 1 <sup>3</sup> 1                        | <u>   * /</u>          | 1                | <u>f</u>               | l                        |                                |                  | 1/3X             | 1.01             |                          |                     |                  |





|                                                             |              |     |       |             | (            |                  |          |             |          | ~                                                                       |                   |         |                                            |                      |       |
|-------------------------------------------------------------|--------------|-----|-------|-------------|--------------|------------------|----------|-------------|----------|-------------------------------------------------------------------------|-------------------|---------|--------------------------------------------|----------------------|-------|
|                                                             |              |     | ,     |             |              | . '              |          |             |          |                                                                         |                   |         |                                            |                      |       |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A         | 35,93,97,138 | 33.72            | Creation | 19-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 20,00,000         | 0.19    | Vistra ITCL<br>(India) Ltd.                | 36,13,97,138         | 33.90 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | - 2 | 42.89 | <b>N.A.</b> | 36,13,97,138 | 33.90            | Creation | 19-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 11,50,000         | 0.11    | IDBI<br>Trusteeship<br>Services<br>Limited | 36,25,47,138         | 34.01 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | Ņ.A.        | 36,25,47,138 | 34.01            | Creation | 19-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | <b>13,00,</b> 000 | 0.12    | Axis Trustee<br>Services<br>Limited        | 36,38,47,138         | 34.13 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A.        | 36,38,47,138 | 34.13            | Creation | 19-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,95,000          | 0.08    | Catalyst<br>Trusteeship<br>Limited         | 36,47,42, <b>138</b> | 34.22 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | <b>N.A.</b> | 36,47,42,138 | 34.22            | Creation | 20-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 70,000            | 0.01    | Axis Trustee<br>Services<br>Limited        | 36,48,12,138         | 34.22 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 |     | 42.89 | N.A.        | 36,48,12,138 | 34.22<br>URES P0 | Creation | 21-Jun-2017 | Pledge   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 2,45,000          | 0.02    | Axis Trustee<br>Services<br>Limited        | 36,50,57,138         | 34.25 |
| · .                                                         |              | -   |       |             | USIO NOIST   | VATELIN          |          | · .         | <u> </u> |                                                                         |                   | 011.170 |                                            | <u>-</u>             |       |

\* DIRECT



| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,250 |                                                    | 42.89 | N.A. | 36,50,57,138 | 34.25 | Creation | 21-Jun-2017 | Pienke | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 4,60,000  |      | Catalyst<br>Trusteeship<br>Limited         | 36,55,17,138 | 34.29 |
|------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|-------|------|--------------|-------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|--------------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 | 2                                                  | 42.89 | N.A. | 36,55,17,138 | 34.29 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,75,000  |      | Axis Trustee<br>Services<br>Limited        | 36,56,92,138 | 34.31 |
| Direct Medla<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 |                                                    | 42.89 | N.A. | 36,56,92,138 | 34.31 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 6,95,000  |      | ID8I<br>Trusteeship<br>Services<br>Limited | 36,63,87,138 | 34.37 |
| Direct Medla<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260 |                                                    | 42.89 | N.A. | 36,63,87,138 | 34.37 | Creation | 21-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,00,000  |      | Kotak<br>Məhindra<br>Prime<br>Limited      | 36,66,87,138 | 34.40 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278  | · · · · · · · · · · · · · · · · · · ·              | 7.21  | N.A. | 2,84,50,000  | 2.67  | -        |             | -      |                                                                         | -         | -    | -                                          | 2,84,50,000  | 2.5   |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822  | A AND VARIAN AND AN AND AND AND AND AND AND AND AN | 8.08  | N.A. | 5,63,37,400  | 5.29  | Creation | 19-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 19,80,000 | 0.19 | Axis Finance<br>Limited                    | 5,83,17,400  | 5.4   |

\* DIRECT MENTIONET

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| eena<br>nvestments<br>rivate Limited                       | 8,60,94,822               |   | 8.08 | N.A.        | 5,83,17,4 | 400        | 5.47           | Creation | 19-Jun-2017   | Pledge    | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group | 23,00,000      | 0.22      | Indusind<br>Bank                         | 6,06, <b>17,400</b> | 5.69 |
|------------------------------------------------------------|---------------------------|---|------|-------------|-----------|------------|----------------|----------|---------------|-----------|--------------------------------------------------------------|----------------|-----------|------------------------------------------|---------------------|------|
| -                                                          |                           |   |      |             |           | 297<br>201 | •              |          |               |           | Company                                                      |                |           |                                          |                     |      |
| ay Properties                                              | 1,01,31,000               |   | 0.95 | N.A.        |           | -          |                | -        |               | -         |                                                              |                | -         | -                                        | -                   | -    |
| rivate Limited<br>prit Textiles                            | 300                       |   | 0.00 | N.A.        |           | -          | • •            | -        | -             | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| rivate Limited<br>Igrani Holding<br>Mauritius)             | 3,51,72,125               |   | 3.30 | N.A.        |           | - 1        | -              | -        | -             | -         | -                                                            |                | -         | -                                        | -                   | -    |
| imited<br>Imbience<br>Susiness Services<br>Private Limited | 13,08,125                 |   | 0.12 | N.A.        |           | -          | · -            | -        | -             |           | -                                                            |                | -         |                                          | -                   | -    |
| shok Kumar<br>Goel                                         | 6,25,250                  | , | 0.06 | N.A.        | 3         |            | ; <del>-</del> | -        | × _           | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| shok Mathai<br>Surien                                      | 11,74,150                 |   | 0.11 | N.A.        |           |            | ·-             | -        | · –           | -         |                                                              | -<br>,         | -         | -                                        | -                   | -    |
| ssel Media<br>/entures Limited                             | 4,60,000                  | 4 | 0.04 | <b>N.A.</b> |           | -          | -              | -        | -             | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| lishi Goel                                                 | 11,000                    |   | 0.00 | N.A.        | · · · ·   |            | -              | -        |               | -         |                                                              | · · ·          | -         | -                                        | -                   | -    |
| riti Goel                                                  | 11,000                    |   | 0.00 | N.A.        | ×         | -          | -              | -        |               | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| uryansh Goel                                               | 5,100                     |   | 0.00 | N.A.        | 1         | -          |                | -        | -             | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| ushila Devi                                                | 5,85,750                  |   | 0.05 | N.A.        | i i       | -          | -              | -        | · -           | -         | -                                                            | - 19 <b>-</b>  | -         | -                                        |                     | -    |
| apesh Goel                                                 | 5,100                     | 5 | 0.00 | N.A.        |           | -          | -              | -        | · -           | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| awahar Lal Goel                                            | 1,76,800                  |   | 0.02 | N.A.        |           |            | -              | ~        | , -           | -         | -                                                            | -              | -         | -                                        | -                   | -    |
| /lanaaska<br>ashions LLP                                   | 1,70,00,000               |   | 1.59 | N.A.        |           | -          | . <b>-</b>     | -        |               | -         | -                                                            | -              | -         | -                                        |                     | •    |
| Vorld Crest<br>dvisors LLP                                 | 100                       |   | 0.00 | N.A.        |           | -, `       | -              | -        | -             | -         | -                                                            | -              | -         | -                                        | -                   | -    |
|                                                            | Mumbai<br>23rd June, 2017 |   | -    |             | X         |            | DISTRIBUTOR    | ENTURES  | A LATE LIMITE | Signature | of the Auth                                                  | norised Signat | ALA INVES | 10 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - |                     |      |

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shares of the TC.

## Promoters

From: Sent: To: Subject: Attachments: Promoters 23/06/2017 19:56 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVL VEENA TO DISH.pdf

## Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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June 30, 2017

**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

## <sup>1</sup> 010378

Dear Sir,

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**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 on 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 Pvt. Ltd.

Authorised Signatory

Encl: As above

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

Authorised Signatory







(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 Tar              | get Company (TC   | )           |                |                      |            |                     |                  |                      | Dìsh TV (n  | dia Limited      |            |                       |                                        |            |
|------------------------------|-------------------|-------------|----------------|----------------------|------------|---------------------|------------------|----------------------|-------------|------------------|------------|-----------------------|----------------------------------------|------------|
| Name of the sto              | ck exchanges whe  | ere the sha | res of th      | ie target company ar | e listed   |                     |                  |                      | NSE /BSE    | 3                |            |                       |                                        |            |
| Date of Reportin             | ng                |             |                |                      |            |                     |                  |                      | 30th June,  | , 2017           |            |                       |                                        |            |
| Name of the Pro              | moter or PAC on   | whose sha   | res enci       | umbrance has been c  | reated /in | woked / rel         | eased            |                      | Direct Me   | dia Distribution | Venture    | s Private Lim         | ited                                   |            |
|                              |                   |             |                |                      | •          | •                   |                  |                      |             | estments Priva   |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            | _                     |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       |                                        |            |
| Details of creati            | on/invocation/rel | ease of en  | rumhra         | nce :                |            |                     |                  |                      |             | 4                |            |                       |                                        |            |
|                              | Promoter Holding  |             |                | Promoter holding al  | vhcar      | Details of          | Even pertaining  | a to encum           | hrance (3)  | -                |            |                       | Post event holdin                      | ng of      |
| (s) or PACs with             | company(1)        |             | 5c1            | encumbered (2)       | auy        | Details of          | eren pertannig   | 5 to chean           | ibrance (b) |                  |            |                       | encumbered shar                        | -          |
| him (**)                     | company(1)        |             |                | encombered (2)       |            |                     |                  |                      |             |                  |            |                       |                                        |            |
|                              | *                 |             |                |                      |            |                     |                  |                      |             |                  |            |                       | {Creation [(2)+(3)                     |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       | [(2)-(3)]/ invocati                    | ion[(2)-   |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       | (3)]}                                  |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       |                                        |            |
|                              | No of Shares      | % of total  | % w. <b>L</b>  | No of Shares         | % of total | Type of             | Date of creation | Type of              | Reasons for | No of Shares     | % of total | Name of the           | No of Shares                           | % of total |
|                              |                   | share       | díluted        |                      | share      | event               | invocation       | encumbranc           | encumbranc  |                  | share      | entity in             |                                        | share      |
|                              |                   | Capital     | share          |                      | Capital    | (creation/rel       |                  | e<br>(               | e           |                  | capital    | whose favor<br>shares |                                        | capital    |
|                              |                   |             | capital<br>(*) |                      |            | ease<br>invocation) | encumbrance      | (pledge/lien<br>/non | · .         | 4                |            | encumbered            |                                        |            |
|                              |                   |             | ( <i>'</i>     |                      |            |                     |                  | disposal             |             |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  | undertakin           |             |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  | g /other)            |             |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       |                                        |            |
| Direct Media                 | 45,72,12,260      | 42.89       | N.A.           | 36,66,87,138         | 34.40      | Creation            | 22-Jun-2017      | Piedge               | Collateral  | - ; 75,000       | 0.01       | Axis Trustee          | 36,67,62,138                           | 34.41      |
| Distribution                 |                   |             |                |                      |            |                     |                  |                      | Pledge for  |                  |            | Services              |                                        |            |
| Ventures Private             |                   |             |                |                      |            |                     |                  |                      | Facility of |                  |            | Limited               |                                        |            |
| Limited                      |                   |             |                |                      |            |                     |                  |                      | Promoter    |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            | ,                   |                  |                      | group       |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      | Company     |                  |            |                       |                                        |            |
|                              |                   |             |                | :                    |            |                     |                  |                      |             |                  |            |                       |                                        |            |
| Direct Media                 | 45,72,12,260      | 42.89       | N.A.           | 36,67,62,138         | 34.41      | Creation            | 22-Jun-2017      | Pledge               | Collateral  | 2,60,000         | 0.02       | IDBI                  | 36,70,22,138                           | 34.43      |
| Distribution                 |                   |             |                |                      | + ··       |                     |                  |                      | Pledge for  |                  |            | Trusteeship           |                                        |            |
| Ventures Private             |                   |             |                |                      |            |                     |                  |                      | Facility of |                  |            | 5ervices              |                                        |            |
| Limited                      |                   |             |                |                      |            |                     | >                |                      | Promoter    |                  |            | Limited               |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      | group       |                  |            |                       |                                        |            |
|                              |                   |             |                | ,                    |            |                     |                  |                      | Company     |                  |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       |                                        |            |
| Direct Media                 | 45,72,12,260      | 42.89       | N.A.           | 36,70,22,138         | 34.43      | Creation            | 23-Jun-2017      | Pledge               | Collateral  | 7,95,000         | 0.07       | IDBI                  | 36,78,17,138                           | 34.51      |
| Direct Media<br>Distribution | 43,72,12,200      | 42.09       | 11.4.          | 30,70,22,130         | 34.45      |                     | 23-301-2017      | , ienke              | Pledge for  | ,,25,000         | 0.07       | Trusteeship           | 50,, 3,2,,200                          |            |
| Ventures Private             |                   |             |                |                      |            |                     |                  |                      | Facility of |                  |            | Services              |                                        |            |
| Limited                      |                   | 5           |                |                      |            |                     |                  |                      | Promoter    |                  |            | Limited               |                                        |            |
|                              |                   | 3           | 1              |                      |            |                     | 1                |                      | group       | i                |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      | Company     | 8<br>2<br>8      |            |                       |                                        |            |
|                              |                   |             |                |                      |            |                     |                  |                      |             |                  |            |                       | VER                                    |            |
|                              |                   |             |                |                      |            |                     |                  |                      | 1           | + 010 St         |            | <u> </u>              | × ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ |            |
|                              |                   | ļ           |                |                      |            |                     |                  |                      | 11-81-20    | 1.02             |            | lla                   | () ハミー                                 |            |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 36,78,17,138 | 34.51 | Creation | 23-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | <b>8,10,000</b> | 0.08 | Catalyst<br>Trusteeship<br>Limited  | 36,86,27,138 | 34.58 |
|-------------------------------------------------------------|--------------|-------|------|--------------|-------|----------|-------------|--------|-------------------------------------------------------------------------|-----------------|------|-------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 36,86,27,138 | 34.58 | Creation | 23-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000        | 0.08 | Axis Trustee<br>Services<br>Limited | 36,94,27,138 | 34.66 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 36,94,27,138 | 34.66 | Creation | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000        | 0.08 | llFL Wealth<br>Finance<br>Limited   | 37,02,27,138 | 34.73 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A. | 37,02,27,138 | 34.73 | Creation | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 15,53,000       | 0.15 | STCI Finance<br>Limited             | 37,17,80,138 | 34.88 |
| Direct Media<br>Distribution<br>Ventures Private<br>Umited  | 45,72,12,260 | 42.89 | N.A. | 37,17,80,138 | 34.88 | Creation | 28-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 28,70,000       | 0.27 | Axis Trustee<br>Services<br>Limited | 37,46,50,138 | 35.15 |
| Direct Media<br>Distribution<br>Ventures Private<br>Urnited | 45,72,12,260 | 42.89 | N.A. | 37,46,50,138 | 35.15 | Creation | 28-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 24,15,000       | 0.23 | Catalyst<br>Trusteeship<br>Limited  | 37,70,65,138 | 35.37 |



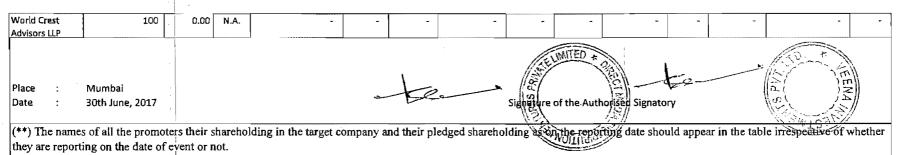


| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media | 7 <b>,6</b> 9,05,278 | 7.21 | N.A. | 2,84,50,000 | 2.67 | -        |             | _      | -                                                                       | -        | -    | -                                 | 2,84,50,000 | 2.67 |
|---------------------------------------------------------------------|----------------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|----------|------|-----------------------------------|-------------|------|
| Solutions Private<br>Limited)                                       |                      | a    |      |             |      |          |             |        |                                                                         |          |      |                                   | · · ·       |      |
| Veena<br>Investments<br>Private Limited                             | 8,60,94,822          | 8.08 | N.A. | 6,06,17,400 | 5.69 | Creation | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,00,000 | 0.05 | IIFL Wealth<br>Finance<br>Limited | 6,11,17,400 | 5.73 |
| Jay Properties<br>Private Limited                                   | 1,01,31,000          | 0.95 | N.A. | -           | -    | -        |             | -      | -                                                                       | -        | -    | -                                 |             |      |
| Sprit Textiles<br>Private Limited                                   | 300                  | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited                            | 3,51,72,125          | 3.30 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Ambience<br>Business Services<br>Private Limited                    | 13,08,125            | 0.12 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Ashok Kumar<br>Goel                                                 | 6,25,250             | 0.06 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | •    |
| Ashūk Mathai<br>Kurien                                              | 11,74,150            | 0.11 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Essel Media<br>Ventures Limited                                     | 4,60,000             | 0.04 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Nishi Goel                                                          | 11,000               | 0.00 | N.A. | -           | -    | -        |             | -      | -                                                                       | 1 -      | -    | -                                 | -           | -    |
| Pritl Goel                                                          | 11,000               | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | : -      | -    | -                                 | -           | -    |
| Suryansh Goel                                                       | 5,100                | 0.00 | N.A. | -           | -    | -        | -           | -      |                                                                         | -        | -    | -                                 | -           | -    |
| Sushila Devi                                                        | 5,85,750             | 0.05 | N.A. | -           | -    | -        |             | -      | -                                                                       |          | -    | -                                 | -           | -    |
| Tapesh Goel                                                         | 5,100                | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -        | -    | -                                 | -           | -    |
| Jawahar Lal Goel                                                    | 1,76,800             | 0.02 | N.A. | -           | -    | -        |             | -      | -                                                                       | -        | -    | -                                 | . –         | -    |
| Manaaska<br>Fashions LLP                                            | 1,70,00,000          | 1.59 | N.A. | -           | -    | -        | -           | -      |                                                                         |          |      | -                                 | -           | -    |

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(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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. Promoters

From: Sent: To: Subject: Attachments: Promoters 30/06/2017 18:49 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 Disclosure DMDVPL Veena - DISH.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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June 30, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

NTELIM

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pyt. Ltd.

Authorised Signatory

Encl: As above

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

Authorised Signatory



(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 Ta               | rget Company (TC   | 3            |                |                      |            |                     |                  |                      | Dish TV In              | dia Limited        |            |                         |                     |            |
|------------------------------|--------------------|--------------|----------------|----------------------|------------|---------------------|------------------|----------------------|-------------------------|--------------------|------------|-------------------------|---------------------|------------|
| Name of the sto              | ock exchanges whe  | ere the sha  | res of t       | ne target company ar | e listed   |                     |                  |                      | NSE /BSE                |                    |            |                         |                     |            |
| Date of Reporti              | ng                 |              |                |                      |            |                     |                  |                      | 30th June               | , 2017             |            |                         |                     |            |
| Name of the Pro              | omoter or PAC on   | whose sha    | res enci       | umbrance has been c  | reated /in | woked /rel          | eased            |                      | Direct Me               | dia Distributior   | Venture    | s Private Lim           | ited                |            |
|                              |                    |              |                |                      |            |                     |                  |                      | Veena Inv               | estments Priva     | te Limite  | d                       |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      |                         | :                  |            |                         |                     | 1          |
|                              |                    |              |                | - · · · ·            |            |                     |                  |                      |                         |                    |            |                         |                     |            |
| Details of creat             | ion/invocation/rel | lease of en  | cumbra         | nce :                |            |                     |                  |                      |                         |                    |            |                         |                     |            |
| Name of Promoter             | Promoter Holdin    | g in the tar | get            | Promoter holding a   | lready     | Details of          | Even pertainin   | g to encur           | brance (3)              | 1                  |            |                         | Post event holdin   | g of       |
| (s) or PACs with<br>him (**) | company(1)         |              |                | encumbered (2)       |            |                     | -                |                      |                         |                    |            |                         | encumbered shar     | es         |
| ( )                          |                    |              |                |                      |            |                     |                  |                      |                         | ·                  |            |                         | {Creation [(2)+(3)  | ]/release  |
|                              |                    |              |                |                      |            |                     |                  |                      |                         |                    |            |                         | [(2)-(3)]/ invocati | on{(2)-    |
|                              |                    |              |                |                      |            |                     |                  |                      |                         | · •                | •          |                         | (3)]}               |            |
|                              |                    | · .          |                |                      |            |                     |                  |                      |                         | i                  |            |                         |                     |            |
|                              | No of Shares       | % of total   | % w.r.t.       | No of Shares         | % of total | Type of             | Date of creation | Type of              | Reasons for             | No of Shares       | % of total | Name of the             | No of Shares        | % of total |
|                              | itto tr ondes      | share        | diluted        |                      | share      | event               | invocation       |                      | encumbranc              |                    | share      | entity in               |                     | share      |
|                              |                    | Capital      | share          |                      | Capital    | (creation/rel       |                  | e                    | e                       |                    | capital    | whose favor             |                     | capital    |
|                              |                    |              | capital<br>(*) |                      |            | ease<br>invocation) | encumbrance      | (pledge/lien<br>/non |                         |                    |            | shares<br>encumbered    |                     |            |
|                              |                    |              | Ľ.             |                      |            | ,                   |                  | disposal             |                         |                    |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     |                  | undertakin           |                         |                    |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     |                  | g /other)            |                         |                    |            |                         |                     |            |
| Direct Media                 | 45,72,12,260       | 42.89        | N.A.           | 36,66,87,138         | 34.40      | Creation            | 22-Jun-2017      | Pledge               | Collateral              | 75,000             | 0.01       | Axis Trustee            | 36,67,62,138        | 34.41      |
| Distribution                 | ,3,, 2,22,200      |              |                |                      |            |                     |                  |                      | Pledge for              | ,,                 |            | Services                |                     |            |
| Ventures Private             |                    |              |                |                      |            |                     |                  |                      | Facility of             | 5                  |            | Limited                 |                     |            |
| Limited                      |                    |              |                |                      |            |                     |                  |                      | Promoter                | a Waa              |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      | group                   | į                  |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      | Company                 |                    |            |                         |                     |            |
|                              |                    | :            |                |                      |            | -                   |                  |                      |                         | <i></i>            |            |                         |                     |            |
| Direct Media                 | 45,72,12,260       | 42.89        | N.A.           | 36,67,62,138         | 34.41      | Creation            | 22-Jun-2017      | Pledge               | Collateral              | 2,60,000           | 0.02       |                         | 36,70,22,138        | 34.43      |
| Distribution                 |                    |              |                |                      |            |                     |                  |                      | Pledge for              | 4                  |            | Trusteeship<br>Services |                     |            |
| Ventures Private<br>Limited  |                    |              |                |                      |            |                     |                  |                      | Facility of<br>Promoter |                    |            | Limited                 |                     |            |
| cimiteu                      |                    |              |                |                      |            |                     |                  |                      | group                   |                    |            | Linneed                 |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      | Company                 |                    |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      |                         | 1                  |            |                         |                     |            |
| Direct Media                 | 45,72,12,260       | 42.89        | N.A.           | 36,70,22,138         | 34.43      | Creation            | 23-Jun-2017      | Pledge               | Collateral              | 7,95,000           | 0.07       | IDBI                    | 36,78,17,138        | 34.51      |
| Distribution                 |                    |              |                |                      |            |                     |                  |                      | Pledge for              |                    |            | Trusteeship             |                     |            |
| Ventures Private             |                    |              |                |                      |            |                     |                  |                      | Facility of             | 1                  |            | Services                |                     |            |
| Limited                      |                    |              |                |                      |            |                     |                  |                      | Promoter                | ł                  |            | Limited                 |                     |            |
|                              |                    |              |                |                      |            |                     |                  |                      | group                   | i i                |            |                         |                     |            |
|                              |                    |              |                |                      |            |                     | -                |                      | Company                 |                    |            | DU                      |                     |            |
|                              |                    |              |                |                      |            |                     | ATEL             | MITED                |                         | y and a set of the |            | 15-                     | K/3N                |            |
| <b>.</b>                     |                    | L.)          |                | L                    |            | •                   | 121              | <u> </u>             |                         | l<br>t             |            | 1.57                    | Zi W                |            |
|                              |                    | :            |                |                      |            |                     | line             | 1                    | 181                     | 1                  |            |                         | ۲ ) <u>+</u>        |            |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.        | 36,78,17,138 | 34.51 | Creation . | 23-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,10,000  | 0.08 | Catalyst<br>Trusteeship<br>Limited  | 36,86,27,138 | 34.58 |
|-------------------------------------------------------------|--------------|-------|-------------|--------------|-------|------------|-------------|--------|-------------------------------------------------------------------------|-----------|------|-------------------------------------|--------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.        | 36,86,27,138 | 34.58 | Creation   | 23-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000  | 0.08 | Axis Trustee<br>Services<br>Limited | 36,94,27,138 | 34.66 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.        | 36,94,27,138 | 34.66 | Creation   | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,00,000  | 0.08 | IIFL Wealth<br>Finance<br>Limited   | 37,02,27,138 | 34.73 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.        | 37,02,27,138 | 34.73 | Creation   | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 15,53,000 | 0.15 | STCI Finance<br>Limited             | 37,17,80,138 | 34.88 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | <b>N.A.</b> | 37,17,80,138 | 34.88 | Creation   | 28-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 28,70,000 | 0.27 | Axis Trustee<br>Services<br>Limited | 37,46,50,138 | 35.15 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.        | 37,46,50,138 | 35.15 | Creation   | 28-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 24,15,000 |      | Catalyst<br>Trusteeship<br>Limited  | 37,70,65,138 | 35.37 |



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| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278 | 7.21 | N.A. | 2,84,50,000 | 2.67 | -        | -           | -      | -                                                                       | -               | _    | -                                 | 2,84,50,000 | 2.67 |
|------------------------------------------------------------------------------------------------------|-------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|-----------------|------|-----------------------------------|-------------|------|
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822 | 8.08 | N.A. | 6,06,17,400 | 5.69 | Creation | 27-Jun-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | <b>5,00,000</b> | 0.05 | líFL Wealth<br>Finance<br>Límited | 6,11,17,400 | 5.73 |
| Jay Properties<br>Private Limited                                                                    | 1,01,31,000 | 0.95 | N.A. | -           | -    | -        | -           | -      | -                                                                       |                 | -    | -                                 | -           |      |
| Sprit Textiles<br>Private Limited                                                                    | 300         | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 3,51,72,125 | 3.30 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Ambience<br>Business Services<br>Private Limited                                                     | 13,08,125   | 0.12 | N.A. | -           | -    | -        | -           | _      | -                                                                       | -               | -    | -                                 | -           | -    |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250    | 0.06 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150   | 0.11 | N.A. | -           | -    |          | -           | -      | -                                                                       | ·               | -    | -                                 | -           | -    |
| Essel Media<br>Ventures Limited                                                                      | 4,50,000    | 0.04 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    |                                   | -           | -    |
| Nishi Goel                                                                                           | 11,000      | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | ; . <b>-</b>    | -    | -                                 | -           | -    |
| Priti Goel                                                                                           | 11,000      | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Suryansh Goel                                                                                        | 5,100       | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Sushila Devi                                                                                         | 5,85,750    | 0.05 | N.A. |             | -    | -        | -           | -      | -                                                                       | -               | -    |                                   | -           | -    |
| Tapesh Goel                                                                                          | 5,100       | 0.00 | N.A. | -           | -    | -        |             | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Jawahar Lal Goel                                                                                     | 1,76,800    | 0.02 | N.A. |             | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |
| Manaaska<br>Fashions LLP                                                                             | 1,70,00,000 | 1.59 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -               | -    | -                                 | -           | -    |





| World Crest<br>Advisors LLP | 100                       | 0.00 | N.A. | - | - | -   | -          | -         | -                    | -                | -        | -           |  |
|-----------------------------|---------------------------|------|------|---|---|-----|------------|-----------|----------------------|------------------|----------|-------------|--|
| Place :<br>Date :           | Mumbai<br>30th June, 2017 | -    |      |   |   | te- | CH VENTUR. | Signature | Anitation * District | horised Signator | ry<br>TY | NENTS STANA |  |

(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the feporting 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 30/06/2017 18:43 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 Disclosure DMDVPL Veena - DISH.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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# 011068

July 14, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd.

**Authorised Signatory** 

Encl: As above

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CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.



Authorised Signatory





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| Name of the Ta                                                                                       | rget Company (TC               | 1                              |                                                |                                      |                                |                                                          |                                                             |                                                                                      | Dish TV In                                                                  | dia Limited      |                                |                                                                 |                                           |                                |
|------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------|------------------------------------------------|--------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|-------------------------------------------|--------------------------------|
|                                                                                                      |                                |                                | res of th                                      | ie target company ar                 | e listed                       |                                                          |                                                             |                                                                                      | NSE /BSE                                                                    |                  |                                |                                                                 |                                           |                                |
| Date of Reporti                                                                                      |                                |                                |                                                |                                      |                                | -                                                        |                                                             |                                                                                      | 14th July,                                                                  | 2017             |                                |                                                                 |                                           |                                |
| -                                                                                                    |                                | whose sha                      | res enci                                       | umbrance has been c                  | reated /ir                     | woked /rel                                               | eased                                                       |                                                                                      |                                                                             | dia Distributior | Venture                        | s Private Lim                                                   | ited                                      |                                |
|                                                                                                      |                                |                                |                                                |                                      | reated / ii                    | voncu / rei                                              | cuscu                                                       |                                                                                      |                                                                             | estments Priva   |                                |                                                                 |                                           |                                |
|                                                                                                      |                                |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                | -                                                               |                                           |                                |
|                                                                                                      |                                |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 |                                           |                                |
| Details of creati                                                                                    | ion/invocation/rel             |                                |                                                | nce :                                |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 |                                           |                                |
| Name of Promoter<br>(s) or PACs with                                                                 | Promoter Holding<br>company(1) | g in the tar                   | get                                            | Promoter holding a<br>encumbered (2) | lready                         | Details of                                               | Even pertainin                                              | g to encum                                                                           | ıbrance (3)                                                                 |                  |                                |                                                                 | Post event holdin<br>encumbered shar      |                                |
| him (**)                                                                                             |                                |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 | {Creation [(2)+(3)<br>[(2)-(3)]/ invocati | ]/releas                       |
|                                                                                                      |                                |                                |                                                |                                      |                                |                                                          |                                                             |                                                                                      |                                                                             |                  |                                |                                                                 | (3)]}                                     |                                |
|                                                                                                      | No of Shares                   | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                         | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                             | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                              | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 45,72,12,260                   | 42.89                          | N.A.                                           | 38,08,75,138                         | 35.73                          | Creation                                                 | 10-Jul-2017                                                 | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 13,20,000        | 0.12                           | IDBI<br>Trusteeship<br>Services<br>Limited                      | 38,21,95,138                              | 35.85                          |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278                    | 7.21                           | N.A.                                           | 3,06,40,000                          | 2.87                           | -                                                        | -                                                           | -                                                                                    | -                                                                           | -                | -                              |                                                                 | 3,06,40,000                               | 2.87                           |
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822                    | 8.08                           | N.A.                                           | 6,11,17,400                          | 5.73                           | Release                                                  | 7-Jul-2017                                                  | Pledge                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 32,40,000        | 0.30                           | Axis Finance<br>Limited                                         | 5,78,77,400                               | 5.43                           |
| Jay Properties                                                                                       | 1,01,31,000                    | 0.95                           | N.A.                                           | ALCT MEDEA                           | Drain -                        | _                                                        |                                                             | -                                                                                    | -                                                                           | -                | -                              | Hereitt                                                         | Wight -                                   | -                              |
| Private Limited                                                                                      | 1,01,51,000                    | 0.35                           | 11.74.                                         |                                      | N'E                            |                                                          |                                                             |                                                                                      |                                                                             |                  |                                | 1-25                                                            | 1 the state                               |                                |
|                                                                                                      |                                |                                |                                                |                                      | UTION IS                       |                                                          |                                                             |                                                                                      |                                                                             |                  |                                | +                                                               |                                           |                                |

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| Sprit Textiles<br>Private Limited                | 300                                      | 0.00      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
|--------------------------------------------------|------------------------------------------|-----------|----------|--------------------------------------------------------------------|----------|---------|----------|-----------------|------------|-------------|-----------------|----------|--------------|-------------------|--------|
| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                              | 3.30      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Ambience<br>Business Services<br>Private Limited | 13,08,125                                | 0.12      | N.A.     | -                                                                  | -        | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Ashok Kumar<br>Goel                              | 6,25,250                                 | 0.06      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Ashok Mathai<br>Kurien                           | 11,74,150                                | 0.11      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Essel Media<br>Ventures Lîmited                  | 4,60,000                                 | 0.04      | N.A.     | -                                                                  |          | -       | -        | -               | ~          |             | -               | -        | -            | -                 |        |
| Nishi Goel                                       | 11,000                                   | 0.00      | N.A.     | - 1                                                                |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Priti Goel                                       | 11,000                                   | 0.00      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Suryansh Goel                                    | 5,100                                    | 0.00      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
| Sushila Devi                                     | 5,85,750                                 | 0.05      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        |              | -                 |        |
| Tapesh Goel                                      | 5,100                                    | 0.00      | N.A.     | -                                                                  |          | -       | -        | -               | -          |             | -               | -        | -            | -                 |        |
| Jawahar Lal Goel                                 | 1,76,800                                 | 0.02      | N.A.     | -                                                                  |          | -       | -        | -               | •          |             | -               | -        | -            | -                 |        |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                              | 1.59      | N.A.     | -                                                                  |          | •       | -        | -               | -          |             |                 | -        | -            | -                 |        |
| World Crest<br>Advisors LLP                      | 100                                      | 0.00      | N.A.     | -                                                                  |          | -       | -        | -               | -          | -           | -               | -        | -            | -                 |        |
|                                                  | Aumbai<br>4th July, 2017                 | ÷         | 1        | ise .                                                              | а),<br>, | 19 + CH | THEDHO   | ST REW TON VENT | Signature  | of the Auth | oorised Signato | TEENA IL | STMEN SPUT   |                   |        |
| (*) Total share c                                | g on the date of e<br>apital to be taken | as per th | e latest | ding in the target c<br>filing done by the o<br>eans the total num | compar   | ıy to   | the Stoc | c Exchange ur   | nder Regul | ation 31 o  | f SEBI (Listi   | ng Oblig | ations and E | Disclosure Requir | ements |

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From: Sent: To: Subject: Attachments: Promoters 14/07/2017 16:27 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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July 14, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

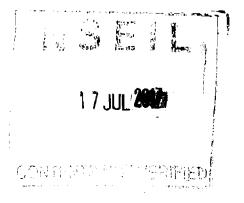
Authorised Signatory

Encl: As above

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



Authorised Signatory



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| f on w<br>n/rele<br>Iding i |                                                            | w.r.t.<br>diluted<br>share<br>capital<br>(*)                     | he target company an<br>umbrance has been o<br>nce :<br>Promoter holding a<br>encumbered (2)<br>No of Shares<br>38,08,75,138 | freated /ir                    | Details of<br>Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Even pertainin<br>Date of creation<br>invocation                               | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Veena Inve                                                                             | lia Distributior<br>istments Priva  | te Limited                     | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered                     | ited<br>Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocation<br>(3)]}<br>No of Shares | es<br> /releas<br>on[(2)-<br>% of tota<br>share<br>capital |
|-----------------------------|------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------|--------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| n/rele<br>Iding i<br>s<br>C | ease of en<br>in the tar<br>% of total<br>share<br>Capital | cumbran<br>get<br>% w.r.t.<br>diluted<br>share<br>capital<br>(*) | nce :<br>Promoter holding a<br>encumbered (2)<br>No of Shares                                                                | % of total<br>share<br>Capital | Details of<br>Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Even pertaining<br>Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Direct Mec<br>Veena Inve<br>brance (3)<br>Reasons for<br>encumbranc<br>e<br>Collateral | lia Distribution<br>Istments Privat | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered                     | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocation<br>(3)]}<br>No of Shares         | es<br> /releas<br>on[(2)-<br>% of tota<br>share<br>capital |
| n/rele<br>Iding i<br>s<br>C | ease of en<br>in the tar<br>% of total<br>share<br>Capital | cumbran<br>get<br>% w.r.t.<br>diluted<br>share<br>capital<br>(*) | nce :<br>Promoter holding a<br>encumbered (2)<br>No of Shares                                                                | % of total<br>share<br>Capital | Details of<br>Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Even pertaining<br>Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Veena Inve                                                                             | no of Shares                        | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered                     | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocation<br>(3)]}<br>No of Shares         | es<br> /releas<br>on[(2)-<br>% of tota<br>share<br>capital |
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| lding i                     | in the tar<br>% of total<br>share<br>Capital               | get<br>% w.r.t.<br>diluted<br>share<br>capital<br>(*)            | Promoter holding a<br>encumbered (2)<br>No of Shares                                                                         | % of total<br>share<br>Capital | Type of<br>event<br>(creatior/rel<br>ease<br>invocation)               | Date of creation<br>invocation<br>release of<br>encumbrance                    | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Reasons for<br>encumbranc<br>e<br>Colləteral                                           |                                     | share<br>capital               | entity in<br>whose favor<br>sbares<br>encumbered                                    | encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocation<br>(3)]}<br>No of Shares                              | es<br> /releas<br>on[(2)-<br>% of tota<br>share<br>capital |
| lding i                     | in the tar<br>% of total<br>share<br>Capital               | get<br>% w.r.t.<br>diluted<br>share<br>capital<br>(*)            | Promoter holding a<br>encumbered (2)<br>No of Shares                                                                         | % of total<br>share<br>Capital | Type of<br>event<br>(creatior/rel<br>ease<br>invocation)               | Date of creation<br>invocation<br>release of<br>encumbrance                    | Type of<br>encumbranc<br>e<br>(pledgc/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Reasons for<br>encumbranc<br>e<br>Colləteral                                           |                                     | share<br>capital               | entity in<br>whose favor<br>sbares<br>encumbered                                    | encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocation<br>(3)]}<br>No of Shares                              | es<br>//releas<br>on[(2)-<br>% of tota<br>share<br>capital |
| s.<br>C                     | share<br>Capital                                           | diluted<br>share<br>capital<br>(*)                               |                                                                                                                              | shaxe<br>Capital               | event<br>(creation/rel<br>ease<br>invocation)                          | invocation<br>release of<br>encumbrance                                        | encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other)            | encumbranc<br>e<br>Collateral                                                          |                                     | share<br>capital               | entity in<br>whose favor<br>sbares<br>encumbered                                    | [(2)-(3)]/ invocati<br>(3)]}<br>No of Shares                                                                         | on [(2)-<br>% of tota<br>share<br>capital                  |
| s.<br>C                     | share<br>Capital                                           | diluted<br>share<br>capital<br>(*)                               |                                                                                                                              | shaxe<br>Capital               | event<br>(creation/rel<br>ease<br>invocation)                          | invocation<br>release of<br>encumbrance                                        | encumbranc<br>e<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other)            | encumbranc<br>e<br>Collateral                                                          |                                     | share<br>capital               | entity in<br>whose favor<br>sbares<br>encumbered                                    |                                                                                                                      | share<br>capital                                           |
| 260                         | 42.89                                                      | N.A.                                                             | 38,08,75,138                                                                                                                 | 35.73                          | Creation                                                               | 10-Jul-2017                                                                    | Pledge                                                                                   |                                                                                        | 13,20,000                           | 0.12                           |                                                                                     | 38,21,95,138                                                                                                         | 35.85                                                      |
|                             |                                                            |                                                                  |                                                                                                                              |                                |                                                                        |                                                                                |                                                                                          | Facility of<br>Promoter<br>group<br>Company                                            |                                     |                                | Services<br>Limited                                                                 |                                                                                                                      |                                                            |
| .278                        | 7.21                                                       | N.A.                                                             | 3,06,40,000                                                                                                                  | 2.87                           | -                                                                      | -                                                                              | -                                                                                        | -                                                                                      | -                                   | -                              |                                                                                     | 3,06,40,000                                                                                                          | 2.87                                                       |
| 822                         | 8.08                                                       | N.A.                                                             | 6,11,17,400                                                                                                                  |                                | Release                                                                | 7-Jul-2017                                                                     | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company            | 32,40,000                           | 0.30                           | Axis Finance<br>Limited                                                             | 5,78,77,400                                                                                                          | 5.43                                                       |
|                             | 0.95                                                       | N.A.                                                             | $1 $ $n \propto -\infty$                                                                                                     | E -                            | -                                                                      | -                                                                              | -                                                                                        | -                                                                                      | TI                                  |                                | EN -                                                                                | -                                                                                                                    | -                                                          |
| 8                           | 22<br>00                                                   |                                                                  |                                                                                                                              | NEDIA                          | 00 0.95 N.A.                                                           | 00 0.95 N.A.                                                                   | 00 0.95 N.A.                                                                             | 00 0.95 N.A.                                                                           | 00 0.95 N.A.                        | 00 0.95 N.A.                   | 00     0.95     N.A.     Company     Release for Facility of Promoter group Company | 00     0.95     N.A.     Company     Limited                                                                         | 00     0.95     N.A.     Company     Limited               |

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shares of the TC.

From: Sent: To: Subject: Attachments: Promoters 14/07/2017 16:28 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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### **VEENA INVESTMENTS PRIVATE LIMITED**

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

July 21, 2017

**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. H. 011511

Dear Sir,

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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 Veena Investments Private Limited

**Authorised Signatory** 

Encl: As above.

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





| Name of the Ta                       | rget Company (TC   | 3                |                     |                      |                     |                        |                                |                  | Dish TV In                 | di <b>a</b> Limited |                  |                          |                     |                  |
|--------------------------------------|--------------------|------------------|---------------------|----------------------|---------------------|------------------------|--------------------------------|------------------|----------------------------|---------------------|------------------|--------------------------|---------------------|------------------|
| Name of the sto                      | ock exchanges whe  | ere the sha      | res of th           | ne target company ar | e listed            |                        |                                |                  | NSE /BSE                   | 4                   |                  |                          |                     |                  |
| Date of Reporti                      | -                  |                  |                     |                      |                     |                        |                                |                  | 21st July,                 | 2017                |                  |                          |                     |                  |
| Name of the Pr                       | omoter or PAC on   | whose sha        | res enci            | umbrance has been c  | reated /ir          | woked /rel             | eased                          |                  | Veena Inv                  | estments Priva      | te Limite        | d                        |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Details of creat<br>Name of Promoter | ion/invocation/rel |                  |                     |                      |                     |                        |                                |                  | <u> </u>                   |                     |                  |                          | 1                   |                  |
| (s) or PACs with                     | Promoter Holding   | g in the tar     | get                 | Promoter holding a   | Iready              | Details of             | Even pertaining                | g to encum       | ibrance (3)                |                     |                  |                          | Post event holdin   |                  |
| him (**)                             | company(1)         |                  |                     | encumbered (2)       |                     |                        |                                |                  |                            |                     |                  |                          | encumbered shar     |                  |
|                                      | E                  |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          | (Creation [(2)+(3)  |                  |
| r                                    |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          | [(2)-(3)]/ invocati | on[(2)-          |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          | (3)]}               |                  |
|                                      |                    |                  |                     | *                    |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| ]                                    | No of Shares       | % of total share | % w.r.t.<br>diluted | No of Shares         | % of total<br>share | Type of<br>event       | Date of creation<br>invocation | Type of          | Reasons for<br>encumbrance | No of Shares        | % of total share | Name of the<br>entity in | No of Shares        | % of lotal share |
|                                      |                    | capital          | share               |                      | Capital             | event<br>(creation/rel |                                | e                | encumoranc                 |                     | capital          | whose favor              |                     | capital          |
|                                      |                    | -                | capital             |                      | -                   | ease                   | encumbrance                    | (pledge/lier     | ı                          | -                   | -                | shares                   |                     |                  |
|                                      |                    |                  | (*)                 |                      |                     | invocation)            |                                | /non<br>disposal |                            |                     |                  | encumbered               |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                | undertakin       |                            |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                | g /other)        |                            |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Direct Media                         | 45,72,12,260       | 42.89            | N.A.                | 38,21,95,138         | 35.85               | -                      | -                              | -                | -                          | -                   | -                | -                        | 38,21,95,138        | 35.85            |
| Distribution                         |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Ventures Private<br>Limited          |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Direct Media                         | 7,69,05,278        | 7.21             | N.A.                | 3,06,40,000          | 2.87                | - 1                    | -                              | -                | -'                         | -                   | -                | -                        | 3,05,40,000         | 2.87             |
| Solutions LLP                        |                    |                  |                     | •                    |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| (formerly known                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| as Direct Media                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Solutions Private                    |                    |                  |                     |                      |                     | 1                      |                                |                  |                            |                     |                  |                          |                     |                  |
| Limited)                             |                    |                  |                     |                      |                     |                        |                                |                  |                            | ]                   | [                |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Veena                                | 8,60,94,822        | 8.08             | N.A.                | 5,78,77,400          | 5.43                | Creation               | 14-Jul-2017                    | Pledge           | Collateral                 | 25,00,000           | 0.23             | Indusind                 | 6,03,77,400         | 5.66             |
| Investments                          |                    |                  |                     |                      |                     |                        |                                |                  | Pledge for<br>Facility of  |                     | ļ                | Bank                     |                     |                  |
| Private Limited                      |                    |                  |                     |                      |                     |                        |                                |                  | Promoter                   |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  | group                      |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  | Company                    |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Jay Properties                       | 1,01,31,000        | 0.95             | N.A.                | -                    |                     | _                      | -                              |                  | -                          | -                   | -                |                          | -                   |                  |
| Private Limited                      | 1,01,01,000        | 0.55             |                     |                      |                     |                        |                                |                  |                            |                     |                  |                          |                     |                  |
| Sprit Textiles                       | 300                | 0.00             | N.A.                | -                    | -                   | -                      | -                              | · -              | -                          | -                   | -                | -                        | -                   | JA INV           |
| Private Limited                      |                    |                  | ]                   |                      |                     |                        | l                              |                  |                            |                     | l .              | L                        |                     | Wr               |

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| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                                                         | 3.30        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | ~       |                     |           |
|--------------------------------------------------|---------------------------------------------------------------------|-------------|-----------|---------------------|--------|-----------|---------|---|---|-----|----------------|---|---------|---------------------|-----------|
| Ambience<br>Business Services<br>Private Limited | 13,08,125                                                           | 0.12        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - |         |                     |           |
| Ashok Kumar<br>Goel                              | 6,25,250                                                            | 0.06        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | •       |                     | • •       |
| Ashok Mathai<br>Kurien                           | 11,74,150                                                           | 0.11        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - |         |                     |           |
| Essel Media<br>Ventures Limited                  | 4,60,000                                                            | 0.04        | N.A.      |                     | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| Nishi Goel                                       | 11,000                                                              | 0.00        | Ņ.A.      |                     | - 1    |           |         | - | · | - 1 | -              | - | -       |                     |           |
| Priti Goel                                       | 11,000                                                              | 0.00        | N.A.      | -                   | -      |           | -       |   | - | -   | -              | - | -       |                     |           |
| Suryansh Goel                                    | 5,100                                                               | 0.00        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| Sushila Devi                                     | 5,85,750                                                            | 0.05        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| Tapesh Goel                                      | 5,100                                                               | 0.00        | N.A.      |                     | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| Jawahar Lai Goel                                 | 1,76,800                                                            | 0.02        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                                                         | 1.59        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | -       |                     |           |
| World Crest<br>Advisors LLP                      | 100                                                                 | 0.00        | N.A.      | -                   | -      |           | -       | - | - | -   | -              | - | -       |                     | -         |
| Date :<br>(**) The names                         | Mumbai<br>21st July, 2017<br>of all the promot<br>ng on the date of | ers their s | hareholdi | ng in the target co | ompany | and their | pledged |   | - |     | orised Signato | * | INVES A | the irrespective of | of whethe |

From: Sent: To: Subject: Attachments:

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Promoters 21/07/2017 19:32 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE VEENA DISH pit.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Veena Investments Pvt. Ltd.

1

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

## VEENA INVESTMENTS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 Tel No: 022 7106 1234 CIN: U65990MH1972PTC016137

**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.

July 21, 2017 N. 119 CONTENTS NOT VENIFIE

( C 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,

( 1

For Veena Investments 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.



| Name of the Ta                       | rget Company (TC   | 3                |                     |                      |                     |                        |                                |                  | Dish TV In                | di <b>a</b> Limited |                  |                          |                     |                  |
|--------------------------------------|--------------------|------------------|---------------------|----------------------|---------------------|------------------------|--------------------------------|------------------|---------------------------|---------------------|------------------|--------------------------|---------------------|------------------|
| Name of the sto                      | ock exchanges whe  | ere the sha      | res of th           | ne target company ar | e listed            |                        |                                |                  | NSE /BSE                  | 4                   |                  |                          |                     |                  |
| Date of Reporti                      | -                  |                  |                     |                      |                     |                        |                                |                  | 21st July,                | 2017                |                  |                          |                     |                  |
| Name of the Pr                       | omoter or PAC on   | whose sha        | res enci            | umbrance has been c  | reated /ir          | woked /rel             | eased                          |                  | Veena Inv                 | estments Priva      | te Limite        | d                        |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Details of creat<br>Name of Promoter | ion/invocation/rel |                  |                     |                      |                     |                        |                                |                  | <u> </u>                  |                     |                  |                          | 1                   |                  |
| (s) or PACs with                     | Promoter Holding   | g in the tar     | get                 | Promoter holding a   | Iready              | Details of             | Even pertaining                | g to encum       | ibrance (3)               |                     |                  |                          | Post event holdin   |                  |
| him (**)                             | company(1)         |                  |                     | encumbered (2)       |                     |                        |                                |                  |                           |                     |                  |                          | encumbered shar     |                  |
|                                      | E                  |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          | (Creation [(2)+(3)  |                  |
| r                                    |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          | [(2)-(3)]/ invocati | on[(2)-          |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          | (3)]}               |                  |
|                                      |                    |                  |                     | *                    |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| ]                                    | No of Shares       | % of total share | % w.r.t.<br>diluted | No of Shares         | % of total<br>share | Type of<br>event       | Date of creation<br>invocation | Type of          | Reasons for<br>encumbranc | No of Shares        | % of total share | Name of the<br>entity in | No of Shares        | % of lotal share |
|                                      |                    | capital          | share               |                      | Capital             | event<br>(creation/rel |                                | e                | encumoranc                |                     | capital          | whose favor              |                     | capital          |
|                                      |                    | -                | capital             |                      | -                   | ease                   | encumbrance                    | (pledge/lier     | ı                         | -                   | -                | shares                   |                     |                  |
|                                      |                    |                  | (*)                 |                      |                     | invocation)            |                                | /non<br>disposal |                           |                     |                  | encumbered               |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                | undertakin       |                           |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                | g /other)        |                           |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Direct Media                         | 45,72,12,260       | 42.89            | N.A.                | 38,21,95,138         | 35.85               | -                      | -                              | -                | -                         | -                   | -                | -                        | 38,21,95,138        | 35.85            |
| Distribution                         |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Ventures Private<br>Limited          |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Direct Media                         | 7,69,05,278        | 7.21             | N.A.                | 3,06,40,000          | 2.87                | - 1                    | -                              | -                | -'                        | -                   | -                | -                        | 3,05,40,000         | 2.87             |
| Solutions LLP                        |                    |                  |                     | •                    |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| (formerly known                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| as Direct Media                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Solutions Private                    |                    |                  |                     |                      |                     | 1                      |                                |                  |                           |                     |                  |                          |                     |                  |
| Limited)                             |                    |                  |                     |                      |                     |                        |                                |                  |                           | ]                   | [                |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Veena                                | 8,60,94,822        | 8.08             | N.A.                | 5,78,77,400          | 5.43                | Creation               | 14-Jul-2017                    | Pledge           | Collateral                | 25,00,000           | 0.23             | Indusind                 | 6,03,77,400         | 5.66             |
| Investments                          |                    |                  |                     |                      |                     |                        |                                |                  | Pledge for<br>Facility of |                     | ļ                | Bank                     |                     |                  |
| Private Limited                      |                    |                  |                     |                      |                     |                        |                                |                  | Promoter                  |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  | group                     |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  | Company                   |                     |                  |                          |                     |                  |
|                                      |                    |                  |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Jay Properties                       | 1,01,31,000        | 0.95             | N.A.                | -                    |                     | _                      | -                              |                  | -                         | -                   | -                |                          | -                   |                  |
| Private Limited                      | 1,01,01,000        | 0.55             |                     |                      |                     |                        |                                |                  |                           |                     |                  |                          |                     |                  |
| Sprit Textiles                       | 300                | 0.00             | N.A.                | -                    | -                   | -                      | -                              | · -              | -                         | -                   | -                | -                        | -                   | JA INV           |
| Private Limited                      |                    |                  | ]                   |                      |                     |                        | l                              |                  |                           |                     | l .              | L                        |                     | Wr               |

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| Agrani Holding<br>(Mauritius)<br>Limited         | 3,51,72,125                                                      | 3.30                    | N.A.               | -                                           | -         | *             | -           | -          | -           | -                     | -          | -             |                  | -       |
|--------------------------------------------------|------------------------------------------------------------------|-------------------------|--------------------|---------------------------------------------|-----------|---------------|-------------|------------|-------------|-----------------------|------------|---------------|------------------|---------|
| Ambience<br>Business Services<br>Private Limited | 13,08,125                                                        | 0.12                    | N.A.               | -                                           | -         | -             | -           | -          | -           | -                     | -          | -             | -                | -       |
| Ashok Kumar<br>Goel                              | 6,25,250                                                         | 0.06                    | N.A.               |                                             | -         | -             | -           | -          | -           | -                     | -          | -             |                  | -       |
| Ashok Mathai<br>Kurien                           | 11,74,150                                                        | 0.11                    | N.A.               | -                                           | -         | -             | -           | -          | -           |                       | -          | -             | -                | -       |
| Essel Media<br>Ventures Limited                  | 4,60,000                                                         | 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.               | -                                           | -         | - 1           | -           | -          | -           | -                     | -          | -             |                  |         |
| Sushila Devi                                     | 5,85,750                                                         | 0.05                    | N.A.               | -                                           | -         | -             |             | -          | -           | -                     | -          | -             | -                | -       |
| Tapesh Goel                                      | 5,100                                                            | 0.00                    | N.A.               | -                                           | -         | -             | -           | -          | -           | -                     | -          | -             | -                | -       |
| Jawahar Lal Goel                                 | 1,76,800                                                         | 0.02                    | N.A.               | _                                           | -         | -             | •           | -          | -           | -                     | -          | -             | •                | -       |
| Manaaska<br>Fashions LLP                         | 1,70,00,000                                                      | 1.59                    | N.A.               | -                                           | -         | -             |             | -          | -           | -                     | -          | -             | -                | -       |
| World Crest<br>Advisors LLP                      | 100                                                              | 0.00                    | N.A.               | •                                           | -         | -             | -           | -          | -           | -                     | -          | -             | -                | -       |
| Date :                                           | Mumbai<br>21st July, 2017                                        | rn their a              | harehold           | ling in the target co                       |           | d their plots |             | -          |             | ے۔<br>prised Signator | 1+-        | ESTAFINTS PIL | irrespective of  | whether |
| they are reportin<br>(*) Total share of          | ng on the date of e<br>capital to be taken<br>16. Diluted share, | event or n<br>as per th | iot.<br>e latest i | filing done by the c<br>eans the total numb | ompany to | the Stock E   | xchange und | ler Regula | ation 31 of | SEBI (Listin          | g Obligati | ions and Dis  | sclosure Require | ements) |

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From: Sent: To: Subject: Attachments: Promoters 21/07/2017 19:33 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE VEENA DISH pit.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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July 28, 2017

**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,

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**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 on the equity shares of Dish TV India Limited

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

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Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

**Authorised Signatory** 

Encl: As above

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

Authorised Signatory



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|                                  | rget Company (TC |                  |                  |                                    |                  |                        |                          |                        | Dish TV In                | dia Limited      |                     |                          |                     |                      |
|----------------------------------|------------------|------------------|------------------|------------------------------------|------------------|------------------------|--------------------------|------------------------|---------------------------|------------------|---------------------|--------------------------|---------------------|----------------------|
|                                  |                  | ere the sha      | res of th        | e target company ar                | e listed         |                        |                          |                        | NSE /BSE                  |                  |                     |                          |                     |                      |
| Date of Reportin                 | -                |                  |                  |                                    |                  |                        |                          |                        | 28th July,                |                  |                     |                          |                     |                      |
| Name of the Pro                  | omoter or PAC on | whose sha        | res encu         | imbrance has been c                | reated /in       | voked/rel              | eased                    |                        |                           | dia Distributior |                     |                          | ited                |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Veena Inv                 | estments Priva   | te Limite           | d                        |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     |                          |                     |                      |
|                                  | on/invocation/re |                  |                  |                                    |                  | 1                      |                          |                        | ļ                         |                  |                     |                          |                     |                      |
| (s) or PACs with                 | Promoter Holdin  | g in the tar     | get              | Promoter holding al                | ready            | Details of             | Even pertainin           | g to encum             | ibrance (3)               |                  |                     |                          | Post event holdin   | -                    |
| him (**)                         | company(1)       |                  |                  | encumbered (2)                     |                  |                        |                          |                        |                           |                  |                     |                          | encumbered shar     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     |                          | {Creation [(2)+(3)  |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     |                          | [(2)-(3)]/ invocati | on[(2)-              |
|                                  |                  |                  |                  | l l                                |                  |                        |                          |                        |                           |                  |                     |                          | (3)]}               |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     | -                        |                     |                      |
|                                  | No of Shares     | % of total       | % w.r.t.         | No of Shares                       | % of total       | Type of                | Date of creation         | Type of                | Reasons for<br>encumbranc | No of Shares     | % of total<br>share | Name of the<br>entity in | No of Shares        | % of total<br>sliare |
|                                  |                  | share<br>Capital | diluted<br>share |                                    | share<br>Capital | event<br>(creation/rel | invocation<br>release of | encumbranc             | encumpranc                | 1                | snare<br>capital    | whose favor              |                     | capital              |
|                                  |                  |                  | capital          |                                    |                  | ease                   | encumbrance              | (pledge/lien           | ι                         |                  |                     | shares                   |                     |                      |
|                                  |                  |                  | (*)              |                                    |                  | invocation)            |                          | /non                   |                           |                  |                     | encumbered               |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          | disposal<br>undertakin |                           |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          | g /other)              |                           |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        |                           |                  |                     |                          |                     |                      |
| Direct Media                     | 45,72,12,260     | 42.89            | N.A.             | 38,21,95,138                       | 35.85            | Release                | 24-Jul-2017              | Pledge                 | Collateral                | 24,45,000        | 0.23                | IDB1<br>Teusta ashin     | 37,97,50,138        | 35.62                |
| Distribution<br>Ventures Private |                  |                  |                  |                                    |                  |                        |                          |                        | Release<br>for Facility   |                  |                     | Trusteeship<br>Services  |                     |                      |
| imited                           |                  |                  |                  |                                    |                  |                        |                          |                        | of                        |                  |                     | Limited                  |                     | ļ                    |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Promoter                  |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | group                     |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Сотрапу                   |                  |                     |                          |                     |                      |
| Direct Media                     | 45,72,12,260     | 42.89            | N.A.             | 37,97,50,138                       | 35.62            | Release                | 25-Jul-2017              | Pledge                 | Collateral                | 30,20,000        | 0.28                | IDBI                     | 37,67,30,138        | 35.34                |
| Distribution                     |                  |                  |                  |                                    |                  |                        |                          |                        | Release                   |                  |                     | Trusteeship              |                     |                      |
| Ventures Private                 |                  |                  | ļ                |                                    |                  |                        |                          |                        | for Facility              | •                |                     | Services                 |                     |                      |
| Limited                          |                  |                  | 1                |                                    |                  |                        |                          |                        | of                        |                  |                     | Limited                  |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Promoter                  |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | group                     |                  |                     |                          |                     |                      |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Company                   |                  |                     |                          |                     |                      |
| Direct Media                     | 45,72,12,260     | 42.89            | N.A.             | 37,67,30,138                       | 35.34            | Creation               | 26-Jul-2017              | Pledge                 | Collateral                | 7,25,000         | 0.07                | IDBI                     | 37,74,55,138        | 35.41                |
| Distribution                     |                  |                  |                  |                                    |                  |                        |                          |                        | Pledge for                |                  |                     | Trusteeship              |                     |                      |
| /entures Private                 |                  |                  |                  |                                    |                  |                        |                          |                        | Facility of               |                  |                     | Services<br>Limited      |                     |                      |
| Limited                          |                  |                  |                  |                                    |                  |                        |                          |                        | Promoter<br>group         |                  |                     | conneu                   |                     | JENT.                |
|                                  |                  |                  |                  |                                    |                  |                        |                          |                        | Company                   |                  |                     |                          | .                   |                      |
|                                  |                  |                  |                  | INVES                              | TAN              |                        |                          |                        | Company                   |                  |                     |                          |                     | $ \hat{\mathbf{s}} $ |
|                                  |                  |                  |                  |                                    | 1221             |                        |                          | L                      |                           |                  |                     |                          | └ <b>──</b> ──── [[ |                      |
|                                  |                  |                  |                  | $\ \underline{\mathbf{x}}\  \ge 1$ | 15               |                        |                          |                        |                           |                  |                     |                          | IJ U                |                      |

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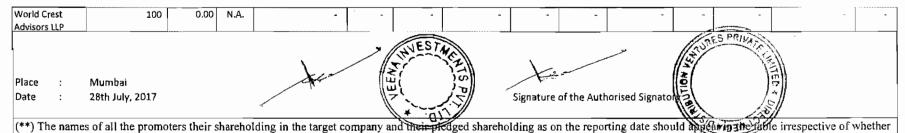
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 7,69,05,278 | 7.21 | N.A. | 3,06,40,000 | 2.87 | -        | -           | -      | -                                                                       | -         | -    | -                | 3,06,40,000 |            |
|------------------------------------------------------------------------------------------------------|-------------|------|------|-------------|------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|------------------|-------------|------------|
| Veena<br>Investments<br>Private Limited                                                              | 8,60,94,822 | 8.08 | N.A. | 6,03,77,400 | 5.66 | Creation | 25-Jul-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 10,00,000 | 0.09 | Indusind<br>Bank | 6,13,77,400 |            |
| Jay Properties<br>Private Limited                                                                    | 1,01,31,000 | 0.95 | N.A. | -           | -    | -        | -           | -      | ~                                                                       | -         | -    | -                | _           |            |
| Sprit Textiles<br>Private Limited                                                                    | 300         | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                | -           |            |
| Agrani HoldIng<br>(Mauritius)<br>Limited                                                             | 3,51,72,125 | 3.30 | N.A. | -           | -    | -        | -           | -      | -                                                                       |           | -    | •                | -           |            |
| Ambience<br>Business Services<br>Private Limited                                                     | 13,08,125   | 0.12 | N.A. | -           | -    | -        |             | -      | -                                                                       | -         | -    | -                | -           |            |
| Ashok Kumar<br>Goel                                                                                  | 6,25,250    | 0.06 | N.A. | -           | -    | -        |             | -      | -                                                                       | -         | -    | -                | -           |            |
| Ashok Mathai<br>Kurien                                                                               | 11,74,150   | 0.11 | N.A. | -           | •    | -        | -           | -      | -                                                                       | -         | -    | -                | -           |            |
| Essel Media<br>Ventures Limited                                                                      | 4,60,000    | 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. | -           | -    | -        | -           | -      | -                                                                       |           | -    | -                | -           | ļ          |
| Sushila Devi                                                                                         | 5,85,750    | 0.05 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | -                |             |            |
| Tapesh Goel                                                                                          | 5,100       | 0.00 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         |      | -                |             | ļ          |
| Jawahar Lal Goel                                                                                     | 1,76,800    | 0.02 | N.A. | -           | -    | -        | -           | -      | -                                                                       | -         | -    | ~                | -           |            |
| Manaaska<br>Fashions LLP                                                                             | 1,70,00,000 | 1.59 | N.A. | 7           | ESTA | -        | -           | -      | -                                                                       | •         | -    | -                | -           | ALLEN TO A |

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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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

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From: Sent: To: Subject: Attachments: Promoters 28/07/2017 18:18 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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July 28, 2017

\* 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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

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**Authorised Signatory** 

Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.

**Authorised Signatory** 



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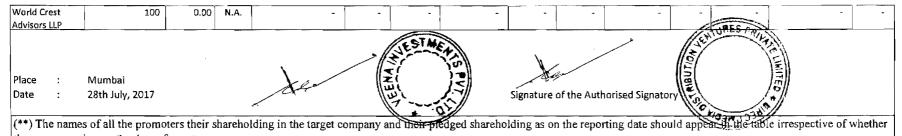
|                              | get Company (TC                       |              |                      |                      | - 12-44 -3 |                     |                  |                        | Dish TV Ind    | lia Li <b>mited</b> |            |                       |                     |            |
|------------------------------|---------------------------------------|--------------|----------------------|----------------------|------------|---------------------|------------------|------------------------|----------------|---------------------|------------|-----------------------|---------------------|------------|
|                              | 100 C                                 | ere the sha  | res of ti            | he target company ar | e listed   |                     |                  |                        | NSE /BSE       | 017                 |            | -                     |                     |            |
| Date of Reportir             | -                                     | whee b       |                      |                      |            |                     |                  |                        | 28th July, 2   |                     | NI         | . D. f                |                     |            |
| Name of the Pro              | moter or PAC on                       | whose sha    | res enc              | umbrance has been c  | reated /ir | voked /rel          | eased            |                        |                | lia Distribution    |            |                       | nted                |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | Veena inve     | stments Priva       | te Limite  | 1                     |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        |                |                     |            |                       |                     |            |
|                              | an linua antian (no)                  |              |                      |                      |            |                     |                  |                        |                |                     |            |                       |                     |            |
|                              | on/invocation/rel<br>Promoter Holding |              |                      | Promoter holding al  | ready      | Details of          | Even pertainin   |                        | brance (3)     |                     |            |                       | Post event holdin   | e of       |
| (s) or PACs with             | company(1)                            | s in the tar | gei                  | encumbered (2)       | leauy      | Details U           | Even pertanin    | g to encun             | iorance (3)    |                     |            |                       | encumbered shar     | -          |
| him (**)                     | company(1)                            |              |                      | circuitaci ca (et    |            |                     |                  |                        |                |                     |            |                       | {Creation [(2)+(3)  |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        |                |                     |            |                       | [(2)-(3)]/ invocati |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        |                |                     |            |                       | (3)]}               |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        |                |                     |            |                       | (- ja)              |            |
|                              | No of Shares                          | % of total   | % w.r.t.             | No of Shares         | % of total | Type of             | Date of creation | Type of                | Reasons for    | No of Shares        | % of total | Name of the           | No of Shares        | % of total |
|                              |                                       | share        | 76 W.F.C.<br>diluted | NO OL SHELES         | share      | event               | invocation       |                        | encumbranc     | THE OF OWNERS       | share      | entity in             |                     | share      |
|                              |                                       | Capital      | share                |                      | Capital    |                     |                  | e<br>(lodge/Ber        | e              |                     | capital    | whose favor<br>shares |                     | capital    |
|                              |                                       |              | capital<br>(*)       |                      |            | ease<br>invocation) | encumbrance      | (pledge/lien<br>/non   |                |                     |            | encumbered            |                     |            |
|                              |                                       |              |                      |                      |            | , í                 |                  | disposal               |                |                     |            |                       |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  | nndertakin<br>g/other) |                |                     |            |                       |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  | B/odiel)               |                |                     |            |                       |                     |            |
| Direct Media                 | 45,72,12,260                          | 42.89        | N.A.                 | 38,21,95,138         | 35.85      | Release             | 24-Jul-2017      | Pledge                 | Collateral     | 24,45,000           | 0.23       | IDBI                  | 37,97,50,138        | 35.62      |
| Distribution                 | 43,72,12,200                          | 42.05        | 11.7.                | 30,21,33,130         | 35.05      | nerease             | Lighteon         | I ICOBC                | Release        | 2-1, .3,000         |            | Trusteeship           |                     |            |
| Ventures Private             |                                       |              |                      |                      |            |                     |                  |                        | for Facility   |                     |            | Services              |                     |            |
| Limited                      |                                       |              |                      |                      |            |                     |                  |                        | of             |                     |            | Limited               |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | Promoter       |                     |            |                       |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | group          |                     |            |                       |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | Company        |                     |            |                       |                     |            |
| Direct Media                 | 45,72,12,260                          | 42.89        | N.A.                 | 37,97,50,138         | 35.62      | Release             | 25-Jui-2013      | Pledge                 | Collateral     | 30,20,000           | 0.28       |                       | 37,67,30,138        | 35.34      |
| Distribution                 |                                       |              |                      |                      |            |                     |                  |                        | Release        |                     |            | Trusteeship           |                     |            |
| Ventures Private             |                                       |              |                      |                      |            |                     |                  | 1                      | for Facility   |                     |            | Services              |                     |            |
| Limited                      |                                       |              |                      |                      |            |                     |                  |                        | of<br>Promoter |                     |            | Limited               |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | group          |                     |            |                       |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | Company        |                     |            |                       |                     |            |
|                              | 45 30 40 560                          | 42.00        | <b>N A</b>           | 27 67 70 429         | 25.24      | Creation            | 26-Jul-2017      | I Diodea               | Collateral     | 7,25,000            | 0.07       |                       | 37,74,55,138        | 35.41      |
| Direct Media<br>Distribution | 45,72,12,260                          | 42.89        | N.A.                 | 37,67,30,138         | 35.34      | Creation            | 20-JUI-201       | FIEORE                 | Pledge for     | 1,23,000            | 0.07       | Trusteeship           | 001,00,000          | 55.41      |
| Ventures Private             |                                       |              |                      |                      |            |                     |                  |                        | Facility of    |                     |            | Services              |                     |            |
| Limited                      |                                       |              |                      |                      |            |                     |                  |                        | Promoter       |                     |            | Limited               |                     |            |
|                              |                                       |              |                      |                      |            |                     |                  |                        | group          |                     |            |                       |                     | 150        |
|                              |                                       |              |                      |                      | JAINI      | E                   |                  |                        | Company        |                     |            |                       |                     | 12         |
|                              |                                       |              |                      |                      | 10         | 10"A                |                  |                        |                |                     | 1          |                       |                     | STAN       |
|                              |                                       |              |                      |                      |            |                     | I                | 1                      | Ll             |                     | L          |                       |                     | 1121       |
|                              |                                       |              |                      | ι.                   | $\sim$     | 131                 |                  |                        |                |                     |            |                       |                     | N31        |
|                              |                                       |              |                      | 11.                  | - \        | 1511                |                  |                        |                |                     |            |                       |                     |            |

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| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private | 7,69,05,278 | 7.21 | N.A. | 3,06,40,000 | 2.87   | -        | -           | -      | -                                                                       | -         | -    | -                | 3,06,40,000 | 2.87        |
|------------------------------------------------------------------------------------------|-------------|------|------|-------------|--------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|------------------|-------------|-------------|
| Limited)<br>Veena<br>Investments<br>Private Limited                                      | 8,60,94,822 | 8.08 | N.A. | 6,03,77,400 | 5.66   | Creation | 25-Jul-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 10,00,000 | 0.09 | Indusind<br>Bank | 6,13,77,400 | 5.76        |
| Jay Properties                                                                           | 1,01,31,000 | 0.95 | N.A. | -           | -      | -        |             | -      | -                                                                       | -         | -    | -                | -           | -           |
| Private Limited<br>Sprit Textiles<br>Private Limited                                     | 300         | 0.00 | N.A. | -           | _      | -        | -           |        | -                                                                       |           | -    | -                | -           | -           |
| Agrani Holding<br>(Mauritius)<br>Limited                                                 | 3,51,72,125 | 3.30 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           | -           |
| Ambience<br>Business Services<br>Private Limited                                         | 13,08,125   | 0.12 | N.A. | -           | -      | -        | -           | -      | -                                                                       | ~         | -    | -                | -           | -           |
| Ashok Kumar<br>Goe!                                                                      | 6,25,250    | 0.06 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           | -           |
| Ashok Mathai<br>Kurien                                                                   | 11,74,150   | 0.11 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           | -           |
| Essel Media<br>Ventures Limited                                                          | 4,60,000    | 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                                                                             | 5,85,750    | 0.05 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           | -           |
| Tapesh Goel                                                                              | 5,100       | 0.00 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           | -           |
| Jawahar Lal Goel                                                                         | 1,76,800    | 0.02 | N.A. | -           | -      | -        | -           | -      | -                                                                       | -         | -    | -                | -           |             |
| Manaaska<br>Fashions LLP                                                                 | 1,70,00,000 | 1.59 | N.A. | -           | JUN IN | VEO      | -           | -      | -                                                                       | -         |      | -                | -           | A STUBILITY |

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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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 28/07/2017 18:17 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

#### Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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August 11, 2017

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

012645

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

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Dear Sir,

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**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 on the equity shares of Dish TV India Limited

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

URE

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

Authorised Signatory

Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.



**Authorised Signatory** 

BSE LT 14 AUG 2017 CONTENTS NOT VERIFIED

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|                                      | get Company (TC   |              |                  |                      |            |                        |                          |                        | Dish TV In            | dia Limited          |                  |                          |                       |                  |
|--------------------------------------|-------------------|--------------|------------------|----------------------|------------|------------------------|--------------------------|------------------------|-----------------------|----------------------|------------------|--------------------------|-----------------------|------------------|
|                                      |                   | ere the sha  | res of th        | ne target company ar | e listed   |                        |                          |                        | NSE /BSE              |                      |                  |                          |                       |                  |
| Date of Reportin                     | ng                |              |                  |                      |            |                        |                          |                        | 11th Augu             | st, 2017             |                  |                          | ······                |                  |
| Name of the Pro                      | omoter or PAC on  | whose sha    | res enci         | umbrance has been c  | reated /in | voked /rel             | eased                    |                        | Direct Me             | dia Distribution     | Venture          | s Private Lim            | ited                  |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        | Veena Inv             | estments Priva       | te Limite        | d                        |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          | · · ·                  |                       |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        |                       |                      |                  |                          |                       |                  |
|                                      | on/invocation/rel |              |                  |                      |            | ·                      |                          |                        |                       |                      |                  |                          |                       |                  |
| Name of Promoter<br>(5) or PACs with | Promoter Holding  | g in the tar | get              | Promoter holding a   | ready      | Details of             | Even pertaining          | g to encun             | ubrance (3)           |                      |                  |                          | Post event holdin     |                  |
| him (**)                             | company(1)        |              |                  | encumbered (2)       |            |                        |                          |                        |                       |                      |                  |                          | encumbered shar       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        |                       |                      |                  |                          | {Creation [(2)+(3)]   |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        |                       |                      |                  |                          | [(2)-(3)]/ invocation | on[(2)-          |
|                                      |                   |              |                  |                      | -          |                        |                          |                        |                       |                      |                  |                          | (3)]}                 |                  |
| ,                                    |                   |              |                  |                      |            |                        |                          |                        |                       |                      |                  |                          |                       |                  |
|                                      | No of Shares      |              | % w.r.t.         | No of Shares         | % of total | Type of                | Date of creation         | Type of                |                       | No of Shares         |                  | Name of the              | No of Shares          | % of total       |
|                                      |                   | share        | diluted          |                      | share      | event<br>(creation/rel | invocation<br>release of | encumbran              | encumbranc            |                      | share<br>capital | entily in<br>whose favor |                       | share<br>capital |
|                                      |                   | Capital      | share<br>capital |                      | Capital    | ease                   | encumbrance              | e<br>(pledge/lier      | 1                     | )                    | (aprila)         | shares                   |                       |                  |
|                                      |                   |              | 0                |                      |            | invocation)            | 1                        | /non                   |                       |                      |                  | encumbered               |                       |                  |
|                                      |                   |              |                  |                      | }          |                        |                          | disposal<br>undertakin |                       |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        | 1                        | g/other)               |                       |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        |                       |                      |                  |                          |                       |                  |
| Direct Media                         | 457,212,260       | 42,89        | N.A.             | 377,455,138          | 35.41      | Release                | 7-Aug-2017               | Pledge                 | Collateral            | 740,000              | 0.07             | Catalyst                 | 376,715,138           | 35.34            |
| Distribution                         |                   |              | ļ                |                      |            |                        |                          | -                      | Release               |                      |                  | Trusteeship              |                       | 1                |
| Ventures Private                     |                   |              |                  |                      |            |                        |                          |                        | for Facility          |                      |                  | Limited                  |                       | 1                |
| Limited                              |                   |              |                  |                      |            |                        |                          |                        | of                    |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        | Promoter              |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        | group                 |                      |                  | 1                        |                       | l                |
|                                      |                   |              |                  |                      |            |                        |                          |                        | Company               |                      |                  |                          |                       | 1                |
| Direct Media                         | 457,212,260       | 42.89        | N.A.             | 376,715,138          | 35.34      | Release                | 8-Aug-2017               | Pledge                 | Collateral            | 190,000              | 0.02             | IDB!                     | 376,525,138           | 35.32            |
| Distribution                         |                   | 1            |                  |                      |            |                        | 1                        |                        | Release               |                      |                  | Trusteeship              |                       |                  |
| Ventures Private                     |                   |              |                  |                      |            |                        |                          |                        | for Facility          |                      |                  | Services<br>Limited      |                       |                  |
| Limited                              |                   |              |                  |                      |            | · ·                    |                          |                        | of<br>Promater        | 1                    |                  | Limited                  |                       | Ì                |
|                                      |                   | 1            |                  |                      |            |                        |                          |                        | group                 |                      |                  |                          |                       |                  |
|                                      |                   |              |                  |                      |            |                        |                          |                        | Сотралу               |                      |                  | 1                        |                       |                  |
|                                      |                   |              |                  |                      |            | ·                      |                          |                        |                       | 4.50.000             | 0.03             | Cataluat                 | 376,345,138           | 35.30            |
| Direct Media                         | 457,212,260       | 42.89        | N.A.             | 376,525,138          | 35.32      | Release                | 8-Aug-2017               | Pledge                 | Collateral<br>Release | 180,000              | 0.02             | Catalyst<br>Trusteeship  | 370,343,150           | 35.50            |
| Distribution                         |                   |              |                  |                      |            |                        |                          |                        | for Facility          |                      |                  | Limited                  |                       |                  |
| Ventures Private<br>Limited          |                   |              |                  |                      |            |                        |                          |                        | of                    |                      |                  |                          |                       | 1                |
| Limiteo                              |                   |              |                  |                      |            |                        |                          |                        | Promoter              |                      |                  | 1                        |                       |                  |
|                                      |                   |              |                  | AN VENTUS            |            |                        |                          |                        | group                 |                      |                  |                          |                       |                  |
|                                      |                   |              |                  | (STO CE              | 8          |                        |                          |                        | Company               | INVE.                |                  |                          |                       |                  |
| L                                    |                   |              | L                |                      | <u>}</u>   |                        |                          |                        |                       | Ken Care             | $\mathcal{H}$    |                          |                       |                  |
|                                      |                   |              |                  | DIST                 | 31         |                        |                          |                        | //                    | \$~ \ `>             | (三)              |                          |                       |                  |
|                                      |                   |              |                  |                      | 刹)         |                        |                          |                        | ([                    | $-\langle V \rangle$ | ][]              |                          |                       |                  |

| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N.A. | 376,345,138 | 35.30 | Creation | 9-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,150,000 | 0.11                                   | Catalyst<br>Trusteeship<br>Limited         | 377,495,138 | 35.41 |
|------------------------------------------------------------------------------------------------------|-------------|-------|------|-------------|-------|----------|------------|--------|-------------------------------------------------------------------------|-----------|----------------------------------------|--------------------------------------------|-------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N.A. | 377,495,138 | 35.41 | Creation | 9-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 185,000   | 0.02                                   | IDBI<br>Trusteeship<br>Services<br>Limited | 377,680,138 | 35.43 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278  | 7.21  | N.A. | 30,640,000  | 2.87  | -        | _ *        |        | -                                                                       | -         | -                                      | -                                          | 30,640,000  | 2.87  |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822  | 8.08  | N.A. | 61,377,400  | 5.76  | Creation | 8-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,420,000 | 0.13                                   | Indusind<br>Bank                           | 62,797,400  | 5.89  |
| Jay Properties                                                                                       | 10,131,000  | 0.95  | N.A. | ~           | -     | -        | -          | -      | -                                                                       | -         | -                                      | -                                          | -           | -     |
| Private Limited<br>Sprit Textiles<br>Private Limited                                                 | 300         | 0.00  | N.A. | -           | -     | -        | -          | -      | -                                                                       | -         | -                                      | ~                                          | -           | -     |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 35,172,125  | 3.30  | N.A. | -           | -     | -        | -          | -      | -                                                                       | -         | -                                      | -                                          | -           | -     |
| Ambience<br>Business Services<br>Private Limited                                                     | 1,308,125   | 0.12  | N.A. | -           | -     | -        | -          | -      | -                                                                       | -         | -                                      | -                                          | -           | -     |
| Ashok Kumar<br>Goel                                                                                  | 625,250     | 0.06  | N.A. | -           | ~     | -        | -          | -      | -                                                                       | -         | -                                      | -                                          | -           | -     |
| Ashok Mathai<br>Kurien                                                                               | 1,174,150   | 0.11  | N.A. | -           | -     | - ,      | -          | -      | -                                                                       | -         | -                                      | -                                          | •           | -     |
| Essel Media<br>Ventures Limited                                                                      | 460,000     | 0.04  | N.A. | -           | -     | -        | _          | -      | ~                                                                       | -         | -                                      | -                                          | -           | -     |
| Nishi Goel                                                                                           | 11,000      | 0.00  | N.A. | A DISTRICT  |       | -        | -          | -      | -                                                                       | -         | -                                      | -                                          | -           | -     |
| Priti Goel                                                                                           | 11,000      | 0.00  | N.A. | UTIO        | VENTU | -        | -          | -      | -                                                                       | INV       | 60                                     | -                                          | -           | -     |
| Suryansh Goel                                                                                        | 5,100       | 0.00  | N.A. | 2           | 1     | PRIVA    | -          | -      | -                                                                       | 12        | ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ | -                                          | -           | -     |

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| ushila Devi              | 585,750    | 0.05 | N.A. |      | -        | -      | -        | - | - | -   | -        | - | - |
|--------------------------|------------|------|------|------|----------|--------|----------|---|---|-----|----------|---|---|
| apesh Goel               | 5,100      | 0.00 | N.A. |      |          | -      | -        | - | - | -   | -        | - | - |
| awahar Lal Goel          | 176,800    | 0.02 | N.A. | <br> | -        | -      | -        | - | - | -   | -        | - | - |
| Manaaska<br>Fashions LLP | 17,000,000 | 1.59 | N.A. | <br> | -        | -      | -        | - | - | •   | -        | - | - |
| Norld Crest              | 100        | 0.00 | N.A. | <br> | -        | VENTUR | -        | - | - | -   | -        | - |   |
|                          | Mumbai     |      |      |      | VIEL NEW |        | ALL REAL |   |   | ENT | ESTACHTS |   |   |

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(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

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**n** -

From: Sent: To: Subject: Attachments: Promoters Friday, August 11, 2017 8:19 PM 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437 August 11, 2017

**BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001



010

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 on the equity shares of Dish TV India Limited

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

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VEC1

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd.

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Authorised Signatory

Encl: As above

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



**Authorised Signatory** 

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| get Company (TC  |                                |                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 376,345,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 35.30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                  | ck exchanges whe               | ck exchanges where the shall         bmoter or PAC on whose shall         on/invocation/release of en         Promoter Holding in the tar         company(1)         No of Shares       % of total         share         Capital         457,212,260       42.89         457,212,260       42.89 | ck exchanges where the shares of the second seco | ck exchanges where the shares of the target company ar ng         pmoter or PAC on whose shares encumbrance has been c         on/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share         share       % w.s.t. diluted share         capital       % w.s.t. diluted share         457,212,260       42.89       N.A.         457,212,260       42.89       N.A. | ck exchanges where the shares of the target company are listed         18         imoter or PAC on whose shares encumbrance has been created /in         on/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share Capital (*)         457,212,260       42.89         457,212,260       42.89         457,212,260       42.89         457,212,260       42.89         457,212,260       42.89         N.A.       376,715,138         35.34         457,212,260       42.89         N.A.       376,525,138         35.34 | ck exchanges where the shares of the target company are listed         1g         moter or PAC on whose shares encumbrance has been created /invoked /relevance of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share Capital         % of total capital       % w.r.t. diluted share (*)         457,212,260       42.89         457,212,260       42.89         457,212,260       42.89         N.A.       376,715,138         35.34       Release         457,212,260       42.89         N.A.       376,715,138         35.32       Release | ck exchanges where the shares of the target company are listed         16         moter or PAC on whose shares encumbrance has been created /invoked /released         on/invocation/release of encumbrance :         Promoter Holding in the target company(1)       Promoter holding already encumbered (2)       Details of Even pertaining encumbered (2)         No of Shares       % of total share Capital encumbered (2)       % of total esert capital encumbered (2)       Type of esert invocation release of encumbrance invocation event (creation/release of encumbrance capital encumbrance)       Date of creation event (creation/release of encumbrance)         457,212,260       42.89       N.A.       376,715,138       35.41       Release       8-Aug-2017         457,212,260       42.89       N.A.       376,715,138       35.32       Release       8-Aug-2017         457,212,260       42.89       N.A.       376,525,138       35.32       Release       8-Aug-2017 | ck exchanges where the shares of the target company are listed         16<br>moter or PAC on whose shares encumbrance has been created /invoked /released         on/invocation/release of encumbrance :         Promoter Holding in the target<br>company(1)       Promoter holding already<br>encumbered (2)       Details of Even pertaining to encum<br>invocation<br>release of<br>encumbrance<br>encumbrance<br>(release of<br>encumbrance<br>capital<br>(*)         No of Shares       % of total<br>share<br>capital<br>(*)       % w.r.t.<br>(*)       No of Shares       % of total<br>share<br>capital<br>(*)       Type of<br>altitude<br>capital<br>(*)       Type of<br>encumbrance<br>invocation<br>(creatoryfel<br>ease<br>invocation)       Date of creation<br>release of<br>encumbrance<br>invocation       Type of<br>encumbrance<br>(release of<br>encumbrance         457,212,260       42.89       N.A.       376,715,138       35.34       Release       8-Aug-2017       Pledge         457,212,260       42.89       N.A.       376,525,138       35.32       Release       8-Aug-2017       Pledge | NSE /BSE       NSE /BSE       NSE /BSE       11th Augus<br>Direct Augus       on/invocation/release of encumbrance has been created /invoked /released       On of Shares       % of total<br>share       Ve of Shares     Ve of total<br>diluce<br>capital<br>(*)     Ve w.t.<br>diluce<br>share     No of Shares     Ve of total<br>share     Ve of total<br>creation<br>(*)     Ve of total<br>share     Ve of total<br>capital<br>(*)     Ve of total<br>diluce<br>share     Ve of total<br>capital     Ve of total<br>diluce<br>share     Ve of total<br>capital     Ve of total<br>diluce<br>share     Ve of total<br>capital     Ve of total<br>diluce<br>(*)     Ve of total<br>share     Ve of total<br>capital     Ve of total<br>capital     Ve of total<br>diluce<br>(*)     Ve of total<br>share     Promoter holding already<br>capital     Type of<br>casiton<br>capital     Date of creation<br>encumbrance<br>(pledge/len<br>undertakin<br>g/other)     Release     Type of<br>encumbrance<br>(pledge/len<br>undertakin<br>g/other)     Release<br>for Facility<br>of<br>Fromoter       457,212,260     42.89     N.A.     376,715,138     35.34     Release     8-Aug-2017     Pledge     Collateral<br>Release<br>for Facility<br>of<br>Fromoter       457,212,260     42.89     N.A.     376,525,138     35.32     Release     8-Aug-2017     Pledge     Collateral<br>Release<br>for Facility<br>of<br>Fromoter | NSE / 65E       NSE / 65E       11th August, 2017       Direct Model Distribution       No of Shares     No of Shares       % of total     % w.s.t.     No of Shares     % of total     % of total | NSE /05E       Interview of the target company are listed       NSE /05E       Inth August, 2017       Direct Media Distribution Venture       On whose shares encumbrance has been created /invoked /released       Inth August, 2017       Direct Media Distribution Venture       Vena Investments Private Limited       On on whose shares encumbrance :       Promoter Holding already       Colspan="4">Promoter Holding already       Promoter Holding already       Colspan="4">Resears for No of Shares       No of Shares       August, 2017       Direct Media Distribution Venture       Colspan="4">Colspan="4">Colspan="4"       Promoter Holding already       Promoter Holding already       Colspan="4">Promoter Holding already       Colspan="4">Promoter Model Distribution Venture       Colspan="4">Colspan="4">Colspan="4"       Promoter Model Distribution Venture       Colspan="4"       Promoter Shore Shore Sh | ck. exchanges where the shares of the target company are listed     NSE /85E       rg     Mit August, 2017       moter or PAC on whose shares encumbrance has been created /invoked /released     Direct Media Distribution Ventures Private Limited       on/invocation/release of ancumbrance :     Promoter Holding in the target company(1)     Promoter Holding aiready encumbered (2)     Details of Even pertaining to encumbrance (3)       No of Shares     ½ of total thare capital (1)     V. w.r.t. No of Shares capital (1)     ½ of total thare capital (1)     Yrge of capital (1)     No of Shares (2)     ½ of total thare capital (1)     Yrge of capital (1)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     No of Shares (2)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     No of Shares (2)     No of Shares (2)     ½ of total (1)     Yrge of capital (1)     No of Shares (2)     No of Sha | ek exchanges where the shares of the target company are listed<br>moter or PAC on whose shares encumbrance has been created /invoked /released<br>invoked /released<br>promoter Holding in the target<br>company(1)<br>No of Bhares<br>457,212,260<br>42.89 N.A.<br>376,715,138<br>477,455,138<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD<br>ADD |

|                                                                                                      |             | A     |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |       |          |            |        |                                                                         |           |         |                                            |             |       |
|------------------------------------------------------------------------------------------------------|-------------|-------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|----------|------------|--------|-------------------------------------------------------------------------|-----------|---------|--------------------------------------------|-------------|-------|
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N.A. | 376,345,138                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 35.30 | Creation | 9-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,150,000 |         | Catalyst<br>Trusteeship<br>Limited         | 377,495,138 | 35.41 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260 | 42.89 | N.A. | 377,495,138 i                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 35.41 | Creation | 9-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 185,000   |         | IDBI<br>Trusteeship<br>Services<br>Limited | 377,580,138 | 35.43 |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278  | 7.21  | N.A. | 30,640,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 2.87  | ÷        | _          | -      | -                                                                       |           |         | -                                          | 30,640,000  | 2.87  |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822  | 8.08  | N.A. | 61,377,400                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 5.76  | Creation | 8-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,420,000 | 0.13    | Indusind<br>Bank                           | 62,797,400  | 5.89  |
| Jay Properties                                                                                       | 10,131,000  | 0.95  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -     | -        | -          | -      | -                                                                       |           |         | -                                          |             | -     |
| rivate Limited                                                                                       | 300         | 0.00  | N.A. | · _                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -     | -        | ····· -    | -      | -                                                                       | -         | -       | -                                          | -           | -     |
| Private Limited                                                                                      |             |       |      | _                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       | _        |            | _      |                                                                         | _         |         |                                            |             |       |
| Agrani Holding<br>(Mauritius)<br>Limited                                                             | 35,172,125  | 3.30  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -     | _ *      | -          | -      | -                                                                       | -         | -       | -                                          | -           | _     |
| Ambience<br>Business Services<br>Private Limited                                                     | 1,308,125   | 0.12  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -     | -        | -          | -      | -                                                                       | -         | -       | -                                          | -           | -     |
| Ashok Kumar<br>Goel                                                                                  | 625,250     | 0.06  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -     | -        |            | -      | -                                                                       | -         | -       | -                                          | -           | -     |
| Ashok Mathai<br>Kurien                                                                               | 1,174,150   | 0.11  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -     | -        | -          | -      | -                                                                       | -         | -       | _                                          | -           | -     |
| Essel Medía<br>Ventures Limited                                                                      | 460,000     | 0.04  | N.A. | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       | _        | -          | -      | -                                                                       | -         | -       | -                                          | -           | -     |
| Nishi Goel                                                                                           | 11,000      | 0.00  | N.A. | ION-VE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | VTUN  | -        | -          | -      | -                                                                       | -         | -       | -                                          | -           | -     |
| Priti Goel                                                                                           | 11,000      | 0.00  | N.A. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 137   | -        | -          | -      | -                                                                       | -         | 111     | ESTE                                       | -           | -     |
| Suryansh Goel                                                                                        | 5,100       | 0.00  | N.A. | A CONTRACT OF CONTRACT. |       |          |            |        |                                                                         | -         | VEE VEE | ENTSO                                      |             | -     |

| Sushila Devi                       | 585,750                               | 0.05       | N.A. | -                                             | -        | -             | -              | -           | -          | -              | -         | -            | -                 | -       |
|------------------------------------|---------------------------------------|------------|------|-----------------------------------------------|----------|---------------|----------------|-------------|------------|----------------|-----------|--------------|-------------------|---------|
| Tapesh Goel                        | 5,100                                 | 0.00       | N.A. |                                               | -        | -             | -              | -           | -          | -              | -         | -            | -                 | -       |
| Jawahar Lal Goel                   | 176,800                               | 0.02       | N.A. | -                                             | -        |               | -              | -           | -          | -              | -         | -            |                   | -       |
| Manaaska                           | 17,000,000                            | 1.59       | N.A. | -                                             | -        | -             | -              | -           | -          | -              |           |              |                   |         |
| Fashions LLP                       |                                       |            |      |                                               |          |               |                |             |            |                |           |              |                   |         |
| World Crest                        | 100                                   | 0.00       | N.A. | -                                             | -        | -             | -              | - 1         | -          | -              | -         | -            | -                 | -       |
| Advisors LLP                       |                                       |            |      |                                               |          |               |                |             |            |                |           |              |                   |         |
|                                    | Mumbai<br>11th August, 2017           | ,          |      | - Ce                                          |          | ul sia        | EN IN          | gnature of  | the Autho  | rised Signator |           |              |                   |         |
|                                    |                                       | <u> </u>   |      |                                               |          |               |                |             |            |                |           | 0            |                   |         |
| (**) The names                     | s of all the promoting on the date of |            |      | ding in the target co                         | ompany a | nd their Long | altillar noldi | ng as on ti | he reporti | ng date shou   | ld appear | in the table | e irrespective of | whether |
| (**) The names<br>they are reporti | ing on the date of                    | event or r | iot. | ding in the target co<br>filing done by the c |          |               |                |             |            |                |           |              |                   |         |

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#### Promoters

From: Sent: To: Subject: Attachments: Promoters Friday, August 11, 2017 8:20 PM 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

1

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

**(**\_\_\_)

August 24, 2017

## 013361

**'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,

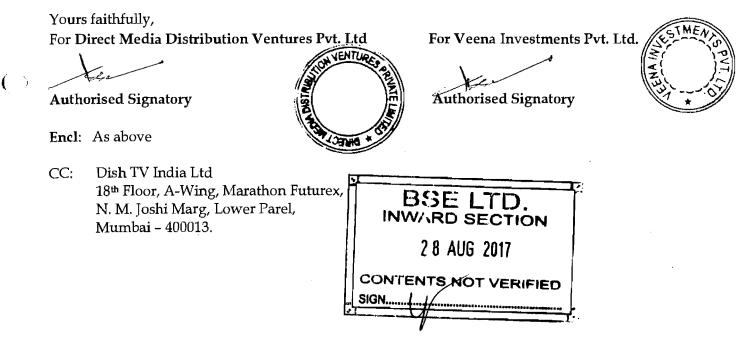
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**Ref:** Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and 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 on the equity shares of Dish TV India Limited

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

Thanking you,



(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)

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|                                                                                                      | rget Company (TC               |                                |                                                |                                       |                                |                                                          | _                                                           |                                                                                          | Dish TV Inc                                                             | lia Limited      |                                |                                                                 |                                                                                             |                                |
|------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------|------------------------------------------------|---------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------|
|                                                                                                      | *                              | ere the shall                  | res of the                                     | e target company are                  | listed                         |                                                          |                                                             |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                             |                                |
| Date of Reportin                                                                                     | -                              |                                |                                                |                                       |                                |                                                          |                                                             |                                                                                          | 24th Augus                                                              | -                |                                |                                                                 |                                                                                             |                                |
| Name of the Pro                                                                                      | omoter or PAC on               | whose sha                      | res encu                                       | mbrance has been cr                   | eated /inv                     | oked /relea                                              | əsed                                                        |                                                                                          | Direct Med                                                              | lia Distribution | n Venture                      | s Private Lim                                                   | ited                                                                                        |                                |
|                                                                                                      |                                |                                |                                                |                                       |                                |                                                          |                                                             |                                                                                          | Veena Inve                                                              | stments Priva    | te Limite                      | 4                                                               |                                                                                             |                                |
| Details of creati                                                                                    | on/invocation/rel              | lease of en                    | umbran                                         |                                       |                                |                                                          |                                                             |                                                                                          |                                                                         |                  |                                |                                                                 |                                                                                             |                                |
|                                                                                                      | Promoter Holdin,<br>company(1) |                                |                                                | Promoter holding al<br>encumbered (2) | ready                          | Details of                                               | Even pertaining                                             | to encum)                                                                                | brance (3)                                                              |                  |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)]<br>[{2}-(3)]/ invocati<br>(3]]} | es<br>]/release                |
|                                                                                                      | No of Shares                   | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital<br>(*) | No of Shares                          | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbran<br>ce<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | ce                                                                      | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                                | % of total<br>share<br>capilal |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260                    | 42.89                          | N.A.                                           | 385,184,138                           | 36.13                          | Creation                                                 | 18-Aug-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 260,000          | 0.02                           | liFL Wealth<br>Finance<br>Limited                               | 385,444,138                                                                                 | 36.16                          |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278                     | 7.21                           | N.A.                                           | 33,115,000                            | 3.11                           | -                                                        | -                                                           | -                                                                                        | -                                                                       |                  | -                              | -                                                               | 33,115,000                                                                                  | 3.11                           |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822                     | 8.08                           | N.A.                                           | 62,797,400                            |                                | Creation                                                 | 18-Aug-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 270,000          | 0.03                           | lift Wealth<br>Finance<br>Limited                               | 63,067,400                                                                                  | 5.92                           |
|                                                                                                      |                                |                                | •                                              | A CRUMINAL                            | SON VENTURES                   |                                                          | <u></u>                                                     |                                                                                          |                                                                         | TING OF          |                                | <u> </u>                                                        |                                                                                             |                                |

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| 10,131,000             |                                                   |                                                                  |                                                                                    | I                                                                                                                             |                                                                                                                                               |                                                                                                                                                                       |                                                                                                                                                                                          | Facility of<br>Promoter<br>group<br>Company                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                        |
|------------------------|---------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | 0.95                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                         | -                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                        | -                                                                                                                                                                                                                                                                      |
| 300                    |                                                   | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | •                                                                                                                                                                                                                                                                      |
| 35,172,125             | 3.30                                              | N.A.                                                             | -                                                                                  | •                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 1,308,125              | 5 0.12                                            | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 625,250                | 0 0.06                                            | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             |                                                                                                                                                                       | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                | Ne .                                                                                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                      |
| 1,174,150              | 0 0.11                                            | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 460,000                | 0.04                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | •                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 11,000                 | 0.00                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 11,000                 | 0.00                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | ~                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 5,100                  | 0.00                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 585,750                | 0.05                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             |                                                                                                                                               | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 5,100                  | 0.00                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 176,800                | 0.02                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 17,000,000             | 1.59                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             | -                                                                                                                                             | -                                                                                                                                                                     | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| 100                    | 0.00                                              | N.A.                                                             | -                                                                                  | -                                                                                                                             |                                                                                                                                               |                                                                                                                                                                       | -                                                                                                                                                                                        | -                                                                                                                                                                                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | -                                                                                                                                                                                                                       | -                                                                                                                                                                                                                                                              | -                                                                                                                                                                                                                                                                                      | -                                                                                                                                                                                                                                                                      |
| he date of to be taken | oters their sl<br>of event or no<br>en as per the | ot.<br>e latest i                                                | filing done by the co                                                              | mpany to                                                                                                                      | d they stock                                                                                                                                  | Exchange und                                                                                                                                                          | ling as on<br>ler Regula                                                                                                                                                                 | the reportin                                                                                                                                                                                                        | ng date should<br>SEBI (Listing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | appear                                                                                                                                                                                                                  | ions and Dis                                                                                                                                                                                                                                                   | closure Requirem                                                                                                                                                                                                                                                                       | ents)                                                                                                                                                                                                                                                                  |
| the<br>the             | prom<br>date o<br>be tak                          | promoters their sl<br>date of event or no<br>be taken as per the | promoters their sharehold<br>date of event or not.<br>be taken as per the latest f | e promoters their shareholding in the target con<br>date of event or not.<br>be taken as per the latest filing done by the co | e promoters their shareholding in the target company and<br>date of event or not.<br>be taken as per the latest filing done by the company to | st, 2017<br>promoters their shareholding in the target company and the<br>date of event or not.<br>be taken as per the latest filing done by the company to the Stock | st, 2017<br>promoters their shareholding in the target company and the state of date of event or not.<br>be taken as per the latest filing done by the company to the Stock Exchange und | st, 2017<br>promoters their shareholding in the target company and the store the holding as on<br>date of event or not.<br>be taken as per the latest filing done by the company to the Stock Exchange under Regula | st, 2017<br>spromoters their shareholding in the target company and the store of the Auth<br>date of event or not.<br>be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of the store of the s | st, 2017<br>promoters their shareholding in the target company and the should date of event or not.<br>be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing | st, 2017<br>promoters their shareholding in the target company and the stock Exchange under Regulation 31 of SEBI (Listing Obligat<br>be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligat | st, 2017<br>promoters their shareholding in the target company and the stock Exchange under Regulation 31 of SEBI (Listing Obligations and Dis<br>be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Dis | st, 2017<br>promoters their shareholding in the target company and the structure of the Authorised Signatory + 57/2000 (1990)<br>promoters their shareholding in the target company and the structure of which are the should appear in the able irrespective of which |

#### Promoters

From: Sent: To: Subject: Attachments: Promoters Thursday, August 24, 2017 5:47 PM 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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August 24, 2017

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

URES

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd

**Authorised Signatory** 

futionised orginator

Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.

**Authorised Signatory** 



(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 Tar                                                                                      | get Company (TC   | :)                             |                                               |                                       |                                |                                                          |                                                             |                                                                                          | Dish TV Inc                                                             | dia Limited      |                                |                                                                 |                                                                                            |                                |
|------------------------------------------------------------------------------------------------------|-------------------|--------------------------------|-----------------------------------------------|---------------------------------------|--------------------------------|----------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                                                                      |                   |                                | res of th                                     | e target company are                  | listed                         |                                                          |                                                             |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reportin                                                                                     | ng                |                                |                                               |                                       |                                |                                                          |                                                             |                                                                                          | 24th Augu                                                               | st, 2017         |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                                                                      | omoter or PAC on  | whose sha                      | res encu                                      | mbrance has been cr                   | eated /inv                     | oked /relea                                              | ased                                                        |                                                                                          | Direct Med                                                              | lia Distribution | Nenture                        | s Private Lim                                                   | ited                                                                                       |                                |
|                                                                                                      |                   |                                |                                               |                                       |                                |                                                          |                                                             |                                                                                          |                                                                         | estments Priva   |                                |                                                                 |                                                                                            |                                |
|                                                                                                      |                   |                                |                                               |                                       |                                |                                                          |                                                             |                                                                                          |                                                                         |                  |                                |                                                                 |                                                                                            |                                |
| Details of creati                                                                                    | on/invocation/rel | ease of en                     | cumbrar                                       |                                       |                                |                                                          |                                                             |                                                                                          |                                                                         |                  |                                |                                                                 |                                                                                            |                                |
| Name of Promoter<br>(s) or PACs with<br>him (**)                                                     |                   |                                |                                               | Promoter holding al<br>encumbered (2) | read <b>y</b>                  | Details of                                               | Even pertaining                                             | g to encum                                                                               | brance (3}                                                              |                  |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>[3]]} | es<br>]/release                |
|                                                                                                      | No of Shares      | % of total<br>share<br>Capital | % W.r.L<br>diluted<br>share<br>capital<br>(*) | No of Shares                          | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease<br>invocation) | Date of creation<br>invocation<br>release of<br>encumbrance | Type of<br>encumbran<br>ce<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | Reasons for<br>encumbran<br>ce                                          | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                          | 457,212,260       | 42.89                          | N.A.                                          | 385,184,138                           | 36.13                          | Creation                                                 | 18-Aug-2017                                                 | ' Pledge                                                                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 260,000          | 0.02                           | IIFL Wealth<br>Finance<br>Limited                               | 385,444,138                                                                                | 36.16                          |
| Direct Media<br>Solutions LLP<br>(formerly known<br>as Direct Media<br>Solutions Private<br>Limited) | 76,905,278        | 7.21                           | N.A.                                          | 33,115,000                            | 3.11                           | -                                                        | -                                                           |                                                                                          | -                                                                       |                  | -                              | -                                                               | 33,115,000                                                                                 | 3.11                           |
| Veena<br>Investments<br>Private Limited                                                              | 86,094,822        | 8.08                           | N.A.                                          | 62,797,400                            | 5.89                           | , Creation                                               | 18-Aug-2017                                                 | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 270,000          | 0.03                           | IIFL Wealth<br>Finance<br>Limited                               | 63,067,400                                                                                 | 5.92                           |
|                                                                                                      |                   |                                | L                                             | ANEL REAL                             | V NIE MUL                      |                                                          | <u>I</u>                                                    |                                                                                          | HENA IA                                                                 | LEST MENT        | <u>Ierren</u> ,                | d                                                               |                                                                                            |                                |

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| Veena<br>Investments<br>Private Limited          | 86,094,822                                                                | 8.08 | N.A. | 63,067,400             | 5.92 | Creation     | 22-Aug-2017 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,600,000      | 0.15 | Indusind<br>Bank | 64,667,400       | 6.07  |
|--------------------------------------------------|---------------------------------------------------------------------------|------|------|------------------------|------|--------------|-------------|--------|-------------------------------------------------------------------------|----------------|------|------------------|------------------|-------|
| Jay Properties<br>Private Limited                | 10,131,000                                                                | 0.95 | N.A. | -                      | -    | -            | -           | -      | -                                                                       | - 1            | -    | -                | -                | -     |
| Sprit Textiles<br>Private Limited                | 300                                                                       | 0.00 | N.A. | -                      | -    | ~            | -           | -      | -                                                                       | -              | -    | -                | -                | -     |
| Agrani Holding<br>(Mauritius)<br>Limited         | 35,172,125                                                                | 3.30 | N.A. | -                      | -    | -            | -           | -      | -                                                                       | -              | -    | -                | -                | -     |
| Ambience<br>Business Services<br>Private Limited | 1,308,125                                                                 | 0.12 | N.A. | -                      | -    | -            | •           | -      | -                                                                       | -              | -    | -                | -                | -     |
| Ashok Kumar<br>Goel                              | 625,250                                                                   | 0.06 | N.A. | -                      | -    | -            |             | -      | -                                                                       | -              |      | -                |                  | -     |
| Ashok Mathai<br>Kurien                           | 1,174,150                                                                 | 0.11 | N.A. | -                      | -    | -            | -           | -      | -                                                                       | -              | -    | -                | -                | -     |
| Essel Media<br>Ventures Limited                  | 460,000                                                                   | 0.04 | N.A. | -                      | -    | -            | -           | -      | -                                                                       | -              | -    | -                | -                | -     |
| Nishi Goel                                       | 11,000                                                                    | 0.00 | N.A. | -                      | -    | -            | •           | -      | - 1                                                                     | -              | -    | -                | -                | -     |
| 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, | -                      | -    | -            | -           | -      | -                                                                       |                | -    |                  | -                | -     |
| Jawahar Lal Goel                                 | 175,800                                                                   | 0.02 | N.A, | -                      | -    | -            | -           | -      | -                                                                       | -              | -    | -                |                  | -     |
| Manaaska<br>Fashions LLP                         | 17,000,000                                                                | 1.59 | N.A. | -                      | -    | -            |             | -      |                                                                         |                | -    | -                | -                |       |
| World Crest<br>Advisors LLP                      | 100                                                                       | 0.00 | N.A. | -                      | -    |              | -           | -      | -                                                                       | -              | -    |                  | -                | -     |
| Date : 2<br>(**) The names                       | Mumbai<br>24th August, 2017<br>of all the promote<br>1g on the date of en |      |      | ding in the target cor | ļ'   | Canal Sector | WES PRIVA   |        |                                                                         | orised Signato |      | INVEST WENTS     | mespective of wh | ether |

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(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

#### Promoters

4

From: Sent: To: Subject: Attachments: Promoters Thursday, August 24, 2017 5:48 PM 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

Thanks & Regards, Ashok Sanghavi Direct: 022 -71061437

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March 16, 2018

**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

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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 on 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 Pvt. Ltd

Authorised Signatory

Encl: As above

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

**Authorised Signatory** 

(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)

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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 45,72,12,260       | 42.89                                                                                                                                                     | N.A.                                                                                                                                                                                                                                                                                  | 32,79,70, <b>338</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 30.77                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Creation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 7-Mar-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6,85,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | D.D6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Catalyst<br>Trusteeship<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 32,86,55,338                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 45,72,12,250       | 42.89                                                                                                                                                     | N.A.                                                                                                                                                                                                                                                                                  | 32,86,55,338                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 30.83                           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                                                                                                                                                                                                                                                                                                                                                                       | 7-Mar-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Pledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Collateral<br>Piedge for<br>Facility of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 9,60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 0.09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Clix Capital<br>Services P<br>Ltd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 32,96,15,338                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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| 45,72,12,260       | 42.89                                                                                                                                                     | N.A.                                                                                                                                                                                                                                                                                  | 32,96,15,338                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 30.92                           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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 4,00,000                                                                                                                                                                                                                                                                                                 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Axis Trustee<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 33,00,15,338                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            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|                    | ck exchanges whe<br>Ig<br>proter or PAC on v<br>on/invocation/rel<br>Promoter Holding<br>target company(1<br>No of Shares<br>45,72,12,260<br>45,72,12,260 | Ng         omoter or PAC on whose share         on/invocation/release of end         Promoter Holding in the target company(1)         No of Shares       % of total share Capital         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89 | ck exchanges where the shares of the trig         imoter or PAC on whose shares encumbrance         Promoter or PAC on whose shares encumbrance         Promoter Holding in the target company(1)         No of Shares       % of total share         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         N.A.         45,72,12,260       42.89         N.A.         45,72,12,260       42.89         N.A. | ck exchanges where the shares of the target company are listing proter or PAC on whose shares encumbrance has been created on a structure of the target company of the target company of total share capital share capital (*)         No of Shares       % of total share capital (*)         No of Shares       % of total share capital (*)         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         A5,72,12,260       42.89         NA.       32,86,55,338         45,72,12,260       42.89         NA.       32,86,55,338         A5,72,12,260       42.89         NA.       32,96,15,338 | ck exchanges where the shares of the target company are listed         No         on/invocation/release of encumbrance i         Promoter Holding In the target company(1)         No of Shares       % of total share capital         share capital       % of shares         45,72,12,250       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         A5,72,12,260       42.89         N.A.       32,86,55,338         30.83         45,72,12,260       42.89         N.A.       32,86,55,338         30.83         45,72,12,260       42.89         N.A.       32,96,15,338         30.83 | ck exchanges where the shares of the target company are listed         Ng         moter or PAC on whose shares encumbrance has been created /Invoked /release         on/invocation/release of encumbrance :         Promoter Holding In the target company(1)         No of Shares       % of total share         Shares       % of total share         Capital       No of Shares         % of total share       No of Shares         45,72,12,250       42.89         N.A.       32,44,90,338         30.44       Creation         45,72,12,260       42.89         N.A.       32,86,55,338         30.83       Creation         45,72,12,260       42.89         N.A.       32,96,15,338         30.83       Creation         45,72,12,260       42.89         N.A.       32,96,15,338         30.92       Creation | ck exchanges where the shares of the target company are listed         %         on/invocation/release of encumbrance has been created /invoked /released         on/invocation/release of encumbrance :         Promoter Holding in the target company[1]       Promoter holding already encumbered (2)       Details of Events pertaining the encumbered (2)         No of Shares       % of total that encumbered       % w.r.t. dilated chare capital (*)       No of Shares       % of total that encumbered (2)       Type of encumbrance invocation of encumbrance invocation of encumbrance invocation of encumbrance capital (*)       Date of creation/release/ invocation         45,72,12,260       42.89       N.A.       32,44,90,338       30.44       Creation       7-Mar-2018         45,72,12,260       42.89       N.A.       32,86,55,338       30.83       Creation       7-Mar-2018         45,72,12,260       42.89       N.A.       32,86,55,338       30.83       Creation       7-Mar-2018         45,72,12,260       42.89       N.A.       32,96,15,338       30.92       Creation       7-Mar-2018         45,72,12,260       42.89       N.A.       32,96,15,338       30.92       Creation       8-Mar-2018 | ck exchanges where the shares of the target company are listed         rg         ynoter or PAC on whose shares encumbrance has been created /Invoked /released         on/invocation/release of encumbrance :         Promoter Holding in the target company[1]         No of Shares       % of total dilated chare capital ehare capital (?)         No of Shares       % of total dilated chare capital (?)         45,72,12,250       42.89         45,72,12,260       42.89         45,72,12,260       42.89         45,72,12,260       42.89         NA.       32,86,55,338       30.83         Creation       7-Mar-2018         Pledge       45,72,12,260       42.89         N.A.       32,86,55,338       30.83       Creation         45,72,12,260       42.89       N.A.       32,96,15,338       30.92       Creation         45,72,12,260       42.89       N.A.       32,96,15,338       30.92       Creation       8-Mar-2018         Pledge       M.A.       32,96,15,338       30.92       Creation       8-Mar-2018         Pledge       M.A.       32,96,15,338       30.92       Creation       8-Mar-2018 | ck exchanges where the shares of the target company are listed       NSE /BSE         rg       John Matter         under or PAC on whose shares encumbrance has been created /invoked /released       Diff. Matter         on/invocation/release of encumbrance :       Promoter holding already       Details of Events pertaining to encumbrance (3         No of Shares       % of total       % of total       Type of character       Date of creation/ release       Type of creation/ release         No of Shares       % of total       % of total       fibre caracter       Capital       Type of creation/ release       Type of creation/ release       Type of creation/ release       Reasons for creation/ release         45,72,12,260       42.89       N.A.       32,79,70,336       30.77       Creation       7-Mar-2018       Pledge       Collateral Pledge for Facility of Fa | Kexchanges where the shares of the target company are listed     NSE / DSE       Moder of PAC on whose shares encumbrance has been created /invoked //teleased     Moder Data Distribution       On/Invocation/release of encumbrance :       Promoter Holding in the target company(1)     Promoter holding already encumbrance (2)     Date of creation/<br>release/<br>encumbered (2)     Date of creation/<br>promoter holding in the target company(1)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     No of Shares     % of total target company(2)     No of Shares     % of total target company(2)     Date of creation/<br>release/<br>target company(2)     No of Shares     % of total target company(2)     No of Shares     % of total target company(2)     Date of creation/<br>release/<br>target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     No of Shares     % of total target company(2)     Reasons for [No of Shares company(2)     Reasons fo | ck:exchanges where the shares of the target company are listed       NSE / DSE         Ve       Model in the carget company are listed       NSE / DSE         Ve       Direct Media Distribution Venture Veena Investments Private Limite         on/invocation/release of encumbrance i       Promoter holding already encumbrance (2)       Details of Events pertaining to encumbrance (3)         No of Share       No of Shares       No of Shares       No of Shares       No of Shares         Above       Above       Above       Carabove       Stares       No of Shares         Above       Above       Above       Carabove       Stares       No of Shares       No of S | Stee exchanges where the shares of the target company are listed     NSF / SSE       No of Shares     Capital       Yo of total<br>dare<br>Capital     Yw with<br>dated<br>capital (1)     Promoter holding already<br>encumbered (2)     Details of Events pertaining to encumbrance (3)       No of Shares     Yo of total<br>dated<br>capital (1)     Yw with<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yo of total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yo of total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yate of<br>total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yate of<br>total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yate of<br>total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yate of<br>total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     Yate of<br>total<br>dated<br>capital (1)     No of Shares     Yo of total<br>dated<br>capital (1)     No of Shares     Yo of total<br>date (1)     No of Shares     Yo of total<br>date (1)     Yate of total<br>date (1)     No of Shares     Yo | ck exchanges where the shares of the target company are listed very series of the target company are listed very series of encumbrance has been created /hwoked /released very series of encumbrance immediate of the target company (1) very series of encumbrance immediate company (2) very series of encumbrance (3) very series of encumbrance (4) very series of encumbrance ( |

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|-------------------------------------------------------------|--------------|-------|--------------|-----------------|-------------|----------|---------------------------------------|--------|-----------------------------------------------------------------------------|-------------|------|--------------------------------------------|--------------|-------|
|                                                             |              |       |              |                 |             |          |                                       |        |                                                                             |             |      |                                            |              |       |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | <b>N.A.</b>  | 33,00,15,338    | 30.96       | Creation | 8-Mar-2018                            | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 5,10,000    | 0.05 | Catalyst<br>Trusteeship<br>Limited         | 33,05,25,338 | 31.01 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.         | 33,05,25,338    | 31.01       | Creation | 9-Mar-2018                            | Piedge | Collateral<br>Pledge. for<br>Facility of<br>Promoter<br>group<br>Company    | 1,45,000    | 0.01 | IDBI<br>Trusteeship<br>Services<br>Limited | 33,06,70,338 | 31.02 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | <b>N.A.</b>  | 33,06,70,338    | 31.02       | Creation | 9-Mar-2018                            | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 5,00,000    | 0.05 | Catalyst<br>Trusteeship<br>Limited         | 33,11,70,338 | 31.07 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | <b>N.A.</b>  | 33,11,70,338    | 31.07       | Creation | 13-Mar-2018                           | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 10,00,000   | 0.09 | IDBI<br>Trusteeship<br>Services<br>Limited | 33,21,70,338 | 31.16 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260 | 42.89 | N.A.         | 33,21,70,338    | 31.16       | Release  | 13-Mar-2018                           | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 1,17,19,000 | 1.10 | IDBI<br>Trusteeship<br>Services<br>Limited | 32,04,51,338 | 30.06 |
| Veena<br>Investments<br>Private Limited                     | 8,60,94,822  | 8.08  | <b>N.A.</b>  | 6,46,67,400     | <b>6.07</b> | Creation | 7-Mar-2018                            | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 33,10,000   | 0.31 | IIFL Wealth<br>Finance<br>Limited          | 6,79,77,400  | 6.38  |
| Agrani Holding<br>(Mauritius)                               | 3,51,72,125  | 3.30  | <b>N.A.</b>  |                 | · -         | -        | •                                     | -      | -                                                                           | -           | -    | -                                          | -            | -     |
| Limited<br>Nishi Goel                                       | 11,000       | 0.00  | N.A.         | -               | -           | -        | -                                     | -      | -                                                                           | -           | -    | -                                          | -            | -     |
| Priti Goel                                                  | 11,000       | 0.00  | N.A.         | -               | -           |          | -                                     |        |                                                                             | -           | -    | -                                          |              |       |
| Suryansh Goel                                               | 5,100        | 0.00  | N.A.<br>N.A. | -               | · -         | -        | -                                     | -      | -                                                                           | -<br>-      | -    | -                                          |              | -     |
| Sushila Devi                                                | 5,85,750     | 0.00  | N.A.         | -               | -           | -        | -                                     | -      | -                                                                           | -           | -    | -                                          |              | -     |
| Tapesh Goel                                                 | 5,100        | 0.03  | • N.A.       | - HEDIA DISTORE |             | · · -    |                                       | -      | -                                                                           | LUNA IN     |      | -                                          |              | -     |
|                                                             | 5,100        | 0.00  |              |                 | -           | 1        | · · · · · · · · · · · · · · · · · · · | I      |                                                                             |             |      |                                            |              |       |



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| World Crest<br>Advisors LLP | 100                        | 0.00 | N.A. | -   -       | RUBUTIC |            | -           | -                   | -       | -    | -           | - | - |
|-----------------------------|----------------------------|------|------|-------------|---------|------------|-------------|---------------------|---------|------|-------------|---|---|
| Place :<br>Date :           | Mumbai<br>16th March, 2018 | ¢.   |      | OPECT MEDIA | Shoone  | CHINKES PR | Signature o | M 99<br>of the Juth | gnatory | VEEN | IVES ATENIS |   |   |

(\*\*) The names of all the promoters their shareholding in the target company and set **Factors** shareholding as on the reporting date should appear in the table in espective 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

#### Promoters

From: Sent: To: Subject: Attachments: Promoters 16/03/2018 20:33 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 dish tv-1.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387 March 16, 2018

**BSE Limited** 

Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

2552

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 on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd

Authorised \$ignatory

Encl: As above

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

For Veena Investments Pvt. Ltd.

Authorised Signatory

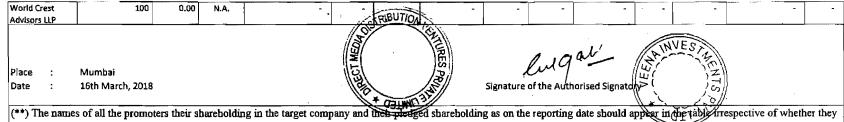


(Format for Disclosure by the Promoter (s) to the stock exchanges and to the Target Company for encumbrance of shares /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

| 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       16th March, 2018         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 :       Promoter holding already       Perails of Events pertaining to encumbrance (3)         Name of Shares       % of total       % of total       % of total       Type of       Date of creation/ Type of       Reasons for No of Shares       % of total       Name of the all of creation/ | Post event holding of<br>encumbered shares<br>{Creation [(2)+(3)]/rele |         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------|
| Date of Reporting       16th March, 2018         Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released       Direct Media Distribution Ventures Private Limited         Details of creation/release of encumbrance :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Post event holding of<br>encumbered shares                             |         |
| 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 :                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Post event holding of<br>encumbered shares                             |         |
| Veena Investments Private Limited         Details of creation/release of encumbrance :         Name of Promoter<br>(s) or PACs with<br>him (**)         Promoter Holding in the<br>target company[1]       Promoter holding already<br>encumbered (2)         No of Shares       % of total         No of Shares       % of total         % of total       Type of         Reasons for No of Shares       % of total                                                                                                                                                                                                                                                                                                                           | Post event holding of<br>encumbered shares                             |         |
| Name of Promoter       Promoter Holding in the (s) or PACs with him (**)       Promoter holding already encumbered (2)       Details of Events pertaining to encumbrance (3)         No of Shares       % of total       % of total       Type of       Date of creation/       Type of       Reasons for       No of Shares       % of total       Name of the                                                                                                                                                                                                                                                                                                                                                                                | encumbered shares                                                      |         |
| Name of Promoter       Promoter Holding in the (s) or PACs with him (**)       Promoter holding already encumbered (2)       Details of Events pertaining to encumbrance (3)         No of Shares       % of total       % of total       Type of       Date of creation/       Type of       Reasons for       No of Shares       % of total       Name of the                                                                                                                                                                                                                                                                                                                                                                                | encumbered shares                                                      |         |
| Name of Promoter       Promoter Holding in the       Promoter holding already       Details of Events pertaining to encumbrance (3)         (a) or PACs with him (**)       encumbered (2)       Promoter holding already       Details of Events pertaining to encumbrance (3)         No of Shares       % of total       % of total       Type of       Details of Events pertaining to encumbrance (3)                                                                                                                                                                                                                                                                                                                                     | encumbered shares                                                      |         |
| Name of Fromoter<br>(s) or PACs with<br>him (**)       Promoter Holding in the<br>target company(1)       Promoter holding already<br>encumbered (2)       Details of Events pertaining to encumbrance (3)         No of Shares       % of total       % of total       Type of       Details of Events pertaining to encumbrance (3)                                                                                                                                                                                                                                                                                                                                                                                                          | encumbered shares                                                      |         |
| (s) or PACs with<br>him (**) target company(1) encumbered (2)<br>No of Shares 1% of total 1% w.r.t. No of Shares 1% of total Type of Date of creation/ Type of Reasons for No of Shares 1% of total Name of the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
| No of Shares 1% of total 1% w.r.t. No of Shares 1% of total Type of Date of creation/ Type of Reasons for No of Shares 1% of total Name of the                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | {Creation [(2)+(3)]/rele                                               |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        | lease   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | [[2]-[3]]/ invocation[(2]                                              | 2)-     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | (3)]}                                                                  |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | No of Shares % of t                                                    | f total |
| share diluted share event release/ encumbran encumbran share entity in                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | share                                                                  | re      |
| Capital share Capital (creation/rel invocation of ce ce capital whose favor capital (*) ease/ encumbrance (pledge/lien) shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | capita                                                                 | ital    |
| capital (*) ease/ encumbrance (pledge/lien shares<br>invocation) /non encumbered                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                        |         |
| disposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                        |         |
| undertakin<br>g/other)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                        |         |
| g/otae)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                        |         |
| Direct Media 45.72.12.260 42.89 N.A. 32.44.90.338 30.44 Creation 7-Mar-2018 Piedge Collateral 34.80.000 0.33 IDBI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 32,79,70,338 30                                                        | 30.77   |
| Direct Media         45,72,12,260         42.89         N.A.         32,44,90,338         30.44         Creation         7-Mar-2018         Piedge         Collateral         34,80,000         0.33         IDBI           Distribution         Piedge for         Piedge for         Trusteeship                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                        | 50.77   |
| Ventures Private Facility of Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                        |         |
| Umited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                        |         |
| group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                        |         |
| Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                        |         |
| Direct Media 45,72,12,260 42.89 N.A. 32,79,70,338 30.77 Creation 7-Mar-2018 Pledge Collateral 6,85,000 0.06 Catalyst                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 32,86,55,338 30                                                        | 30.83   |
| Pledge for Trusteeship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                        |         |
| Ventures Private Facility of Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                        |         |
| Umited Promoter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
| group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                        |         |
| Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                        |         |
| Direct Media         45.72.12.260         42.89         N.A.         32.86.55.338         30.83         Creation         7-Mar-2018         Pledge         Collateral         9.60,000         0.09         Clix Capital                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 32,96,15,338 30                                                        | 30.92   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 22,90,13,330 30                                                        | 30.94   |
| Distribution Pledge for Services P<br>Ventures Private Ltd                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                        |         |
| Umited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                        |         |
| group                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                        |         |
| Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                        |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
| Direct Media 45,72,12,260 42.89 N.A. 32,96,15,338 30.92 Creation 8-Mar-2018 Pledge Collateral 4,00,000 0.04 Axis Trustee                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | e 33,00,15,338 30                                                      | 30.96   |
| Distribution Pledge for Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                        |         |
| Ventures Private Facility of Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                        |         |
| Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                        |         |
| BLOOD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                        |         |
| Company Company                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                        |         |
| STATULE TIMES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                        |         |
| NO:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                        |         |

Direct Media 45,72,12,260 42.89 N.A. 33,00,15,338 30.96 Creation 8-Mar-2018 Pledge Collateral 5,10,000 0.05 Catalyst 33,05,25,338 31.01 Distribution Pledge for Trusteeship Ventures Private Facility of Limited Limited Promoter group Company **Direct Media** 45,72,12,260 42.89 N.A. 33,05,25,338 31.01 Creation 9-Mar-2018 Pledge Collateral 1,45,000 0.01 IDBI 33,06,70,338 31.02 Distribution Pledge for Trusteeship Ventures Private Facility of Services Limited Promoter Limited group Company Direct Media 45,72,12,260 42.89 N.A. 33,06,70,338 31.02 Creation 9-Mar-2018 Pledge Collateral 5,00,000 0.05 Catalyst 33,11,70,338 31.07 Distribution Trusteeship Pledge for Ventures Private Facility of Limited Limited Promoter group Company Direct Media 45,72,12,260 42,89 N.A. 33,11,70,338 31.07 13-Mar-2018 Pledge 0.09 IDBI Creation Collateral 10,00,000 33,21,70,338 31.16 Distribution Pledge for Trusteeship Ventures Private Facility of Services Limited Promoter Limited group Company Direct Media 45,72,12,260 42.89 N.A. 33,21,70,338 31.16 Release 13-Mar-2018 Pledge 1,17,19,000 1.10 IDBI Collateral 32,04,51,338 30.06 Distribution Release Trusteeship Ventures Private for Facility **Services** Limited of Limited Promoter group Company Veena 8,60,94,822 8.08 N.A. 6,46,67,400 33,10,000 0.31 IIFL Wealth 6.38 6.07 Creation 7-Mar-2018 Pledge Collateral 6,79,77,400 investments Pledge for Finance Private Limited Facility of Limited Promoter group Company 3,51,72,125 3,30 Agrani Holding N.A. ----------~ (Mauritlus) Limited 11,000 Nishl Goel 0.00 N.A. ------..... --Priti Goel · 11,000 0.00 N.A. -----------Suryansh Goel 5,100 0.00 N.A. ----------. Sushila Devi 5,85,750 0.05 N.A. -----------DISTRUBUTI Tapesh Goel 5,100 0.00 N.A. . ---------Jawahar Lal Goel 1,76,800 0.02 N.A. -------

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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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

#### Promoters

From: Sent: To: Subject: Attachments: Promoters 16/03/2018 20:33 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 dish tv-1.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

#### DIRECT MP/DIA DISTRIBUTION VENTURES PREVAUE LIMETED 18<sup>th</sup> Floor, A-Whig, Manufau Finness, N. M. John Marg, Lisses Parol, Manufari - 400013 Tel +91 22 71061234 CDV, U40300MH2009PTC/18363

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April 9, 2018

BSE Ltd. Phroace Jeograficity Townsh Oaksi Silver Murebal – 400 (c) (

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Hantonal Stock Erchange of India Limited Exchange Plata, Plot no. C/1, G Elock, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

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Dear Sir,

in a

#### Ref: Disclosures under Regulation 30 Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 579,274,057 Equity Shares comprising of 31.46% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                  | Shares      | % of Paid-up Capital |
|------------|-------------------------------------------------------|-------------|----------------------|
| 1          | Direct Media Distribution Ventures Private<br>Limited | 457,212,260 | 24.83                |
| 2          | Veena Investments Private Limited                     | 86;094,822  | 4.68                 |
| 3          | Agrani Holdings (Mauritius) Limited                   | 35,172,125  | 1.91                 |
| 4          | World Crest Advisors LLP                              | 100         | 0.00                 |
| 5          | Jawahar Lal Goel                                      | 176,800     | 0.01                 |
| 6          | Nishi Goel                                            | 11,000      | 0.00                 |
| 7          | Priti Goel                                            | 11,000      | 0.00                 |
| 8          | Suryansh Goel                                         | 5,100       | 0.00                 |
| 9          | Sushila Devi                                          | 585,750     | 0.03                 |
| 10         | Tapesh Goel                                           | 5,100       | 0,00                 |
|            | TOTAL                                                 | 579,274,057 | 31.46                |
|            | INWARD                                                | R 2010      |                      |

### GIRECTENSEDIA DIET REDUCT UND VIEDERSE PREVAUE LIBETEE 20º Floor, A. Wing, Marathen Fotmen, P. M. Joshi Marg, Lower Porel, Multibal - 409013 Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

In this regard, please find enclosed out disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

Request you to kindly the the shire on recommend ublige.

launking yre.

Yours failmfully,

For Direct Madia Distribution Ventures Private Limited

Crold 67

#### **Director/Authorised Signatory**

#### Encl: As above



CC: Dish TV India Limited 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 and an an and the second state in a state of the second state of t

| <ol> <li>Name of the Larget Company (TC)</li> </ol>                                                                                                                                                                                                                                                                                                                                      | Dhia izantai a                         | Recol                                                                |                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------|
| 2 Name(s) of the Stock Exchange(s) where the<br>shares of the TC are listed                                                                                                                                                                                                                                                                                                              | BS7 Ltd. & Mailo                       | na: Block Exchang                                                    | je of India Limiter                                       |
| <ul> <li>Particulars of the shareholder (a):</li> <li>Name of person(s) together with Process Acting<br/>in Concert (PAC) whose field is then (Fromwork (PAC)) whose field is then (Fromwork Concertible<br/>securities and any other metal and the work of<br/>entities and any other metal and the target<br/>company) is more than 25% of the volume rights<br/>online 1.0</li> </ul> |                                        |                                                                      |                                                           |
| <ul> <li>b. Name(s) of promoter(s), member of the<br/>promoter group and Persons Acting in Concert<br/>(PAC) with him.</li> </ul>                                                                                                                                                                                                                                                        | Direct Media Dist                      | ribution Ventures                                                    | Private Limited                                           |
| <ol> <li>Particulars of the Shareholding of persons<br/>mentioned at (3) above</li> </ol>                                                                                                                                                                                                                                                                                                | Number of<br>Shares                    | % w.r.t .total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (* |
| As of March 31, 2018 holding of:                                                                                                                                                                                                                                                                                                                                                         | ************************************** |                                                                      |                                                           |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                | 457,212,260                            | 24.83                                                                | 24.83                                                     |
| b) Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                                                                              | NII.                                   | NH.                                                                  | NA                                                        |
| c) Warrants                                                                                                                                                                                                                                                                                                                                                                              | NA                                     | NA                                                                   | NA                                                        |
| d) Convertible Securities                                                                                                                                                                                                                                                                                                                                                                | NA                                     | NA                                                                   | NA                                                        |
| <ul> <li>Any other instrument that would entitle the<br/>holder to receive shares in the TC.</li> </ul>                                                                                                                                                                                                                                                                                  | NA                                     | NA                                                                   | NA                                                        |
|                                                                                                                                                                                                                                                                                                                                                                                          |                                        | <u> </u>                                                             | ÷                                                         |



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| Namels) of the person and<br>Persons Acting in Concert (PAC)<br>with the person | Whether the person belongs to<br>Promoter / Promoter Group | PAN of the Person and PACs |
|---------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------|
| Fromoter                                                                        | ······                                                     |                            |
| Agrani Holding (Mauritius) Ltd                                                  |                                                            | AAJCA81430                 |
| Direct Media Distribution<br>Ventures Private Limited                           | Yes                                                        | AADCD19400                 |
| Jawahar Lai Goel                                                                | Yes                                                        | AAHPL12441                 |
| Nishi Goel                                                                      | Yeş                                                        | AIMPA0474E                 |
| Priti Goel                                                                      | Yes                                                        | ANVPG0535C                 |
| Suryansh Goel                                                                   | Yes                                                        | ATTPG3259M                 |
| Sushila Devi                                                                    | Yes                                                        | AATPD5221B                 |
| Tapesh Goel                                                                     | Yes                                                        | ATRPG3645D                 |
| Veena Investments Private<br>Limited                                            | Yes                                                        | ΑΑΑΟν6436Α                 |
| World Crest Advisors LLP                                                        | Yes                                                        | AACFW2588B                 |
| Persons Acting in Concert                                                       |                                                            |                            |
| Nil                                                                             | Nil                                                        | Nil                        |

For Direct Media Distribution Ventures Private Limited

(willing

**Director/Authorized Signatory** 

Place: Mumbai Date: 6<sup>th</sup> April, 2018

#### Note:

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- 1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (\*) 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.

(\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

JEUTION **Ø**BTIN

| <ol> <li>Name(s) of the Stock Exchange(a) where the<br/>obsides of the TC are listed</li> </ol>                                                                                                                                                                                                                                      | a BOE Ltd. & Nati                                          | BOE Ltd. & National Stock Exchange of India Limiter                  |                                                           |  |  |  |  |  |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------|--|--|--|--|--|--|
| <ul> <li>Particulars of the shareholder(s)</li> <li>Frame of person(s) together with Parson</li> <li>Connert (PAC) whose total holding (a shart in the form of shares, warrants, consecutives and any other instrument the solitile the holder to receive chares in the company) is more than 25% of the votin of the TC.</li> </ul> | ncluding<br>nveršbia<br>it would<br>is target<br>ig tignis |                                                                      |                                                           |  |  |  |  |  |  |
| <ul> <li>Name(s) of promoter(s), member<br/>promoter group and Persons Acting in<br/>(PAC) with him.</li> </ul>                                                                                                                                                                                                                      | 1                                                          | enis Private Firatled                                                |                                                           |  |  |  |  |  |  |
| <ol> <li>Particu ars of the Shareholding of persons<br/>mentioned at (3) above</li> </ol>                                                                                                                                                                                                                                            | Number of<br>Shares                                        | % w.r.t .total<br>share /voting<br>capital<br>whorever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (* |  |  |  |  |  |  |
| As of March 31, 2018 holding of                                                                                                                                                                                                                                                                                                      |                                                            |                                                                      |                                                           |  |  |  |  |  |  |
| a) Shares                                                                                                                                                                                                                                                                                                                            | 86,094,822                                                 | 4,68                                                                 | 4.68                                                      |  |  |  |  |  |  |
| b) Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                          | NIL.                                                       | NIL,                                                                 | NA                                                        |  |  |  |  |  |  |
| c) Warrants                                                                                                                                                                                                                                                                                                                          | NA                                                         | NA                                                                   | NA                                                        |  |  |  |  |  |  |
| d) Convertible Securities                                                                                                                                                                                                                                                                                                            | NA                                                         | NA                                                                   | NA                                                        |  |  |  |  |  |  |
| <ul> <li>e) Any other instrument that would entitle to<br/>holder to receive shares in the TC.</li> </ul>                                                                                                                                                                                                                            | he NA                                                      | NA                                                                   | NA                                                        |  |  |  |  |  |  |
|                                                                                                                                                                                                                                                                                                                                      |                                                            |                                                                      |                                                           |  |  |  |  |  |  |

#### For Veena Investments Private Limited

ling 61

Director / Authorised Signatory Place: Mumbai Date: 4<sup>th</sup> April, 2018 <u>Note:</u>

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

Propheneles managementes de la companya de la contra de la contra de la companya de la companya de la companya de la company

| <b>Francis</b> | Promoters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sent:          | 09/04/2018 15:29                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Ϊ°Ω.           | com, eladous@bseindiz.co.co                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Subject:       | Discussions under Ragioanton of Occupities and Exchange Board of India (Substantial                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|                | Acquisition of Spages and Talegovian Part Jahren, 2000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| State Teaster  | OISCEOSULT VERSION AND A CONTRACT OF A CONTRACT. |

Dear Sir,

# Ref: Disclosures under Regulation 30 Securities and Example Heard of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 579,274,057 Equity Shares comprising of 31 46% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                  | Shares      | % of Paid-up Capital |  |  |  |
|------------|-------------------------------------------------------|-------------|----------------------|--|--|--|
| 1          | Direct Media Distribution Ventures Private<br>Limited | 457,212,260 | 24.83                |  |  |  |
| 2          | Veena Investments Private Limited                     | 86,094,822  | 4 68                 |  |  |  |
| 3          | Agrani Holdings (Mauritius) Limited                   | 35,172,125  | 1 91                 |  |  |  |
| 4          | World Crest Advisors LLP                              | 100         | 0.00                 |  |  |  |
| 5          | Jawahar Lal Goel                                      | 176,800     | 0 01                 |  |  |  |
| 6          | Nishi Goel                                            | 11,000      | 0.00                 |  |  |  |
| 7          | Priti Goel                                            | 11,000      | 0.00                 |  |  |  |
| 8          | Suryansh Goel                                         | 5,100       | 0.00                 |  |  |  |
| 9          | Sushila Devi                                          | 585,750     | 0.03                 |  |  |  |
| 10         | Tapesh Goel                                           | 5,100       | 0.00                 |  |  |  |
|            | TOTAL                                                 | 579,274,057 | 31.46                |  |  |  |

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanks & Regards,

### DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18<sup>th</sup> Floor, A-Wing, Marathon Futures, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Fel: +91 22 71061234 CIN: U4030004H2009FTC189362

April 9, 2018

BSE Ltd. Phiroze Jaejaebhoy Towers Datal Street Mumbai - 400 001

Mational Stock Exchange of India Limited Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

Dear Sir,

#### Ref: Disclosures under Regulation 30 Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 579,274,057 Equity Shares comprising of 31.46% of paid-up Capital of DISH, as detailed herein:

| Sr.<br>No. | Name of the Promoter                                  | Shares      | % of Paid-up Capital |
|------------|-------------------------------------------------------|-------------|----------------------|
| 1          | Direct Media Distribution Ventures Private<br>Limited | 457,212,260 | 24.83                |
| 2          | Veena Investments Private Limited                     | 86,094,822  | 4.68                 |
| 3          | Agrani Holdings (Mauritius) Limited                   | 35,172,125  | 1.91                 |
| 4          | World Crest Advisors LLP                              | 100         | 0.00                 |
| 5          | Jawahar Lal Goel                                      | 176,800     | 0.01                 |
| 6          | Nishi Goel                                            | 11,000      | 0.00                 |
| 7          | Priti Goel                                            | 11,000      | 0.00                 |
| 8          | Suryansh Goel                                         | 5,100       | 0.00                 |
| 9          | Sushila Devi                                          | 585,750     | 0.03                 |
| 10         | Tapesh Goel                                           | 5,100       | 0.00                 |
|            | TOTAL                                                 | 579,274,057 | 31.46                |



#### DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013 Tel: +91 22 71061234 CIN: U40300MFE2009PTC189362

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

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

Thanking you,

Yours mithfully,

For Direct Media Distribution Ventures Private Limited

FAM

Director/Authorised Signatory

+ 1

Encl As above



CC Dish TV India Limited 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013 Formet for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares 5 Taknovers) Regulations, 2011

| <ol> <li>Name of the Target Company (TC)</li> </ol>                                                                                                                                                                                                                                                                                                                                                           | Dub TV India Limited                               |                                                                     |                                                           |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------|--|--|--|--|--|
| <ol> <li>Name(s) of the Stock Exchange(s) where the<br/>shares of the TC are listed</li> </ol>                                                                                                                                                                                                                                                                                                                | BSE Ltd. & National Stock Exchange of India Limite |                                                                     |                                                           |  |  |  |  |  |
| <ol> <li>Particulars of the shareholder(s):         <ul> <li>Name of person(s) logsifier with Persona Acting in Condect (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any office instrument that would emitte the holder to receive shares in the larget company) is more than 25% of the voting rights of the TC.</li> <li>or</li> </ul> </li> </ol> |                                                    |                                                                     |                                                           |  |  |  |  |  |
| <ul> <li>Name(s) of promoter(s), member of the<br/>promoter group and Persons Acting in Concert<br/>(PAC) with him.</li> </ul>                                                                                                                                                                                                                                                                                | Direct Media Dist                                  | ribution Ventures I                                                 | Private Limited                                           |  |  |  |  |  |
| 4 Particulars of the Shareholding of persons<br>mentioned at (3) above                                                                                                                                                                                                                                                                                                                                        | Number of<br>Shares                                | % w.r.t.total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (* |  |  |  |  |  |
| As of March 31, 2018 holding of                                                                                                                                                                                                                                                                                                                                                                               |                                                    |                                                                     |                                                           |  |  |  |  |  |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                                     | 457,212,260                                        | 24.83                                                               | 24.83                                                     |  |  |  |  |  |
| <ul> <li>b) Voting Rights (otherwise than by shares)</li> </ul>                                                                                                                                                                                                                                                                                                                                               | NIL                                                | NIL                                                                 | NA                                                        |  |  |  |  |  |
| c) Warrants                                                                                                                                                                                                                                                                                                                                                                                                   | NA                                                 | NA                                                                  | NA                                                        |  |  |  |  |  |
| d) Convertible Securities                                                                                                                                                                                                                                                                                                                                                                                     | NA                                                 | NA                                                                  | NA                                                        |  |  |  |  |  |
| AND COURSENSE STREET, AND                                                                                                                                                                                                                                                                                                                                                 |                                                    | NA                                                                  | NA                                                        |  |  |  |  |  |
| <ul> <li>Any other instrument that would entitle the<br/>holder to receive shares in the TC.</li> </ul>                                                                                                                                                                                                                                                                                                       | NA                                                 | 196                                                                 | 1.00000                                                   |  |  |  |  |  |





PAR - BT

Name of the Target Company: Dish TV India Limited

| Name(s) of the person and<br>Persons Acting in Concert (PAC)<br>with the person | Whether the person belongs to<br>Promoter / Promoter Group | PAN of the Person and PACs |  |  |  |  |
|---------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------|--|--|--|--|
| Promoter                                                                        |                                                            |                            |  |  |  |  |
| Agrant Holding (Mauritus) Ltd                                                   | Yes                                                        | AAJCA8143Q                 |  |  |  |  |
| Direct Media Distribution<br>Ventures Private Limited                           | Yes                                                        | AADCD1940Q                 |  |  |  |  |
| Jawahar Lal Goel                                                                | Yes                                                        | AAHPL1244J                 |  |  |  |  |
| Nishi Goel                                                                      | Yes                                                        | AIMPA0474E                 |  |  |  |  |
| Priti Goel                                                                      | Yes                                                        | ANVPG0535C                 |  |  |  |  |
| Suryansh Goel                                                                   | Yes                                                        | ATTPG3259M                 |  |  |  |  |
| Sushila Devi                                                                    | Yes                                                        | AATPD5221B                 |  |  |  |  |
| Tapesh Goel                                                                     | Yes                                                        | ATRPG3645D                 |  |  |  |  |
| Veena Investments Private<br>Limited                                            | Yes                                                        | AAACV6436A                 |  |  |  |  |
| World Crest Advisors LLP                                                        | Yes                                                        | AACFW2588B                 |  |  |  |  |
| Persons Acting in Concert                                                       |                                                            |                            |  |  |  |  |
| Nil                                                                             | NII                                                        | Nil                        |  |  |  |  |

For Direct Media Distribution Ventures Private Limited

and que

Director/Authorized Signatory

Place: Mumbai Date: 6<sup>th</sup> April, 2018

### Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (\*) 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.

(\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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Formal for Disclusives under Reinfighen 30(1) and 20(2) of 0EBI (Substantial Acquisition of Eleves 6. Takeoveral Regulations, 2011

| 1. 1 | Amon of the Target Compilery (TC)                                                                                                                                                                                                                                                 | Entry TV Inclus Landson                             |                                                                     |                                                           |  |  |  |  |  |  |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------|--|--|--|--|--|--|
|      | tame(s) of the Stock Exclusinge(s) where the<br>haves of the TC are listed                                                                                                                                                                                                        | BSE Ltd. & National Stock Exchange of India Lenitar |                                                                     |                                                           |  |  |  |  |  |  |
| b.   | in Concert (PAC) where lotst holding (including<br>that is the form of shares, warrands, convertible<br>securities and any other instrument that would<br>entitle the holder to recover shares in the target<br>company; to more then 25% of the voting rights<br>of the TC<br>or | Veena Investmer                                     | its Private Limited                                                 |                                                           |  |  |  |  |  |  |
|      | Particulars of the Shareholding of persons<br>nentioned at (3) above                                                                                                                                                                                                              | Number of<br>Shares                                 | % w.r.t.total<br>share /voting<br>capital<br>wherever<br>applicable | % of total<br>diluted<br>share/voting<br>capital of TC (* |  |  |  |  |  |  |
| A    | s of March 31, 2018 holding of                                                                                                                                                                                                                                                    |                                                     | ~ ~ ~ ~                                                             |                                                           |  |  |  |  |  |  |
| a)   | Shares                                                                                                                                                                                                                                                                            | 85,094,822                                          | 4.68                                                                | 4.68                                                      |  |  |  |  |  |  |
| ъ    | Voting Rights (otherwise (han by shares)                                                                                                                                                                                                                                          | NIL                                                 | NIL                                                                 | NA                                                        |  |  |  |  |  |  |
| c)   | Warrants                                                                                                                                                                                                                                                                          | NĂ                                                  | NA                                                                  | NA                                                        |  |  |  |  |  |  |
| d۷   | Convertible Securities                                                                                                                                                                                                                                                            | NA                                                  | NA                                                                  | NA                                                        |  |  |  |  |  |  |
|      | Any other instrument that would entitle the                                                                                                                                                                                                                                       | NA                                                  | NA                                                                  | NA                                                        |  |  |  |  |  |  |
| e)   | holder to receive shares in the TC.                                                                                                                                                                                                                                               |                                                     |                                                                     |                                                           |  |  |  |  |  |  |

For Veena Investments Private Limited

fing gar.

Director / Authorised Signatory Place: Mumbai Date: 4th April, 2018 Note:

 In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

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Promoters

| Promoters                                                                              |
|----------------------------------------------------------------------------------------|
| 09/04/2018 15:31                                                                       |
| 'takeover@nse.co.in'                                                                   |
| Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial |
| Acquisition of Shares and Takeovers) Regulations, 2011                                 |
| DISCLOSURE 30 SAST - DISH.PDF                                                          |
|                                                                                        |

Dear Sic,

# Ref: Disclosures under Regulation 30 Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Distribution Ventures Private Limited one of the Promoters of Dish TV India Limited ("DISH") together with other promoter entities hold in aggregate 579,274,057 Equity Shares comprising of 31,46% of paid-up Capital of DISH, as detailed herein:

| Ŝr.<br>No. | Name of the Promoter                                  | Shares              | % of Paid-up Capital |
|------------|-------------------------------------------------------|---------------------|----------------------|
| 1          | Direct Media Distribution Ventures Private<br>Limited | <b>457,212,26</b> 0 | 24,83                |
| 2          | Veena Investments Private Limited                     | 86,094,822          | 4.68                 |
| 3          | Agrani Holdings (Mauritius) Limited                   | 35,172,125          | 1.91                 |
| 4          | World Crest Advisors LLP                              | 100                 | 0.00                 |
| 5          | Jawahar Lal Goel                                      | 176,800             | 0.01                 |
| 6          | Nishi Goel                                            | 11,000              | 0.00                 |
| 7          | Priti Goet                                            | 11,000              | 0.00                 |
| 8          | Suryansh Goel                                         | 5,100               | 0.00                 |
| 9          | Sushila Devi                                          | 585,750             | 0.03                 |
| 10         | Tapesh Goel                                           | 5,100               | 0.00                 |
|            | TOTAL                                                 | 579,274,057         | 31.46                |

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in DISH.

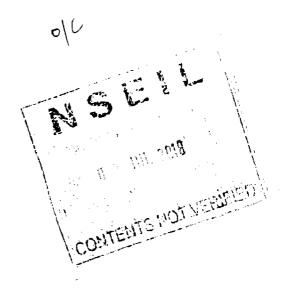
Request you to kindly take the same on record and oblige.

Thanks & Regards,

June 29, 2018

**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,

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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 on 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

Authorised Signatory

Encl: As above

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

For Veena Investments Pvt. Ltd.



Authorised Signatory

(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 Tai                                             | rget Company (TC                   | .)                             |                                             |                                      |                                | •                                                         |                                                               |                                                                                       | Dish TV Inc                                                             | dia Limited      |                                                                                                                 |                                                                 |               |                                |  |
|-------------------------------------------------------------|------------------------------------|--------------------------------|---------------------------------------------|--------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------|--------------------------------|--|
| Name of the sto                                             | ock exchanges who                  | ere the sha                    | res of the                                  | target company are l                 | isted                          |                                                           |                                                               |                                                                                       | NSE /BSE                                                                |                  |                                                                                                                 |                                                                 |               |                                |  |
| Date of Reporti                                             | ng                                 |                                |                                             |                                      |                                |                                                           |                                                               |                                                                                       | 29th June, 2018                                                         |                  |                                                                                                                 |                                                                 |               |                                |  |
| Name of the Pro                                             | omoter or PAC on                   | whose sha                      | res encum                                   | ibrance has been crea                | ated /invo                     | ked /relea:                                               | sed                                                           |                                                                                       | Direct Me                                                               | dia Distributior | I Venture                                                                                                       | s Private Lim                                                   | ited          |                                |  |
|                                                             |                                    |                                |                                             |                                      |                                |                                                           |                                                               |                                                                                       | Veena Invi                                                              | estments Priva   | te Limite                                                                                                       | d                                                               |               |                                |  |
|                                                             | ion/invocation/re                  |                                | cumbranc                                    |                                      |                                |                                                           |                                                               |                                                                                       |                                                                         |                  |                                                                                                                 |                                                                 | 1             |                                |  |
| Name of Promoter<br>(s) or PACs with<br>him (**)            | Promoter Holdin<br>target company( |                                |                                             | Promoter holding a<br>encumbered (2) | Details of                     | Events pertain                                            | mbrance (á                                                    | 3)                                                                                    |                                                                         |                  | Post event holding of<br>encumbered shares<br>{Creation [(2)+(3)]/releas<br>[(2)-(3)]/ invocation[(2)-<br>(3)]} |                                                                 |               |                                |  |
|                                                             | No of Shares                       | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital (*) | No of Shares                         | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g /other) | encumbranc<br>e                                                         | No of Shares     | % of total<br>share<br>capital                                                                                  | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares  | % of total<br>share<br>capital |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                        | 32,33,46,638                         | 17.56                          | Creation                                                  | 25-Jun-2018                                                   | Pledge                                                                                | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,57,50,000      | 0.85                                                                                                            | Clix Capital<br>Services P<br>Ltd                               | 33,90,96,638  | 18.42                          |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                        | 33,90,96,638                         | 18.42                          | Creation                                                  | 26-Jun-2018                                                   | Pledge                                                                                | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,10,000         | 0.03                                                                                                            | STCI Finance<br>Limited                                         | .33,96,06,638 | 18.44                          |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                        | 33,96,06,638                         | 18.44<br>STR                   | Creation                                                  | 28-Jun-2018                                                   | Pledge                                                                                | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,55,00,000      | 0.84                                                                                                            | Axis Finance<br>Limited                                         | 35,51,06,638  | 19.29                          |  |

\* GELINING STR

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| /eena<br>nvestments<br>Private Limited   | 8,60,94,822               | 4.68      | N.A. | 6,79,77,400                               | <b>3.69</b>         | Creation  | 28-Jun-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 16,00,000       | 0.09                                        | Indusind<br>Bank | 6,95,77,400 | 3.  |
|------------------------------------------|---------------------------|-----------|------|-------------------------------------------|---------------------|-----------|-------------|--------|-------------------------------------------------------------------------|-----------------|---------------------------------------------|------------------|-------------|-----|
| Agrani Holding<br>(Mauritius)<br>Limited | 3,51,72,125               | 1.91      | 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                             | 5,85,750                  | 0.03      | N.A. | -                                         | -                   | -         | -           | -      | -                                                                       | -               | -                                           | -                | ~           |     |
| Tapesh Goel                              | 5,100                     | 0.00      | N.A. | -                                         | -                   | -         | -           | -      |                                                                         | -               | -                                           | -                | -           | -   |
| lawahar Lai Goel                         | 1,76,800                  | 0.01      | N.A. | -                                         | -                   | -         | -           | -      | -                                                                       | -               | -                                           | -                | -           | -   |
| World Crest<br>Advisors LLP              | 9,15,00,100               | 4.97      | N.A. | 9,15,00,000                               | 4.97                | -         | •           | -      | -                                                                       |                 | -                                           | -                | 9,15,00,000 | 4.9 |
| Date :                                   | Mumbai<br>29th June, 2018 |           |      |                                           | CONTROL TO A DIRECT | Ella U.S. | A NULL NEWS |        |                                                                         | orised Signator | <b>x</b> ((100))<br><b>y</b> ((12))<br>(12) |                  |             |     |
| they are reporting                       | ng on the date of e       | vent or n | ot.  | g in the target comp                      | -                   |           |             | _      |                                                                         |                 |                                             |                  |             |     |
|                                          |                           |           |      | ng done by the com<br>ns the total number |                     |           |             |        |                                                                         |                 |                                             |                  |             |     |

- -

#### **Promoters**

From: Sent: To: Subject: Attachments: Promoters 29/06/2018 20:05 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE - DISH SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387 June 29, 2018

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully, For Direct Media Distribution Ventures Pyt. Ltd

Authorised Signatory

Encl: As above

CC: Dish TV India Ltd 18<sup>th</sup> Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013. For Veena Investments Pvt. Ltd.

Ruga Authorised Signatory

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INWARD SECTION 92 JUL 2018 CONTENTS NOT VERIFIED

| Name of the Tar                                             | rget Company (TC                    | .)                             |                                             |                                       |                                |                                                           |                                                               |                                                                                      | Dish TV Inc                                                                    | lia Limited      |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|-------------------------------------|--------------------------------|---------------------------------------------|---------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
| Name of the sto                                             | ock exchanges whe                   | ere the sha                    | res of the                                  | target company are li                 | sted                           |                                                           |                                                               |                                                                                      | NSE /BSE                                                                       |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reporti                                             | ng                                  |                                |                                             |                                       |                                |                                                           |                                                               |                                                                                      | 29th June,                                                                     | 2018             |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | omoter or PAC on                    | whose sha                      | res encum                                   | brance has been crea                  | ited /invo                     | ked /releas                                               | ed                                                            |                                                                                      | Direct Meg                                                                     | lia Distribution | Venture                        | s Private Lim                                                   | ited                                                                                       |                                |
|                                                             |                                     |                                |                                             |                                       |                                |                                                           |                                                               |                                                                                      | Veena Inve                                                                     | estments Privat  | te Limite                      | d.                                                              |                                                                                            |                                |
|                                                             | ion/invocation/rel                  |                                | cumbranc                                    |                                       |                                |                                                           |                                                               |                                                                                      |                                                                                |                  |                                |                                                                 |                                                                                            |                                |
| Name of Promoter<br>(s) or PACs with<br>him (**)            | Promoter Holding<br>target company( | -                              |                                             | Promoter holding al<br>encumbered (2) | ready                          | Details of                                                | Events pertaini                                               | ing to encu                                                                          | mbrance (3                                                                     | ••               |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | 'es<br> ]/release              |
|                                                             | No of Shares                        | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital (*) | No of Shares                          | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                                | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                        | 24.83                          | N.A.                                        | 32,33,46,638                          | 17.56                          | Creation                                                  | 25-Jun-2018                                                   | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company        | 1,57,50,000      | 0.86                           | Clix Capital<br>Services P<br>Ltd                               | 33,90,96,638                                                                               | 18.42                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                        | 24.83                          | N.A.                                        | 33,90,96,638                          | 18.42                          | Creation                                                  | 26-Jun-2018                                                   | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company        | 5,10,000         | 0.03                           | STCI Finance<br>Limited                                         | 33,96,05,638                                                                               | 18.44                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                        | 24.83                          | N.A.                                        | 33,96,06,638                          | 18.44                          | Creation                                                  | 28-Jun-2018                                                   | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company<br>NES | 1,55,00,000      | 0.84                           | Axis Finance<br>Limited                                         | 35,51,06,638                                                                               | 19.29                          |





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8,60,94,822 Veena 4.68 N.A. 6,79,77,400 3.69 Creation 28-Jun-2018 Pledge Collateral 16,00,000 0.09 Indusind 6,95,77,400 3.78 Investments Pledge for Bank Private Limited Facility of Promoter group Company Agrani Holding 3,51,72,125 1.91 N.A. ----------. (Mauritius) Limited Nishi Goel 11,000 0.00 N.A. -----------Priti Goel 11.000 0.00 N.A. -----------Survansh Goel 5,100 0.00 N.A. ------~ ----Sushila Devi 5,85,750 0.03 N.A. -----------Tapesh Goel 5,100 0.00 N.A. -------~ ---Jawahar Lal Goel 1,76,800 0.01 N.A. ----~ ------World Crest 9,15,00,100 4.97 N.A. 9,15,00,000 4.97 9,15,00,000 4.97 • ---ADIS Advisors LLP n and an 1982 1 E E For ٦ŀ μ Ψ Place : Mumbai 29th June, 2018 Signature of the Authorised Signatory Date : (\*\*) The names of all the promoters their shareholding in the target company and their predged 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 29/06/2018 20:04 corp.relations@bseindia.com Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE - DISH SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387 July 9, 2018

**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,

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**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 on 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 Part. Ltd

Authorised Signatory

Encl: As above

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

Authorised Signatory

|                              | rget Company (TC  |             |                     | · · · ·                 |            |                      |                   |                      | Dish TV In               | dia Limited                                                                                                     |                    |                      |                     |            |
|------------------------------|-------------------|-------------|---------------------|-------------------------|------------|----------------------|-------------------|----------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------|----------------------|---------------------|------------|
| Name of the sto              | ock exchanges who | ere the sha | res of the          | target company are l    | isted      |                      |                   |                      | NSE /BSE                 |                                                                                                                 |                    |                      |                     |            |
| Date of Reporti              | ng                |             |                     |                         |            |                      |                   |                      | 9th July, 2              | 018                                                                                                             |                    |                      |                     |            |
| Name of the Pro              | omoter or PAC on  | whose sha   | res encum           | brance has been crea    | ated /invo | ked /relea:          | sed               |                      | Direct Me                | dia Distribution                                                                                                | n Ve <b>n</b> ture | s Private Lim        | ited                |            |
| *                            |                   |             |                     |                         |            |                      |                   |                      | Veena Invi               | estments Priva                                                                                                  | te Limite          | d                    |                     |            |
|                              |                   |             |                     |                         |            | ·.                   |                   |                      |                          |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      | 1                        |                                                                                                                 |                    |                      |                     |            |
| Details of creati            | ion/invocation/re | lease of en | cumbranc            | e:                      |            |                      |                   |                      |                          |                                                                                                                 |                    |                      |                     |            |
| Name of Promoter             | Promoter Holdin   |             |                     | Promoter holding a      | Iready -   | Details of           | Events pertaini   | ing to encu          | mbrance (3               | 3)                                                                                                              |                    |                      | Post event holdin   | ng of      |
| (s) or PACs with             | target company()  |             |                     | encumbered (2)          |            |                      | •                 | -                    |                          |                                                                                                                 |                    |                      | encumbered shar     | res        |
| him (**)                     |                   | ,           |                     |                         |            |                      |                   |                      |                          |                                                                                                                 |                    |                      | {Creation {(2)+(3)  | )]/release |
|                              |                   |             |                     |                         |            |                      |                   |                      |                          | •                                                                                                               |                    |                      | [(2)-(3)]/ invocati |            |
|                              |                   |             |                     | •                       |            |                      |                   |                      |                          |                                                                                                                 |                    |                      | (3)]}               |            |
|                              |                   |             |                     |                         |            |                      |                   |                      |                          |                                                                                                                 |                    |                      | (-71)               |            |
|                              | No of Shares      | % of total  | % w.r.t.            | No of Shares            | % of total | Type of              | Date of creation/ | Type of              | Basecon fr-              | No of Shares                                                                                                    | % of total         | Name of the          | No of Shares        | % of total |
|                              | IND OF Shares     | share       | % w.r.t.<br>diluted | IND OF STRATES          | share      | event                | release/          |                      | encumbranc               | ING OF Shares                                                                                                   | share              | entity in            | NU DI SRates        | share      |
|                              |                   | Capital     | share               |                         |            | (creation/rel        | invocation of     | e                    | e                        |                                                                                                                 | capital            | whose favor          |                     | capital    |
|                              |                   |             | capital (*)         |                         |            | ease/<br>invocation) | encumbrance       | (pledge/lien<br>/non | L ·                      |                                                                                                                 |                    | shares<br>encumbered |                     |            |
|                              |                   |             |                     |                         |            | invocation)          |                   | disposal             |                          |                                                                                                                 |                    | encumbered           |                     |            |
|                              |                   |             |                     |                         |            |                      |                   | undertakin           |                          | x                                                                                                               |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   | g /other)            |                          |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      |                          |                                                                                                                 |                    |                      |                     |            |
| Direct Media                 | 45,72,12,260      | 24.83       | N.A.                | 35,51,06,638            | 19.29      | Release              | 29-Jun-2018       | 8 Pledge             | Collateral               | 7,28,253                                                                                                        | 0.04               | Axis Finance         | 35,43,78,385        | 19.25      |
| Distribution                 |                   |             |                     |                         |            |                      |                   |                      | Release                  |                                                                                                                 |                    | Limited              |                     |            |
| Ventures Private<br>Limited  |                   |             |                     |                         |            |                      |                   |                      | for Facility             |                                                                                                                 |                    |                      |                     |            |
| Limited                      |                   |             |                     |                         |            |                      |                   |                      | Promoter                 |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      | group                    | ne contractor de la contra |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      | Company                  |                                                                                                                 |                    |                      |                     |            |
|                              | 45 50 40 000      |             |                     | DE 45 30 505            | 10.05      | Custing              | 20 (112 2010      |                      |                          | 11.00.000                                                                                                       | 0.05               | STCI Finance         | 35,54,78,385        | 19.31      |
| Direct Media<br>Distribution | 45,72,12,260      | 24.83       | N.A.                | 35,43,78,385            | 19.25      | Creation             | 29-Jun-2018       | Pleage               | Collateral<br>Pledge for | 11,00,000                                                                                                       | 0.00               | Limited              | 30,04,76,360        | 19.51      |
| Ventures Private             |                   |             |                     |                         |            |                      |                   |                      | Facility of              |                                                                                                                 |                    | Linited              |                     |            |
| Limited                      |                   |             |                     |                         |            |                      |                   |                      | Promoter                 |                                                                                                                 |                    |                      |                     |            |
| cinited                      |                   |             |                     |                         |            |                      |                   |                      | group                    |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      | Company                  |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      |                          |                                                                                                                 |                    |                      |                     |            |
| Direct Media                 | 45,72,12,260      | 24.83       | N.A.                | 35,54,78,385            | 19.31      | Creation             | 4-Jul-2018        | Pledge               | Collateral               | 4,60,000                                                                                                        | 0.02               | Kotak                | 35,59,38,385        | 19.33      |
| Distribution                 |                   |             |                     |                         |            |                      |                   |                      | Pledge for               |                                                                                                                 |                    | Mahindra             |                     |            |
| Ventures Private             |                   |             |                     |                         |            |                      |                   |                      | Facility of              |                                                                                                                 |                    | Investments          |                     |            |
| Limited                      |                   |             |                     |                         |            |                      |                   |                      | Promoter                 |                                                                                                                 |                    | Limited              |                     |            |
|                              |                   |             |                     |                         |            |                      |                   |                      | group                    |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     | ل میں بر<br>ایک میں است | 10127.97   |                      |                   |                      | Company                  |                                                                                                                 |                    |                      |                     |            |
|                              |                   |             |                     | 1 MANT                  | 1          | 21                   |                   |                      |                          | IN INU                                                                                                          | Í                  | J                    |                     |            |

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| Direct Media<br>Distribution | 45,72,12,260      | 24.83       | N.A.      | 35,59,38,385          | 19.33   | Creation       | 5-Jul-2018    | Pledge                 | Collateral<br>Pledge for | 4,80,000       | 0.03     | STCI Finance<br>Limited | 35,64,18,385     | 19.36 |
|------------------------------|-------------------|-------------|-----------|-----------------------|---------|----------------|---------------|------------------------|--------------------------|----------------|----------|-------------------------|------------------|-------|
| Ventures Private             |                   |             |           |                       |         |                |               |                        | Facility of              |                |          |                         |                  |       |
| Limited                      |                   | I           |           | *.                    |         |                |               |                        | Promoter                 |                |          |                         |                  |       |
|                              |                   |             |           |                       |         |                |               |                        | group                    |                |          |                         |                  |       |
|                              |                   |             |           |                       |         |                |               |                        | Company                  |                |          |                         |                  |       |
| Veena                        | 8,60,94,822       | 4.68        | N.A.      | 6,95,77,400           | 3.78    | Release        | 29-Jun-2018   | Piedge                 | Collateral               | 90,43,779      | 0.49     | Axis Finance            | 6,05,33,621      | 3.29  |
| Investments                  |                   |             |           |                       |         |                |               | -                      | Release                  |                |          | Limited                 |                  |       |
| Private Limited              |                   |             |           |                       |         | ļ              |               |                        | for Facility             |                |          | 1                       |                  |       |
|                              |                   |             |           |                       |         |                |               |                        | of                       |                |          |                         |                  |       |
|                              |                   |             |           |                       |         |                |               |                        | Promoter                 |                |          |                         |                  |       |
|                              |                   |             |           |                       |         |                |               |                        | group                    |                |          |                         |                  |       |
|                              |                   |             |           |                       |         | 1              |               |                        | Company                  |                |          | 1                       |                  |       |
| Agrani Holding               | 3,51,72,125       | 1.91        | N.A.      |                       | -       | -              |               | -                      | -                        | -              | -        | -                       | -                | ~     |
| (Mauritius)                  |                   |             |           |                       |         |                |               |                        |                          |                |          |                         |                  |       |
| Limited                      |                   |             |           |                       |         |                |               |                        |                          |                |          |                         |                  |       |
| 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                 | 5,85,750          | 0.03        | N.A.      | -                     | -       | -              | -             | -                      |                          | -              | -        | -                       | -                | -     |
| Tapesh Goel                  | 5,100             | 0.00        | N.A.      | -                     | -       | -              | -             | -                      | - '                      | -              | -        | -                       | -                | -     |
| Jawahar Lal Goel             | 1,76,800          | 0.01        | N.A.      | -                     | -       | -              | · -           | -                      | -                        | -              | -        | -                       |                  | -     |
| World Crest                  | 9,15,00,100       | 4.97        | N.A.      | 9,15,00,000           | 4.97    | -              | -             | -                      | -                        | -              | -        | -                       | 9,15,00,000      | 4.97  |
| Advisors LLP                 |                   |             |           |                       |         | <del>-</del> - | 949           |                        |                          |                |          |                         |                  |       |
|                              |                   |             |           |                       |         | 112            |               |                        |                          |                | بر<br>۲۰ | ¢ ≦ ga She<br>N         |                  |       |
|                              |                   |             |           |                       | i       | (S)            | 1254          | A                      | •                        |                | 4        | 1. 1                    |                  |       |
| Place :                      | Mumbai            |             |           |                       | į       |                | )忠[           | luja                   | al_                      |                |          | Enlique                 |                  |       |
|                              | 9th July, 2018    |             |           |                       | 1       | (*)            |               |                        |                          | rised Signator | <b>v</b> |                         |                  |       |
|                              |                   |             |           |                       |         | 191            | 557           | Budyare                | -, .,,                   |                | <b>7</b> |                         |                  |       |
| (**) The names               | of all the promot | ers their s | hareholdi | ng in the target com  | any and | theirale       | Al etrarehold | ng as o <del>n</del> t | he reporting             | date should    | annear   | in the table irr        | espective of whe | ther  |
| they are reporting           | ng on the date of | event or n  | ot.       | ng in the target comp |         |                | ed shareholdi | ng as on t             | he reporting             | ; date should  | appear   | in the table irr        | espective of whe |       |

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(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments:

09/07/2018 19:20 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Promoters

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

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July 9, 2018

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**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd For Veena Investments Pvt. Ltd. Authorised Signatory Authorised Signatory Encl: As above CC: Dish TV India Ltd 18th Floor, A-Wing, Marathon Futurex, BSE LTD. N. M. Joshi Marg, Lower Parel, INWARD SECTION Mumbai - 400013. 10 JUL 2018 CONTENTS NOT VERIFIED ÷





|                              | rget Company (TC  |             |                      |                      |            |                        |                              |                        | Dish TV In       | dia Limited      |            |                       |                     |                |
|------------------------------|-------------------|-------------|----------------------|----------------------|------------|------------------------|------------------------------|------------------------|------------------|------------------|------------|-----------------------|---------------------|----------------|
| Name of the sto              | ock exchanges who | ere the sha | res of the           | target company are l | isted      |                        |                              |                        | NSE /BSE         |                  |            |                       |                     |                |
| Date of Reporting            | ng                |             |                      |                      |            |                        |                              |                        | 9th July, 2      | 018              |            |                       |                     |                |
| Name of the Pro              | omoter or PAC on  | whose sha   | res encurr           | brance has been crea | ated /invo | ked / releas           | sed                          |                        | Direct Me        | dia Distribution | n Venture  | s Private Lim         | ited                |                |
|                              |                   |             |                      |                      |            |                        |                              |                        | Veena Inve       | estments Priva   | te Limite  | d                     |                     |                |
|                              |                   |             |                      |                      |            |                        |                              |                        |                  |                  |            |                       |                     |                |
| Details of creati            | ion/invocation/re | lease of en | cumbranc             | e:                   |            |                        |                              |                        |                  |                  |            |                       |                     |                |
| Name of Promoter             | Promoter Holdin   | g in the    |                      | Promoter holding a   | ready      | Details of             | Events pertaini              | ing to encu            | imbrance (S      | 3)               |            |                       | Post event holdin   | ig of          |
| (s) or PACs with<br>him (**) | target company(   | 1)          |                      | encumbered (2)       |            |                        |                              |                        |                  |                  |            |                       | encumbered shar     | 'es            |
|                              |                   | -           |                      |                      |            |                        |                              |                        |                  |                  |            |                       | {Creation [(2)+(3)  | ]/releas       |
|                              |                   |             |                      |                      |            |                        |                              |                        |                  | *                |            |                       | [(2)-(3)]/ invocati | on[(2)-        |
|                              |                   |             |                      |                      |            |                        |                              |                        |                  |                  |            |                       | (3)])               | ., .           |
|                              |                   |             |                      |                      |            |                        |                              |                        |                  |                  |            |                       |                     |                |
|                              | No of Shares      | % of total  | %ws.L                | No of Shares         | % of total | Type of                | Date of creation/            | Type of                | Reasons for      | No of Shares     | % of total | Name of the           | No of Shares        | % of total     |
|                              |                   | share       | diluted              |                      | share      | event                  | release/                     | encumbranc             | encumbranc       |                  | share      | entity in             |                     | share          |
|                              |                   | Capital     | share<br>capital (*) |                      | Capital    | (creation/rel<br>ease/ | invocation of<br>encumbrance | e<br>(pledge/lien      | e                |                  | capital    | whose favor<br>shares |                     | capital        |
|                              |                   |             | capitar ( )          |                      |            | invocation)            | encombrance                  | /non                   |                  |                  |            | encumbered            |                     |                |
|                              |                   |             |                      |                      |            | , í                    |                              | disposal               |                  |                  |            |                       |                     | ļ              |
|                              |                   |             |                      |                      |            |                        |                              | undertakin<br>g/other) |                  |                  |            |                       |                     | 1              |
|                              |                   |             |                      |                      |            |                        |                              | g /otner)              |                  |                  |            |                       |                     |                |
| Direct Media                 | 45,72,12,260      | 24.83       | N.A.                 | 35,51,06,638         | 19.29      | Release                | 29-Jun-2018                  | Piedge                 | Collateral       | 7,28,253         | 0.04       | Axis Finance          | 35,43,78,385        | 19. <b>2</b> 5 |
| Distribution                 |                   |             |                      |                      |            |                        |                              |                        | Release          |                  |            | Limited               |                     |                |
| Ventures Private             |                   |             |                      |                      |            |                        |                              |                        | for Facility     |                  |            |                       |                     |                |
| Limited                      |                   |             |                      |                      |            |                        |                              |                        | of               |                  |            |                       | ,                   |                |
|                              |                   |             |                      |                      |            |                        |                              |                        | Promoter         |                  |            |                       |                     |                |
|                              |                   |             |                      |                      | *          |                        |                              |                        | group<br>Company |                  |            |                       |                     |                |
| D'au at 14 d'a               | 45 77 47 760      | 24.07       | <b>N</b> ( )         | 25 47 78 795         | 40.25      | Creation               | 29-Jun-2018                  | Diadaa                 | Collateral       | 11,00,000        | 0.05       | STCI Finance          | 35,54,78,385        | 19.31          |
| Direct Media<br>Distribution | 45,72,12,260      | 24.83       | .N.A.                | 35,43,78,385         | 19,25      | Creation               | 29-Jun-2018                  | Pleage                 | Pledge for       | 11,00,000        | 0.06       | Limited               | 55,54,76,565        | 13.51          |
| Ventures Private             |                   |             |                      |                      |            |                        |                              |                        | Facility of      |                  |            |                       |                     |                |
| Limited                      |                   |             |                      |                      |            |                        |                              |                        | Promoter         |                  |            |                       |                     |                |
| Linited                      |                   |             |                      |                      |            |                        |                              |                        | group            |                  |            |                       |                     |                |
|                              |                   |             |                      |                      |            |                        |                              |                        | Company          |                  |            |                       |                     |                |
|                              | 5                 |             |                      |                      | [          |                        |                              |                        | ,                |                  |            | 3                     |                     |                |
| Direct Media                 | 45,72,12,260      | 24.83       | N.A.                 | 35,54,78,385         | 19.31      | Creation               | 4-Jul-2018                   | Pledge                 | Collateral       | 4,60,000         | 0.02       | Kotak                 | 35,59,38,385        | 19.33          |
| Distribution                 | · ·               |             |                      |                      |            |                        |                              |                        | Pledge for       |                  |            | Mahindra              |                     |                |
| Ventures Private             |                   |             |                      |                      |            |                        |                              |                        | Facility of      |                  |            | ไทงes <b>tmen</b> ts  |                     |                |
| Limited                      |                   |             |                      |                      |            |                        |                              | 1                      | Promoter         |                  |            | Limited               |                     |                |
|                              |                   |             |                      |                      | 12 SINERS  | 1                      |                              |                        | group            |                  |            |                       |                     |                |
|                              |                   |             |                      | 112                  | 1          | K AN                   |                              | 1                      | Company          |                  |            |                       |                     |                |
|                              | 1                 | 1           | 1                    | 1                    | r n        | コンシュー                  | 1                            | 1                      | 1 //3            | A LAU            | 1          |                       | 1                   | 1              |

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| Direct Media                  | 45,72,12,260        | 24.83       | N.A.     | 35,59,38,385                          | 19.33     | Creation           | 5-Jul-2018      | Pledge     | Collateral   | 4,80,000       | 0.03               | STCI Finance                  | 35,64,18,385      | 19.36 |
|-------------------------------|---------------------|-------------|----------|---------------------------------------|-----------|--------------------|-----------------|------------|--------------|----------------|--------------------|-------------------------------|-------------------|-------|
| Distribution                  | I                   |             |          |                                       |           |                    |                 |            | Pledge for   |                |                    | Limited                       | •••               |       |
| Ventùres Private              |                     |             |          |                                       |           |                    |                 |            | Facility of  |                |                    |                               |                   |       |
| Limited                       |                     |             |          |                                       |           |                    |                 |            | Promoter     |                |                    |                               |                   |       |
|                               | • •                 |             |          |                                       |           |                    |                 |            | group        |                | •                  |                               |                   |       |
|                               |                     |             |          |                                       |           |                    |                 |            | Company      |                |                    |                               |                   |       |
|                               |                     |             |          |                                       |           |                    |                 |            |              |                |                    |                               |                   |       |
| Veena                         | 8,60,94,822         | 4.68        | N.A.     | 6,95,77,400                           | 3.78      | Release            | 29-Jun-2018     | Pledge     | Collateral   | 90,43,779      | 0.49               | Axis Finance                  | 6,05,33,621       | 3.29  |
| Investments                   |                     |             |          | · · · · · · · · · · · · · · · · · · · |           |                    |                 | -          | Release      |                |                    | Limited                       | ,                 |       |
| Private Limited               |                     |             |          |                                       |           |                    |                 |            | for Facility |                |                    |                               |                   |       |
|                               |                     |             |          |                                       |           |                    |                 |            | of           |                |                    |                               |                   |       |
|                               |                     |             |          |                                       |           |                    |                 |            | Promoter     |                |                    | [ ]                           |                   |       |
|                               |                     |             |          |                                       |           |                    |                 |            | group        |                |                    |                               |                   |       |
|                               |                     |             |          |                                       | •         | ĺ                  |                 |            | Company      |                |                    |                               |                   |       |
| Agrani Holding<br>(Mauritius) | 3,51,72,125         | 1.91        | N.A.     | -                                     | -         | -                  | <u> </u>        | -          | -            | -              | •                  | -                             | -                 | -     |
| Limited                       |                     |             |          |                                       |           |                    |                 |            |              |                |                    |                               |                   |       |
| 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                  | 5,85,750            | 0.03        | N.A.     | -                                     | -         | -                  | -               |            | -            | -              | -                  | -                             | -                 | -     |
| Tapesh Goel                   | 5,100               | 0.00        | N.A.     | -                                     | -         | -                  | -               |            | -            | -              | ~                  | ~                             | •                 | -     |
| Jawahar Lal Goel              | 1,76,800            | 0.01        | N.A.     | -                                     | -         | -                  | -               | -          | -            | -              | -                  | -                             | -                 | -     |
| World Crest                   | 9,15,00,100         | 4.97        | N.A.     | 9,15,00,000                           | 4.97      |                    |                 | - 1        | -            | · -            | -                  | -                             | 9,15,00,000       | 4.97  |
| Advisors LLP                  |                     |             |          |                                       |           | مىتى<br>بايان بايا | ISTOR           |            |              |                | L                  |                               |                   |       |
|                               | •<br>•              |             |          |                                       |           | 1.21               | and a start     | -          |              |                | 1997<br>1997       | ¢ <sup>4</sup> ℓ <sup>1</sup> |                   |       |
|                               |                     |             |          |                                       |           | //S/               |                 | the .      |              |                | a de la            | 0                             |                   |       |
| Place :                       | Mumbai              |             |          |                                       |           | NS N               |                 | nga        | 2            | -              | 1                  | Effec                         |                   |       |
|                               |                     |             |          |                                       |           | \\ ★ \             | s#              | /          |              |                | 11 -               | 13                            |                   |       |
| Date :                        | 9th July, 2018      |             |          |                                       |           | GUNG               | Selver Children | Signature  | of the Auth  | orised Signato | ry :<br>Statistics | <u>.</u>                      |                   |       |
| (**) The names                | of all the promote  | ers their s | harehold | ing in the target com                 | pany and  |                    |                 | ng as on t | he reportin  | g date should  | appear             | in the table in               | respective of who | ether |
|                               | ng on the date of e |             |          |                                       |           | •                  | ~               | -          | •            | ~              | ••                 |                               | *                 |       |
|                               |                     |             |          | ling done by the corr                 | nany to i | the Stock          | Exchange unde   | r Regulat  | ion 31 of S  | FBI (Listing   | Obligati           | ons and Disc                  | losure Requireme  | ents) |

205

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From:PromotersSent:09/07/2018 19:19To:corp.relations@bseindia.comSubject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

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Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd, from Direct Media Distribution Ventures Pvt. Ltd. and Veena Investments Pvt. Ltd.

Thanks & Regards, Dhaval Ashar Direct: 022 -71083387 August 16, 2018

**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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully,

t

For Direct Media Distribution Ventures Pvt. Ltd

Authorised Signatory

For Veena Investments Pvt. Ltd.

Authorised Signatory

C C

Encl: As above

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



**Authorised Signatory** 

-214 IE D

|                                       | rget Company (TC  |                  |                     |                       |                  |                  |                               |                      | Dish TV In                             | dia Limited      |                     |                       |                     |                    |
|---------------------------------------|-------------------|------------------|---------------------|-----------------------|------------------|------------------|-------------------------------|----------------------|----------------------------------------|------------------|---------------------|-----------------------|---------------------|--------------------|
| Name of the sto                       | ock exchanges wh  | ere the sha      | res of the          | target company are l  | isted            |                  |                               |                      | NSE /BSE                               |                  |                     |                       |                     |                    |
| Date of Reporti                       | ng                |                  |                     |                       |                  |                  |                               |                      | 16th Augu                              |                  |                     |                       |                     |                    |
| Name of the Pro                       | omoter or PAC on  | whose sha        | res encur           | nbrance has been crea | ated /invo       | ked /releas      | ed                            |                      | Direct Me                              | dia Distribution | Venture             | s Private Limi        | ited                |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      | Veena Inv                              | estments Privat  | e Limited           | 1                     |                     |                    |
|                                       |                   |                  | ·                   | ·                     |                  |                  |                               |                      |                                        |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      | World Cre                              | st Advisors LLP  |                     | -                     |                     | · · · · ·          |
| Details of creati<br>Name of Promoter | ion/invocation/re |                  | cumbrand            |                       |                  | <b>.</b>         |                               |                      | ļ.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |                  |                     |                       | <b>N</b>            |                    |
| (s) or PACs with                      | Promoter Holdin   |                  |                     | Promoter holding a    | iready           | Details of       | Events pertaini               | ing to encu          | imprance (                             | 5) .             |                     |                       | Post event holdin   | •                  |
| him (**)                              | target company(   | 1)               |                     | encumbered (2)        |                  |                  |                               |                      |                                        |                  |                     |                       | encumbered shar     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      |                                        |                  |                     |                       | {Creation [(2)+(3)  |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      |                                        |                  |                     |                       | [(2)-(3)]/ invocati | on[(Z)-            |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      |                                        |                  |                     |                       | (3)]}               |                    |
|                                       |                   | 1                |                     |                       | ·                |                  |                               |                      |                                        |                  | 1                   |                       |                     | 100 00 00          |
|                                       | No of Shares      | % of total share | % w.r.t.<br>diluted | No of Shares          | % of total share | Type of<br>event | Date of creation/<br>release/ | Type of              | Reasons for<br>encumbranc              | No of Shares     | % of total<br>share | Name of the entity in | No of Shares        | % of tota<br>share |
|                                       | 1                 | Capital          | share               |                       | Capital          |                  | invocation of                 | e                    | le                                     |                  | capital             | whose favor           |                     | capital            |
|                                       |                   |                  | capital (*)         |                       | 1                | ease/            | encumbrance                   | (pledge/lien<br>/non |                                        |                  |                     | shares<br>encumbered  |                     |                    |
|                                       |                   |                  |                     |                       |                  | invocation)      |                               | disposal             |                                        |                  |                     | encumberen            |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               | undertakin           |                                        |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       | •                |                  |                               | g /other)            |                                        |                  |                     |                       |                     |                    |
|                                       | 457 242 260       | 24.07            | · ·                 | 274 112 205           | 20.10            | Creation         | C Aug 2010                    | Dladas               | Collateral                             | 590,000          | 0.03                | Catalyst              | 371,703,385         | 20.19              |
| Direct Media<br>Distribution          | 457,212,260       | 24.83            | N.A.                | 371,113,385           | 20.16            | Creation         | 6-Aug-2018                    | rieage               | Pledge for                             | 590,000          | 0.05                | Trusteeship           | 3/1,/03,383         | 20.19              |
| Ventures Private                      |                   |                  |                     |                       |                  |                  |                               |                      | Facility of                            |                  |                     | Limited               |                     |                    |
| Limited                               |                   |                  |                     |                       |                  |                  |                               |                      | Promoter                               |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               | -                    | group                                  |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      | Company                                |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      |                                        |                  |                     |                       |                     |                    |
| Veena                                 | 86,094,822        | 4.68             | N.A.                | 60,533,621            | 3.29             | Creation         | 6-Aug-2018                    | Pledge               | Collateral                             | 1,640,000        | 0.09                | Indusind              | 62,173,621          | 3.38               |
| Investments                           |                   |                  |                     |                       |                  |                  |                               |                      | Pledge for                             |                  |                     | Bank Limited          | }                   |                    |
| Private Limited                       |                   | i<br>i           |                     |                       |                  |                  |                               |                      | Facility of                            |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      | Promoter<br>group                      |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      | Company                                |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  |                               |                      |                                        |                  |                     |                       |                     |                    |
| Veena                                 | 86,094,822        | 4.68             | . N.A.              | 62,173,621            | 3.38             | Creation         | 10-Aug-2018                   | Pledge               | Collateral                             | 1,605,000        | en n                | Indusind              | 63,778,621          | 3.46               |
| investments                           | 00,094,822        | 4.00             | 1                   | 02,173,021            | 5.50             | creation         | 10-A05-2010                   | FICURE               | Pledge for                             | 1,000,000        | 0.05                | Bank Limited          |                     |                    |
| Private Limited                       |                   |                  |                     |                       | *                |                  |                               |                      | Facility of                            |                  |                     |                       |                     |                    |
|                                       | · ·               |                  |                     |                       |                  |                  | ]                             |                      | Promoter                               |                  |                     |                       |                     |                    |
|                                       |                   |                  |                     |                       |                  |                  | •                             |                      | group                                  |                  |                     |                       |                     |                    |
|                                       | DIA DISTRIO       |                  |                     | ,                     |                  |                  |                               |                      | Company                                |                  |                     |                       |                     |                    |
|                                       | S.O.              |                  |                     |                       |                  | DCA              |                               |                      |                                        |                  |                     |                       |                     |                    |
|                                       | 5/ 01             | E                |                     |                       | //0              |                  | 12                            |                      |                                        |                  | 11                  | VES                   |                     |                    |
| 11                                    |                   |                  |                     |                       | <u>}≦/</u>       | 12Y              |                               |                      |                                        |                  | 12                  | N. 20                 | \                   |                    |
| //                                    |                   | 1311             |                     |                       |                  |                  | /a//                          |                      |                                        |                  |                     | ビビリ                   |                     |                    |

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| Agrani Holding<br>(Mauritius) | 35,172,125                            | 1.91           | N.A.                                    | -                                           | · -      | -          | -              | -          | · _                                                                     | -               | -        | -                                                      | -                  | -     |
|-------------------------------|---------------------------------------|----------------|-----------------------------------------|---------------------------------------------|----------|------------|----------------|------------|-------------------------------------------------------------------------|-----------------|----------|--------------------------------------------------------|--------------------|-------|
| Limited<br>Nishi Goel         | 11,000                                | 0.00           | N.A.                                    |                                             |          |            |                |            |                                                                         |                 |          | -                                                      |                    |       |
| Priti Goel                    | 11,000                                | 0.00           | N.A.                                    |                                             | -        |            |                |            |                                                                         | _               |          | -                                                      |                    | -     |
| Survansh Goel                 | 5,100                                 | 0.00           | N.A.                                    |                                             | -        |            |                | -          | -                                                                       | -               |          |                                                        |                    |       |
| Sushila Devi                  | 585,750                               | 0.03           | N.A.                                    |                                             | -        | -          | -              | -          | -                                                                       | -               |          | -                                                      | -                  | -     |
| Tapesh Goel                   | 5,100                                 | 0.00           | N.A.                                    | -                                           | -        | -          |                | -          | -                                                                       | -               | -        | -                                                      | -                  |       |
| Jawahar Lal Goel              | 176,800                               | 0.01           | N.A.                                    | -                                           | -        | -          | •              | -          | -                                                                       | -               | -        | -                                                      | -                  | -     |
| World Crest<br>Advisors LLP   | 537,738,955                           | 29.20          | N.A.                                    | 440,054,852                                 | 23.90    | Creation   | 10-Aug-2018    | Pledge     | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,945,000       | 0.49     | Shapoorji<br>Pallonji<br>Finance<br>Private<br>Limited | 448,999,852        | 24.39 |
| Date :                        | Mumbai<br>16th August, 2018           | * DIRECT MEDIA | AND | extrustes a                                 |          | ORLOS      | 4 + 01         | -          |                                                                         | orised Signator |          | STAILAN CONT                                           | e PVT              |       |
|                               | of all the promo<br>ng on the date of |                |                                         | ng in the target com                        | pany and | their pled | ged shareholdi | ng as on t | he reportin                                                             | g date should   | appear i | n the table i                                          | rrespective of whe | ther  |
|                               |                                       |                |                                         | ing done by the con<br>ans the total number |          |            |                |            |                                                                         |                 |          |                                                        |                    |       |

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From: Sent: To: Subject: Attachments: Promoters Thursday, August 16, 2018 8:36 PM 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA WORLD CREST DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. & World Crest Advisors LLP.

1

Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

1

August 16, 2018

**BSE Limited** Phiroze Jeejeebhoy Towers,
 Dalal Street,
 Mumbai - 400 001

# 002382

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

0/L

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 on the equity shares of Dish TV India Limited

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

Thanking you,

ĺ

|   | Yours faithfully,                               |                            |
|---|-------------------------------------------------|----------------------------|
|   | For Direct Media Distribution Ventures Pvt. Ltd |                            |
|   | Authorised Signatory                            | Authorised Signatory       |
|   | For Veena Investments Pvt. Ltd.                 | N                          |
| ł | Authorised Signatory                            | BSE LTD.<br>INWARD SECTION |
|   | Encl: As above                                  | CONTENTS NOT VERIFIED      |
|   | CC: Dish TV India Ltd                           | SIGN                       |
|   | 18th Floor, A-Wing, Marathon Futurex,           |                            |
|   | N. M. Joshi Marg, Lower Parel,                  |                            |
|   | Mumbai – 400013.                                |                            |

| rget Company (TC |                                                                                                                               |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                         |                                                                                             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                                                                                | Dish TV Ind                                                                                                                                                                                                                                                                                                               | lia Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                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|                  | ere the sha                                                                                                                   | res of the                                                                                                                                                                                             | target company are l                                                                                                                                                                                                                                               | isted                                                                                                                                                                                                                                                                                                   |                                                                                             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| ng               |                                                                                                                               |                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                         |                                                                                             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| omoter or PAC on | whose sha                                                                                                                     | res encum                                                                                                                                                                                              | ibrance has been crea                                                                                                                                                                                                                                              | ated /invo                                                                                                                                                                                                                                                                                              | ked /releas                                                                                 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| 457,212,260      | 24.83                                                                                                                         | N.A.                                                                                                                                                                                                   | 371,113,385                                                                                                                                                                                                                                                        | 20.15                                                                                                                                                                                                                                                                                                   | Creation                                                                                    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| 85,094,822       | 4.68                                                                                                                          | N.A.                                                                                                                                                                                                   | 60,533,621                                                                                                                                                                                                                                                         | 3.29                                                                                                                                                                                                                                                                                                    | Creation                                                                                    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| 86,094,822       | 4.68                                                                                                                          | N.A.                                                                                                                                                                                                   | 62,173,621                                                                                                                                                                                                                                                         | 3.38                                                                                                                                                                                                                                                                                                    | Creation                                                                                    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|                  | ng<br>pmoter or PAC on<br>on/invocation/re<br>Promoter Holdin<br>target company(<br>No of Shares<br>457,212,260<br>86,094,822 | ng<br>pmoter or PAC on whose sha<br>on/invocation/release of en<br>Promoter Holding in the<br>target company(1)<br>No of Shares % of total<br>share<br>Capital<br>457,212,260 24.83<br>86,094,822 4.68 | ng<br>pmoter or PAC on whose shares encum<br>on/invocation/release of encumbrance<br>Promoter Holding in the<br>target company(1)<br>No of Shares % of total<br>share<br>Capital diluted<br>share<br>capital (*)<br>457,212,260 24.83 N.A.<br>86,094,822 4.68 N.A. | ng<br>pmoter or PAC on whose shares encumbrance has been created<br>on/invocation/release of encumbrance :<br>Promoter Holding in the<br>target company(1)<br>No of Shares % of total<br>share<br>Capital share<br>capital (*)<br>457,212,260 24.83 N.A. 371,113,385<br>86,094,822 4.68 N.A. 60,533,621 | on/invocation/release of encumbrance :         Promoter Holding in the target company(1)       Promoter holding already encumbered (2)         No of Shares       % of total share Capital       % w.r.t. diluted share capital (*)         457,212,260       24.83       N.A.       371,113,385       20.16         86,094,822       4.68       N.A.       60,533,621       3.29 | ng<br>perioder or PAC on whose shares encumbrance has been created /invoked /release<br>ion/invocation/release of encumbrance :<br>Promoter Holding in the<br>target company(1)<br>No of Shares % of total<br>share<br>Capital % w.r.L<br>diluted<br>share<br>capital (*)<br>457,212,260 24.83 N.A. 371,113,385 20.16 Creation<br>86,094,822 4.68 N.A. 60,533,621 3.29 Creation | ng<br>pomoter or PAC on whose shares encumbrance has been created /invoked /released<br>on/invocation/release of encumbrance :<br>Promoter Holding in the<br>target company(1)<br>No of Shares<br>% of total<br>share<br>Capital<br>457,212,250<br>24.83<br>N.A.<br>86,094,822<br>4.58<br>N.A.<br>60,533,621<br>3.29<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation | net or PAC on whose shares encumbrance has been created /invoked /released<br>on/invocation/release of encumbrance :<br>Promoter Holding in the<br>target company(1)<br>No of Shares<br>% of total<br>share<br>Capital<br>457,212,260<br>86,094,822<br>4.58<br>N.A.<br>A.<br>A.<br>A.<br>A.<br>A.<br>A.<br>A.<br>A.<br>A. | mg       16th Augus         promoter or PAC on whose shares encumbrance has been created /invoked /released       2011         promoter holding in the target company(1)       Promoter holding already encumbrance (2)       Details of Events pertaining to encumbrance (3)         No of Shares       % of total diluted capital       % w.r.t. diluted capital (*)       No of Shares       % of total diluted capital (*)       Details of Events pertaining to encumbrance (3)         457,212,260       24.83       N.A.       371,113,385       20.16       Creation       6-Aug-2018       Pledge for Pacing (company)         85,094,822       4.68       N.A.       60,533,621       3.29       Creation       6-Aug-2018       Pledge Collateral Pledge for Pacing (company)         86,094,822       4.68       N.A.       62,173,621       3.38       Creation       10-Aug-2018       Pledge Collateral Pledge for Pacing (company)         86,094,822       4.68       N.A.       62,173,621       3.38       Creation       10-Aug-2018       Pledge for Facility of Promoter group (company) | 16th August, 2018       proter or PAC on whose shares encumbrance has been created /invoked /released     16th August, 2018       Direct Media Distribution     Usena Investments Privat       on/invocation/release of encumbrance :     World Crest Advisors LLP       Promoter Holding in the target company(1)     Promoter holding already encumbrance (2)     Date of creation/ release/ investments Privat       No of Shares     % of total share capital     % w x.L. fulled a bistribution     No of Shares       % of total share     % of total share     % of total share     Type of capital (1)     Date of creation/ release/ capital investments     Type of capital investments       457,212,260     24.83     N.A.     371,113,385     20.16     Creation     6-Aug-2018     Pledge for Facility of Promoter Facility of Promoter group Company       86,094,822     4.68     N.A.     60,533,621     3.29     Creation     6-Aug-2018     Pledge Collateral Pledge for Facility of Promoter group Company       86,094,822     4.68     N.A.     62,173,621     3.38     Creation     10-Aug-2018     Pledge for Facility of Promoter group Company | 16th August: 2018         16th August: 2018         Direct Media Distribution Venture         World Cress Advisors LLP         On/Invocation/release of encumbrance :         World Cress Advisors LLP         Promoter Holding in the target company(1)       Promoter holding already encumbered (2)       Details of Events pertaining to encumbrance (3)         No of Shares       ½ of total disted Capital       ½ of total disted       ½ of total disted Capital       ½ of 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| Agrani Holding<br>(Mauritius)<br>Limited | 35,172,125                                                            | 1.91        | N.A.          | - ;                                       | -        | -          | -           | -      | -                                                                       | -                               |   | -                                                      | -                 | -     |
|------------------------------------------|-----------------------------------------------------------------------|-------------|---------------|-------------------------------------------|----------|------------|-------------|--------|-------------------------------------------------------------------------|---------------------------------|---|--------------------------------------------------------|-------------------|-------|
| Nishi Goel                               | 11,000                                                                | 0.00        | N.A.          | · –                                       | -        | •          | -           | -      | -                                                                       | -                               | - | -                                                      |                   | -     |
| Priti Goel                               | 11,000                                                                | 0.00        | N.A.          |                                           | -        | -          | -           | - '    | -                                                                       | -                               | 1 | -                                                      | +                 | · •   |
| Suryansh Goel                            | 5,100                                                                 | 0.00        | N.A.          | -                                         | -        | -          | -           | -      | -                                                                       | -                               | - | ~                                                      | *                 | -     |
| Sushila Devi                             | 585,750                                                               | 0.03        | N.A.          | -                                         | -        | -          | -           | -      | -                                                                       | -                               | - | -                                                      | •                 | -     |
| Tapesh Goel                              | 5,100                                                                 | 0.00        | N.A.          | -                                         |          | -          | -           | • -    | •                                                                       | -                               | - | -                                                      | -                 | -     |
| Jawahar Lai Goel                         | 176,800                                                               | 0.01        | N.A.          |                                           | -        | -          | -           | -      | -                                                                       | -                               | - | -                                                      | -                 | -     |
| World Crest<br>Advisors LLP              | 537,738,955                                                           | 29.20       | N.A.          | 440,054,852                               | 23.90    | Creation   | 10-Aug-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 8,945,000                       |   | Shapoorji<br>Pallonji<br>Finance<br>Private<br>Limited | 448,999,852       | 24.39 |
| Date :<br>(**) The names                 | Mumbai<br>16th August, 2018<br>of all the promot<br>ng on the date of | ers their s | Curre Curre   | g in the target com                       | pany and | their pled | 1 m         | ~``!   | •                                                                       | rised Signator<br>g date should |   | n the table in                                         | respective of whe | ther  |
| (*) Total share                          | capital to be taker                                                   | n as per th | e latest fili | ng done by the com<br>ns the total number |          |            |             |        |                                                                         |                                 |   |                                                        |                   |       |

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From:PromotersSent:Thursday, August 16, 2018 8:36 PMTo:'corp.relations@bseindia.com'Subject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:DISCLOSURE DMDVPL VEENA WORLD CREST DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. & World Crest Advisors LLP.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

( )

September 5, 2018

**BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

# 003038

014

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

Dear Sir,

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**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 on 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 Pvt. Ltd



Encl: As above

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

| Name of the Tai                                             | rget Company (TC                     | )                              |                                             |                                       |                                |                                                           |                                                               |             | Dish TV Inc                                                             | lia Limited      |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|--------------------------------------|--------------------------------|---------------------------------------------|---------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|-------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
| Name of the sto                                             | ock exchanges whe                    | ere the sha                    | res of the                                  | target company are                    | listed                         |                                                           |                                                               |             | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reportin                                            | ng                                   |                                |                                             |                                       |                                |                                                           |                                                               |             | 5th Septen                                                              | nber, 2018       |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | omoter or PAC on                     | whose sha                      | res encum                                   | brance has been cre                   | ated /invo                     | ked /releas                                               | ed                                                            |             | Direct Med                                                              | lia Distribution | Venture                        | s Private Limi                                                  | ted                                                                                        |                                |
|                                                             |                                      |                                | ×                                           |                                       |                                |                                                           |                                                               |             | Veena love                                                              | estments Privat  | e Limiteo                      | ł                                                               |                                                                                            |                                |
| Details of creati                                           | ion/invocation/rel                   | ease of en                     | cumbranc                                    | e:                                    |                                |                                                           |                                                               |             |                                                                         |                  |                                |                                                                 |                                                                                            |                                |
| Name of Promoter<br>(s) or PACs with<br>him (**)            | Promoter Holding<br>target company(1 | g in the                       |                                             | Promoter holding a<br>lencumbered (2) | already                        | Details of                                                | Events pertaini                                               | ing to encu | imbrance (3                                                             | )                |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | es<br>]/releas                 |
|                                                             | No of Shares                         | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital (*) | No of Shares                          | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance |             | Reasons for<br>encumbranc<br>e                                          | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                         | 24.83                          | N.A.                                        | 37,59,98,385                          | 5 20.42                        | Creation                                                  | 27-Aug-2018                                                   | Piedge      | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,00,000         | 0.01                           | Kotak<br>Mahindra<br>Prime<br>Limited                           | 37,60,98,385                                                                               | 20.43                          |
| Veena<br>investments<br>Private Limited                     | 8,60,94,822                          | 4.68                           | <b>N.A.</b>                                 | 6,37,78,621                           | 3.45                           | Creation                                                  | 29-Aug-2018                                                   | Pledge      | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 3,10,000         | 0.02                           | Indusind<br>Bank Limited                                        | 5,40,88,621                                                                                | 3.48                           |
| Agrani Holding<br>(Mauritius)<br>Limited                    | 3,51,72,125                          | 1.91                           | N.A.                                        | -                                     | -                              |                                                           | -                                                             | -           |                                                                         | -                | -                              | -                                                               | -                                                                                          | -                              |
| Nishi Goel                                                  | 11,000                               | 0.00                           | N.A.                                        | -                                     | -                              |                                                           | •.                                                            | -           | -                                                                       | -                | -                              | -                                                               | -                                                                                          | -                              |
| Pritl Goel                                                  | 11,000                               | 0.00                           | N.A.                                        | -                                     | -                              | -                                                         | -                                                             | -           | -                                                                       | -                | -                              |                                                                 | -                                                                                          |                                |
| Suryansh Goel                                               | 5,100                                | 0.00                           | N.A.                                        | TR                                    | BUTION                         | -                                                         | -                                                             | -           | 1                                                                       | -                | -                              | -                                                               | -                                                                                          | -                              |
| Sushila Devi                                                | 5,85,750                             | 0.03                           | N.A.                                        | SP-                                   | BUTION                         | N -                                                       | -                                                             | -           | -                                                                       | INVE             | - 1                            | -                                                               | -                                                                                          | -                              |
| Tapesh Goel                                                 | 5,100                                | 0.00                           | N.A.                                        | 181                                   |                                | EN -                                                      |                                                               | -           | -                                                                       | 1 Picco          | 1/2/                           |                                                                 | -                                                                                          | 1 -                            |

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| dvisors LLP Contraction of the second | Jawahar Lal Goel            | 1,76,800          | 0.01  | N.A. | -            | -              | - | -              | -         | -           | -               | - | -         | -            | -     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------|-------|------|--------------|----------------|---|----------------|-----------|-------------|-----------------|---|-----------|--------------|-------|
| lace : Mumbai<br>hate : 5th September, 2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | World Crest<br>Advisors LLP | 53,77,38,955      | 29.20 | N.A. | 45,17,14,852 | 24.53          |   | -              | -         | -           | -               | - | ·         | 45,17,14,852 | 24.53 |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Date :                      | 5th September, 20 |       |      |              | OPECT MEDIA OF |   | ALL RES PRIVAT | Signature | of the Auth | orised Signator |   | EL CS MEN |              |       |

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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 05/09/2018 16:19 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

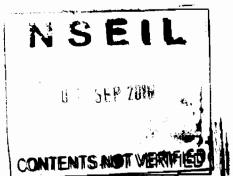
Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

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September 5, 2018

**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

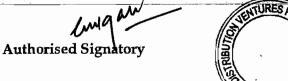
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

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Yours faithfully, For Direct Media Distribution Ventures Pvt. Ltd



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Encl: As above

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

0 6 SEP

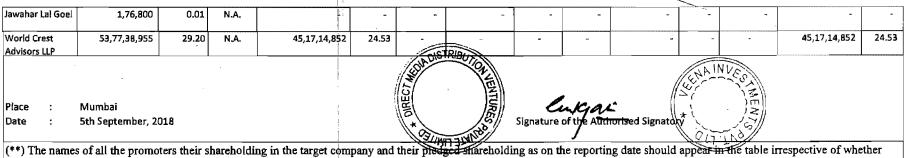
For Veena Investments Pvt. Ltd.

|                              | rget Company (TC  |             |                      |                      |            |                        |                              |                        | Dish TV In        | lia Limited      |                       |                                                           |                   |            |  |
|------------------------------|-------------------|-------------|----------------------|----------------------|------------|------------------------|------------------------------|------------------------|-------------------|------------------|-----------------------|-----------------------------------------------------------|-------------------|------------|--|
| Name of the sto              | ock exchanges who | ere the sha | res of the           | target company are   | listed     | NSE /BSE               |                              |                        |                   |                  |                       |                                                           |                   |            |  |
| Date of Reporti              |                   |             |                      |                      |            |                        |                              |                        | 5th Septer        | nber, 2018       |                       |                                                           |                   |            |  |
| Name of the Pro              | omoter or PAC on  | whose sha   | res encun            | nbrance has been cre | ated /invo | ked /releas            | ed                           |                        |                   | dia Distribution | Venture               | s Private Limi                                            | ited              |            |  |
|                              | •                 |             |                      |                      |            |                        |                              |                        | Veena Inve        | estments Privat  | e Limite              | ł                                                         |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        | ·                            |                        |                   |                  |                       | -                                                         | -                 |            |  |
|                              | ion/invocation/re | lease of en | cumbranc             | e:                   |            |                        |                              |                        |                   |                  |                       |                                                           |                   |            |  |
| Name of Promoter             | Promoter Holdin   | g in the    |                      | Promoter holding a   | Iready     | Details of             | Events pertain               | ing to encu            | mbrance (         | 3)               | Post event holding of |                                                           |                   |            |  |
| (s) or PACs with<br>him (**) | target company(   | 1)          |                      | encumbered (2)       |            |                        |                              |                        |                   |                  |                       |                                                           | encumbered shares |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       | {Creation [(2)+(3)]/release<br>[(2)-(3)]/ invocation[(2)- |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       |                                                           |                   |            |  |
|                              | , , , <u>,</u>    |             |                      |                      |            |                        |                              | •                      |                   |                  |                       |                                                           | (3)]}             |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       |                                                           |                   |            |  |
|                              | No of Shares      | % of total  | % w.r.t              | No of Shares         | % of total | Type of                | Date of creation/            | Type of                | Reasons for       | No of Shares     | % of total            |                                                           | No of Shares      | % of total |  |
|                              |                   | share       | diluted              | Í                    | share      | event                  | release/                     |                        | encumbranc        |                  | share                 | entity in                                                 |                   | share      |  |
|                              |                   | Capital     | share<br>capital (*) |                      | Capital    | (creation/rel<br>ease/ | invocation of<br>encumbrance | e<br>(pledge/lier      | e                 |                  | capital               | whose favor<br>shares                                     |                   | capital    |  |
|                              |                   |             | capital ( )          |                      |            | invocation)            | - In Initiant                | /non                   | -                 |                  |                       | encumbered                                                |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              | disposal               |                   |                  |                       |                                                           |                   | *          |  |
|                              |                   |             |                      |                      |            |                        |                              | undertakin<br>g/other) |                   |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              | 0,                     |                   |                  |                       |                                                           |                   |            |  |
| Direct Media                 | 45,72,12,260      | 24.83       | N.A.                 | 37,59,98,385         | 20.42      | Creation               | 27-Aug-2018                  | Pledge                 | Collateral        | 1,00,000         | 0.01                  | Kotak                                                     | 37,60,98,385      | 20.43      |  |
| Distribution                 | 43,7 2,22,200     |             |                      |                      |            |                        |                              |                        | Pledge for        |                  |                       | Mahindra                                                  |                   |            |  |
| Ventures Private             |                   |             |                      |                      |            |                        |                              |                        | Facility of       |                  |                       | Prime                                                     |                   |            |  |
| Limited                      |                   |             |                      |                      |            |                        |                              |                        | Promoter          |                  |                       | Limited                                                   |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        | group             |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        | Company           |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       |                                                           |                   |            |  |
| Veena                        | 8,60,94,822       | 4.68        | N.A.                 | 6,37,78,621          | 3.46       | Creation               | 29-Aug-2016                  | Pledge                 | Collaterai        | 3,10,000         | 0.02                  | Indusind                                                  | 6,40,88,621       | 3.48       |  |
| Investments                  |                   |             |                      |                      |            | 1                      |                              |                        | Piedge for        |                  |                       | Bank Limited                                              |                   |            |  |
| Private Limited              |                   |             |                      |                      |            |                        |                              |                        | Facility of       |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        | Promoter          |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        | group.<br>Company |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        | company           |                  |                       |                                                           |                   |            |  |
|                              |                   |             |                      |                      |            |                        |                              |                        |                   |                  |                       | -                                                         |                   |            |  |
| Agrani Holding               | 3,51,72,125       | .1.91       | N.A.                 | -                    | -          | -                      | -                            | -                      | -                 | -                | -                     | -                                                         | -                 | -          |  |
| (Mauritius)<br>Limited       |                   |             |                      |                      |            | 1                      |                              |                        |                   |                  |                       |                                                           |                   |            |  |
| Nishi Goel                   | 11,000            | 0.00        | N.A.                 | -                    | -          | -                      | -                            | -                      | -                 |                  | -                     | -                                                         | -                 |            |  |
| Priti Goel                   | 11,000            | 0.00        | N.A.                 | -                    | ·          | -                      | -                            | -                      | -                 | -                | -                     | -                                                         | -                 | -          |  |
| Suryansh Goel                | 5,100             | 0.00        | N.A.                 | · -                  | NSTRIBL    | -                      | -                            | -                      | -                 |                  | · ·                   | -                                                         | -                 | -          |  |
| Sushila Devi                 | 5,85,750          | 0.03        | N.A.                 | He                   | - ·        | -                      | -                            | -                      | -                 | LENA!            | VVE)                  | -                                                         | -                 | -          |  |
| Tapesh Goel                  | 5,100             | 0.00        | N.A.                 | 13                   |            | 191                    | -                            | -                      | -                 | 1St -            | 1 Jon                 | -                                                         | -                 | -          |  |
|                              |                   |             |                      | DIRECT               | 12         | <u>s Isi</u>           |                              |                        |                   |                  | DIA                   |                                                           |                   |            |  |
|                              |                   |             |                      | 12                   |            | L'ARTES                |                              |                        |                   |                  | - /×/                 | 1                                                         |                   |            |  |
| •                            | •                 |             |                      |                      | 7 1        |                        |                              |                        |                   | No               | <b>X</b> S#           |                                                           |                   |            |  |

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(\*\*) The names of all the promoters their shareholding in the target company and their pisaged shareholding as on the reporting date should appear in the table irrespetithey 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 05/09/2018 16:19 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd. & Veena Investments Pvt. Ltd.

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Thanks & Regards, Dhaval Ashar Jirect: 022 -71083387

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October 5, 2018

**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,

á

**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 on 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 Vent Ltd STVEN!

Authorised Signatory

For World Crest Advisors LLP

Authorised Signatory

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Encl: As above

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

Authorised Signatory



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| Name of the stock exchanges where the shares of the target company are fisted Date of Reporting Same of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Sh October, 2018 Direct Media Distribution /ventures Private Limited Near of the Promoter of PAC on whose shares encumbrance has been created /invoked /released Near of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Direct Media Distribution /ventures Private Limited Near of the Promoter Holding in the explain (*) Near of Shares Near                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Name of the Tar  | get Company (TC   | 3           |              |                       |               |             |                                       |             | Dish TV Inc | lia Limited     |            |               |                       |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|-------------|--------------|-----------------------|---------------|-------------|---------------------------------------|-------------|-------------|-----------------|------------|---------------|-----------------------|-----------|
| Date of Reporting<br>Name of the Promoter or PAC on whore shares encumbrance has been created /invoked /released       Stitute                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             | res of the t | arget company are lis | sted          |             |                                       |             | -           |                 |            |               |                       |           |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Veena investments Private Linited Veena investments (3) Provet Holding of Points Holding of Poin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              | aiBer company are in  |               |             |                                       |             |             | 2018            |            |               |                       |           |
| Verail Creation/Investion/Investion/Investion/Line of the control of creation/Investion/Investion/Line of the control of creation/Investion/Investion/Investion/Line of the control of creation/Investion/Investion/Line of the control of creation/Investion/Investion/Line of the control of creation/Investion/Investion/Line of the control of creation (2) + 11/1 / Investige of creation (2) + 11/1 / Inves                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   | whoes sha   | os oncumi    | aranco has been creat | ted /invok    | od /roloace | ad a second                           |             |             | ·               | Venture    | Private Limit | ted                   |           |
| Details of creation/invocation/release of encumbrance :<br>United Transfer<br>to r AC-vitin<br>Parenter holding already<br>do r                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Nume of the Fit  | Anoter of PAC off | WII036 3118 | es encum     |                       | LEG / III VOK |             |                                       |             |             |                 |            |               |                       |           |
| Details of recents/invocation/release of anomybrane :         Details of creats years         Details of creats years         Details of creats years         Product holding of neurophrane (2)           Number of many in the strengt in the int (2) (1) (1) (1) (1) (1) (1) (1) (1) (1) (1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              |                       | 1             |             |                                       |             | veena mve   | strigents Priva | le cimiteo |               |                       |           |
| Name of Promoter Holding in the promoter Holding in the promoter Holding already encumbered [2] Promoter Holding already encum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              |                       |               | <u> </u>    |                                       |             | World Cres  | t Advisors LLP  |            |               |                       |           |
| b) or PACS with<br>im (*7) b) or processing (*7) c) or proce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  | 1                 |             | cumbrance    |                       | <u> </u>      |             | ·····                                 |             |             |                 |            |               |                       |           |
| Nim (**)     Direct Media<br>Direct Media<br>Direc                                                                                                                                                                                                                                                                                                   |                  | Promoter Holdin   | g in the    |              | Promoter holding a    | Iready        | Details of  | Events pertaini                       | ng to encu  | mbrance (3) | ł.              | -          |               |                       |           |
| No of Shares       No of Shares <td< td=""><td>him (**)</td><td>target company(</td><td>1)</td><td></td><td>encumbered (2)</td><td></td><td></td><td></td><td></td><td></td><td></td></td<>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | him (**)         | target company(   | 1)          |              | encumbered (2)        |               |             |                                       |             |             |                 |            |               |                       |           |
| No of Shares       No       No       Sho Shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| No of Silanes     No of Isanes     No of Shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               | {(2)-(3)]/ invocati   | on[(2)-   |
| share<br>capital<br>contract       share<br>capital<br>contract       share<br>capital<br>contract       share<br>capital<br>creations       share<br>creation<br>creations       secontrant<br>creations       secontrant<br>capital<br>procession       secontrant<br>capital<br>creation       secontrant<br>creations       secontrant<br>capital<br>procession       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>capital<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              |                       | I             |             |                                       |             |             |                 |            |               | (3)]}                 |           |
| share<br>capital<br>contract       share<br>capital<br>contract       share<br>capital<br>contract       share<br>capital<br>creations       share<br>creation<br>creations       secontrant<br>creations       secontrant<br>capital<br>procession       secontrant<br>capital<br>creation       secontrant<br>creations       secontrant<br>capital<br>procession       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>capital<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secontrant<br>capital<br>creation       secontrant<br>creation       secon                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Capital       share<br>capital (7)       Capital<br>capital (7)       Capital<br>case(1)       Ca                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  | No of Shares      |             |              | No of Shares          |               |             |                                       |             |             |                 |            |               | No of Shares          | % of lota |
| Image: Second                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Direct Media<br>Direct Media<br>Direc                                                                                                                                                                                                                                                                |                  | l                 | Capital     |              |                       |               |             |                                       |             | 1 1         |                 |            |               |                       |           |
| Direct Media<br>Direct Media<br>D                                                                                                                                                                                                                                                                                    |                  |                   |             |              |                       |               | invocation) |                                       |             |             |                 |            | encumbered    |                       | 1         |
| Image: Services     24,572,12,260     24,83     N.A.     37,70,78,385     20.48     Creation     26-Sep-2018     Piedge<br>Piedge<br>group<br>group<br>company     88,15,000     0.48     Axis Trustee<br>Services     38,58,93,385     20.40       Direct Media<br>Distribution<br>Ventures Private<br>Limited     45,72,12,260     24.83     N.A.     38,58,93,385     20.96     Creation     26-Sep-2018     Piedge<br>Piedge for<br>Facility of<br>Promoter<br>group<br>Company     0.01     STCI Finance<br>Limited     38,60,23,385     20.96       Direct Media<br>Distribution<br>Ventures Private<br>Limited     45,72,12,260     24.83     N.A.     38,60,23,385     20.97     Creation     26-Sep-2018     Piedge for<br>Facility of<br>Promoter<br>group<br>Company     1,30,000     0.01     STCI Finance<br>Limited     38,60,23,385     20.97       Direct Media<br>Distribution<br>Ventures Private<br>Limited     45,72,12,260     24.83     N.A.     38,60,23,385     20.97     Creation     26-Sep-2018     Piedge for<br>Facility of<br>Promoter<br>group<br>Company     1,30,000     0.01     Clix Capital<br>Services<br>Private     38,61,53,385     20.97       Direct Media<br>Distribution     45,72,12,260     24.83     N.A.     38,60,23,385     20.97     Creation     26-Sep-2018     Piedge for<br>Facility of<br>Promoter<br>group<br>Company     1.30,000     0.01     Clix Capital<br>Services<br>Private     38,61,53,385     20.97                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   |             |              |                       | 1:            |             |                                       |             |             |                 |            |               |                       |           |
| Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,12,260<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,72,72,72,72,72,72,72,72,72,72,72,72,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,12,260<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,72,72,72,72,72,72,72,72,72,72,72,72,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   |             |              |                       | 4             |             |                                       |             |             |                 |            |               |                       |           |
| Ventures Private<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>Limited<br>L                                                                                                                                                                                                                                                                          | Direct Media     | 45,72,12,260      | 24.83       | N.A.         | 37,70,78,385          | 20.48         | Creation    | 26-Sep-2018                           | Pledge      | Collateral  | 88,15,000       | 0.48       | Axis Trustee  | 38,58,93,385          | 20.9      |
| Limited       45,72,12,260       24.83       N.A.       38,58,93,385       20.96       Creation       26-Sep-2018       Pledge       Collateral<br>Pledge       1,30,000       0.01       STC1 Finance<br>Limited       38,60,23,385       20.97         Direct Media<br>United       45,72,12,260       24.83       N.A.       38,60,23,385       20.97       Creation       26-Sep-2018       Pledge<br>Pledge       Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company       1,30,000       0.01       STC1 Finance<br>Limited       38,60,23,385       20.97         Direct Media<br>Distribution       45,72,12,260       24.83       N.A.       38,60,23,385       20.97       Creation       26-Sep-2018       Pledge<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company       1,30,000       0.01       Clix Capital<br>Services<br>Private       38,61,53,385       20.97         Ventures Private<br>Limited       45,72,12,260       24.83       N.A.       38,60,23,385       20.97       Creation       26-Sep-2018       Pledge for<br>Facility of<br>Promoter<br>group<br>Company       1,30,000       0.01       Clix Capital<br>Services<br>Private       38,61,53,385       20.97         Ventures Private<br>Limited       Ventures Private<br>Ventures Private       Ventures Private<br>Ventures Private       Ventures Private       Ventures Private       Ventures Private       Ventures Private       Ventures Private       Venture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Distribution     |                   |             |              |                       |               |             |                                       |             | Pledge for  |                 |            | Services      |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,12,260<br>24.83<br>N.A.<br>38,60,23,385<br>20.97<br>Creation<br>26-Sep-2018<br>Piedge<br>Collateral<br>Piedge for<br>Promoter<br>group<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Co | Ventures Private |                   |             |              |                       | 1             |             | i i i i i i i i i i i i i i i i i i i | ĺ           |             |                 | [          | Limited       |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Direct Media<br>Direc                                                                                                                                                                                                                                                                  | Limited          |                   |             |              |                       |               |             |                                       |             | 1 1         |                 |            |               |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distri                                                                                                                                                                                                                                                    |                  |                   | 1           |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>A 45,72,12,260<br>A 45,72,72,72,72,72,72,72,72,72,72,72,72,72,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  | -                 |             |              | 1                     |               |             |                                       |             | Company     |                 |            |               |                       |           |
| Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>Distribution<br>Ventures Private<br>Limited<br>A 45,72,12,260<br>A 45,72,72,72,72,72,72,72,72,72,72,72,72,72,                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                   |             | -            |                       |               |             |                                       |             |             |                 |            |               | 20 (0 22 705          |           |
| Ventures Private<br>Limited<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>45,72,12,260<br>24.83 N.A. 38,60,23,385<br>Distribution<br>Ventures Private<br>Limited<br>Ventures Private<br>Ventures Private<br>Ventures Private<br>Ventures Private<br>Limited<br>Ventures Private<br>Ventures Private<br>V                                                                                                                                                                                                                                                                                  |                  | 45,72,12,260      | 24.83       | N.A.         | 38,58,93,385          | 20.96         | Creation    | 26-Sep-2018                           | Pledge      |             | 1,30,000        | 0.01       |               | 38,60,23,385          | 20.9      |
| Limited<br>Direct Media<br>Direct Media<br>Distribution<br>Ventures Private<br>Limited<br>A 5,72,12,260<br>24.83<br>N.A.<br>38,60,23,385<br>20.97<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation                                                                                                                                                                                                                                                                                                                                    |                  |                   | -           | ļ            |                       | · .           |             |                                       |             |             |                 |            | umiteo        |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Limited          |                   |             |              |                       |               |             |                                       | 1           |             |                 |            |               |                       |           |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                   |             |              |                       |               |             |                                       |             |             |                 | 1          |               |                       |           |
| Distribution<br>Ventures Private<br>Limited<br>Ventures Private<br>Ventures Private<br>Limited<br>Ventures Private<br>Limited<br>Ventures Private<br>Ventures P                                                                                                                                                                                                                                                                                                                                                   |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| Ventures Private<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Direct Media     | 45,72,12,260      | 24.83       | N.A.         | 38,60,23,385          | 20.97         | Creation    | 26-Sep-2018                           | Pledge      | Collateral  | 1,30,000        | 0.01       | Clix Capital  | 38,61,53,385          | 20.9      |
| Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Distribution     |                   |             |              |                       |               |             |                                       |             |             |                 |            |               |                       |           |
| group<br>Company<br>Company<br>Company<br>Company<br>Company<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contraction<br>Contract                                                                                                                                                                                                                   | Ventures Private | [                 |             |              |                       |               | 1 ·         |                                       |             |             |                 |            |               |                       |           |
| Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Company<br>Com                                                                                                                                                                                                                                                                                 | Limited          |                   |             |              |                       |               |             |                                       |             |             |                 |            | Limited       |                       |           |
| A LINA COMA COM A LINA LINA LINA LINA LINA LINA LINA LI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   | ļ           |              |                       | ×             |             |                                       |             |             |                 | 1          |               |                       |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                   |             |              | JEDIA DIO.            |               |             |                                       |             | Lompany     |                 |            |               |                       |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                   |             |              |                       |               |             |                                       |             |             |                 |            | L for         | AIN                   |           |
| + C - C - C - C - C - C - C - C - C - C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   |             | //           |                       | N             |             |                                       |             | AESTA       |                 |            | Ser           | 1.32                  |           |
| A C C C C C C C C C C C C C C C C C C C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                   |             |              |                       | 1             |             |                                       | <u>//</u> 0 |             | 21              |            |               | (2)]]                 |           |
| THE OTION STATES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                   |             |              |                       | N             |             |                                       | 19/         | S           | 10              |            | [  <b>★</b> i | 「三」                   |           |
| TIMBLE STATES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                   |             | le le        |                       | ¥ 1           |             |                                       | E C         |             | 0               |            | 1. 11         | $\setminus$ $\otimes$ |           |
| TIVE A TIME                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                   |             |              | 7)                    |               |             |                                       | 10/         |             | R.              |            |               | 11035/                |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                   |             |              | AWING 2               |               |             |                                       | 15          | $\sum n$    | 1               | · ·        |               |                       |           |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                   |             |              |                       |               |             |                                       | N.          |             | *               |            |               |                       |           |

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| 260 24.83<br>260 24.83<br>260 24.83 | N.A.      | 38,62,03,385<br>39,03,88,385     | 20.97                                                      | Creation                                                               | 26-Sep-2018                                                                            | Pledge                                                                                                         | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                      | 41,85,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 1DBI<br>Trusteeship<br>Services<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 39,03,88,385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               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|-------------------------------------|-----------|----------------------------------|------------------------------------------------------------|------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------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|                                     | N.Á.      | 39,03, <mark>88,385</mark>       | 21.20                                                      | Creation                                                               |                                                                                        |                                                                                                                |                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                    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| 260 24 83                           |           |                                  |                                                            |                                                                        | 26-Sep-2018                                                                            | Pledge                                                                                                         | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                      | 57,10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.31                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Catalyst<br>Trusteeship<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 39,60,98,385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 21.51                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                     | N.A.      | 39,60,98 <u>,</u> 385            | 21.51                                                      | Creation                                                               | 26-Sep-2018                                                                            | Pledge                                                                                                         | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                      | 3,30,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0.02                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Kotak<br>Mahindra<br>Prime<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 39,64,28,385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 21.53                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 260 24.83                           | N,A.      | 39,64,28,385                     | 21.53                                                      | Creation                                                               | 27-Sep-2018                                                                            | Pledge                                                                                                         | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company                                                      | 9,50,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 0.05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Catalyst<br>Trusteeship<br>Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 39,73,78, <mark>38</mark> 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 21.50                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 260 24.83                           | N.A.      | 39 <sub>.</sub> 73,78,385        | 21.58                                                      | Release                                                                | 27-Sep-2018                                                                            | Pledge                                                                                                         | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                  | 15,06,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0.08                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Kotak<br>Mahindra<br>Prime<br>Limíted                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 39,58,72,385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               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| 260 24.83                           | N.A.      | 39,58,72,385                     | 21.50                                                      | Release                                                                |                                                                                        |                                                                                                                | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                                                  | 1,53,20,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 0.83                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 38,05,52,385                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 20.67                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 2                                   | 260 24.83 | 260 24.83 N.A.<br>260 24.83 N.A. | 260 24.83 N.A. 39,73,78,385<br>260 24.83 N.A. 39,58,72,385 | 260 24.83 N.A. 39,73,78,385 21.58<br>260 24.83 N.A. 39,58,72,385 21.50 | 260 24.83 N.A. 39,73,78,385 21.58 Release<br>260 24.83 N.A. 39,58,72,385 21.50 Release | 260 24.83 N.A. 39,73,78,385 21.58 Release 27-Sep-2018<br>260 24.83 N.A. 39,58,72,385 21.50 Release 28-Sep-2018 | 260 24.83 N.A. 39,73,78,385 21.58 Release 27-Sep-2018 Pledge<br>260 24.83 N.A. 39,58,72,385 21.50 Release 28-Sep-2018 Pledge | 260     24.83     N.A.     39,64,28,385     21.53     Creation     27-Sep-2018     Piedge     Collateral Piedge for Facility of Promoter group Company       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Piedge     Collateral Release for Facility of Promoter group Company       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Piedge     Collateral Release for Facility of Promoter group Company       260     24.83     N.A.     39,58,72,385     21.50     Release     28-Sep-2018     Piedge     Collateral Release for Facility of Promoter group Company       260     24.83     N.A.     39,58,72,385     21.50     Release     28-Sep-2018     Piedge     Collateral Release for Facility of Promoter group Company       260     24.83     N.A.     39,58,72,385     21.50     Release     28-Sep-2018     Piedge     Collateral Release for Facility of Promoter group Company | 260     24.83     N.A.     39,64,28,385     21.53     Creation     27-Sep-2018     Pledge     Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group     9,50,000       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Pledge     Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group     15,06,000       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group     15,06,000       260     24.83     N.A.     39,58,72,385     21.50     Release     28-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company     1,53,20,000       260     24.83     N.A.     39,58,72,385     21.50     Release     28-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of     1,53,20,000 | group<br>Company         group<br>Company           260         24.83         N.A.         39,64,28,385         21.53         Creation         27-Sep-2018         Piedge for<br>Facility of<br>Promoter<br>group         9,50,000         0.05           260         24.83         N.A.         39,73,78,385         21.58         Release         27-Sep-2018         Piedge for<br>Facility of<br>Promoter<br>group         9,50,000         0.05           260         24.83         N.A.         39,73,78,385         21.58         Release         27-Sep-2018         Piedge         Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group         15,06,000         0.08           260         24.83         N.A.         39,58,72,385         21.50         Release         28-Sep-2018         Piedge         Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company         1,53,20,000         0.83           260         24.83         N.A.         39,58,72,385         21.50         Release         28-Sep-2018         Piedge         Collateral<br>Release<br>for Facility<br>of<br>Company         1,53,20,000         0.83 | 260     24.83     N.A.     39,64,28,385     21.53     Creation     27-Sep-2018     Pledge     Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group     9,50,000     0.05     Catalyst<br>Trusteeship<br>Limited       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Pledge     Collateral<br>Release     9,50,000     0.05     Catalyst<br>Trusteeship<br>Limited       260     24.83     N.A.     39,73,78,385     21.58     Release     27-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>Company     15,06,000     0.08     Kotak<br>Mahindra<br>Prime       260     24.83     N.A.     39,73,78,385     21.50     Release     28-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of     1,53,20,000     0.83     ECL Finance<br>Limited       260     24.83     N.A.     39,56,72,385     21.50     Release     28-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of     1,53,20,000     0.83     ECL Finance<br>Limited       260     24.83     N.A.     39,56,72,385     21.50     Release     28-Sep-2018     Pledge     Collateral<br>Release<br>for Facility<br>of     1,53,20,000     0.83     ECL Finance<br>Limited | 260       24.83       N.A.       39,64,28,385       21.53       Creation       27-Sep-2018       Pledge       Collateral<br>Pledge for<br>Pacility of<br>Company       9,50,000       0.05       Catalyst<br>Trusteeship<br>Limited       39,73,78,385         260       24.83       N.A.       39,73,78,385       21.58       Release       27-Sep-2018       Pledge       Collateral<br>Promoter<br>group<br>Company       9,50,000       0.05       Catalyst<br>Trusteeship<br>Limited       39,73,78,385         260       24.83       N.A.       39,73,78,385       21.58       Release       27-Sep-2018       Pledge<br>Pledge       Collateral<br>Release       15,06,000       0.08       Kotak<br>Mahindra<br>Prime<br>Limited       39,58,72,385         260       24.83       N.A.       39,58,72,385       21.58       Release       27-Sep-2018       Pledge<br>Pledge       Collateral<br>Release<br>for Facility<br>Grompany       15,06,000       0.08       Kotak<br>Mahindra<br>Prime<br>Limited       39,58,72,385         260       24.83       N.A.       39,58,72,385       21.50       Release       28-Sep-2018       Pledge<br>Promoter<br>group<br>Company       1,53,20,000       0.83       ECL Finance<br>Limited       38,05,52,385         260       24.83       N.A.       39,58,72,385       21.50 |

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| Direct Media<br>Distribution<br>Ventures Private | 48 30 45 55  |       |      |              |       |          |             |             | Promoter<br>group<br>Company                                                |           |      |                                       |              |       |
|--------------------------------------------------|--------------|-------|------|--------------|-------|----------|-------------|-------------|-----------------------------------------------------------------------------|-----------|------|---------------------------------------|--------------|-------|
| lmited                                           | 45,72,12,260 | 24.83 | N.A. | 36,60,52,385 | 19.86 | Release  | 28-Sep-2018 | Pledge      | Collateral<br>Refease<br>for Facility<br>of<br>Promoter<br>group<br>Company | 94,000    | 0.01 | Kotak<br>Mahindra<br>Prime<br>Limited | 36,59,58,385 | 19.88 |
| Veena<br>nvestments<br>Private Limited           | 8,60,94,822  | 4.68  | N.A. | 6,40,88,621  | 3.48  | Creation | 26-Sep-2018 | Pledge<br>, | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 44,00,000 | 0.24 | lIFL Wealth<br>Finance<br>Umited      | 6,84,88,621  | 3.72  |
| Veena<br>investments<br>Private Umited           | 8,60,94,822  | 4.68  | N.A. | 6,84,88,621  | 3.72  | Release  | 26-Sep-2018 | Pledge      | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 22,00,000 | 0:12 | IIFL Wealth<br>Finance<br>Umited      | 6,62,88,621  | 3.60  |
| Veena<br>Investments<br>Private Limited          | 8,60,94,822  | 4.68  | N.A. | 6,62,88,621  | 3.60  | Creation | 26-Sep-2018 | Pledge      | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 8,00,000  | 0.04 | Indusind<br>Bank Limited              | 6,70,88,621  | 3.64  |
| Veena<br>Investments<br>Private Limited          | 8,60,94,822  | 4.68  | N.A. | 6,70,88,621  | 3.64  | Creation | 27-Sep-2018 | Pledge      | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 31,60,000 | 0.17 | IIFL Wealth<br>Finance<br>Limited     | 7,02,48,621  | 3.82  |
| Veena<br>Investments<br>Private Limited          | 8,60,94,822  | 4.68  | N.A. | 7,02,48,521  | 3.82  | Creation | 27-Sep-2018 | Pledge      | Collateral<br>Pledge for<br>Facility of<br>Promoter -<br>group<br>Company   | 56,05,000 | 0.30 | Indusind<br>Bank Limited              | 7,58,53,621  | 4.12  |

24.63 24.55 24.60 24.67 24.77 ī 45,41,64,852 45,20,14,852 45,30,14,852 45,35,64,852 45,61,64,852 ENTSA Axis Finance Limited STCI Finance Limited Inv<del>e</del>stments Limited , Shapoorji Pallonji Finance Private Limited Kotak Mahindra Mahindra Prime Limited Kotak 0.05 0.03 0.03 0.11 0.02 ï . . 3,00,000 10,00,000 5,50,000 6,00,000 20,00,000 . , 5 . Collateral Pledge for Facility of Promoter group Company Collateral Pledge for Facility of Promoter group Company Collateral Pledge for Facility of Promoter Collateral Pledge for Facility of Promoter Collateral Pledge for Facility of Promoter group Company ADVISORS . . , , group Company group Company . . 5 B , . . . . . ï 26-Sep-2018 Pledge 26-Sep-2018 Pledge 26-Sep-2018 Piedge 26-Sep-2018 Pledge 26-Sep-2018 Pledge YON , , . . . Creation Creation Creation Creation Creation 24.55 24.63 24.53 24.60 24.67 . , , , 45,17,14,852 45,20,14,852 45,30,14,852 45,35,64,852 45,41,64,852 . , HTURESA 1510 N.A. N.A. .A.N A.N N.A. N.A. N.A. A.A. N.A. N.A. N.A. ECT MED 1.91 0.00 0.00 0.03 0.03 0.00 29.37 29.37 29.37 29.37 29.37 11,000 11,000 5,100 5,85,750 5,100 1,76,800 54,07,38,955 54,07,38,955 54,07,38,955 54,07,38,955 54,07,38,955 3,51,72,125 Jawahar Lal Goel Agrani Holding Suryansh Goel World Crest Advisors LLP Sushila Devi apesh Goel Mauritius) Limited Nishi Goel Priti Goel

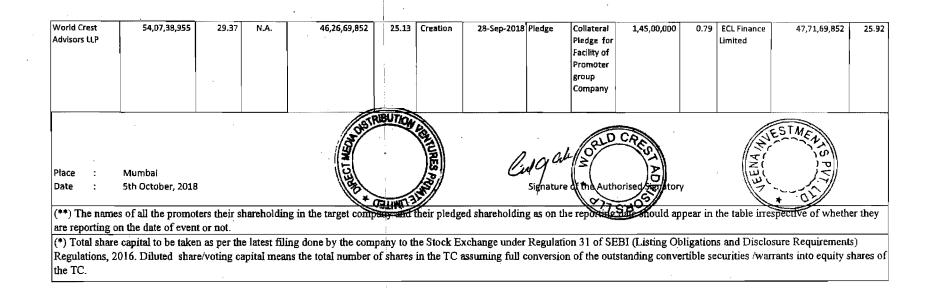
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| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.           | 45,61,64,852          | 24.77          | Creation | 27-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 28,25,000 | 0.15 | Clix Finance<br>India Private<br>Limited               | 45,89,89,852 | 24.93 |
|-----------------------------|--------------|-------|----------------|-----------------------|----------------|----------|-------------|--------|-------------------------------------------------------------------------|-----------|------|--------------------------------------------------------|--------------|-------|
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.           | 45,89,89,852          | 24.93          | Creation | 27-5ep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,20,000  | 0.03 | Kotak<br>Mahindra<br>Investments<br>Limited            | 45,95,09,852 | 24.96 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.           | 45,95,09,852          | 24.96          | Creation | 27-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 14,20,000 | 0.08 | Clix Capital<br>Services<br>Private<br>Limited         | 46,09,29,852 | 25.03 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | <b>N.A.</b>    | 46,09,29,852          | 25.03          | Creation | 27-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,90,000  | 0.01 | Hero<br>Fincorp<br>Limited                             | 46,11,19,852 | 25.04 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.           | 46,11, <b>19</b> ,852 | 25.04          | Creation | 27-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 10,00,000 | 0.05 | Axls Finance<br>Limited                                | 46,21,19,852 | 25.10 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | NA             | 46,21,19,852          | 25.10          | Creation | 27-Sep-2018 | Pledg₽ | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,50,000  | 0.03 | Shapoorji<br>Pallonji<br>Finance<br>Private<br>Limited | 45,25,59,852 | 25.13 |
| L                           |              |       | T ON THE THE T |                       | <br> <br> <br> | <u> </u> |             | A WOR  | ALCOL POVS                                                              |           | L    | * VEENA                                                | ES ALENTS P  |       |

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From: Sent: To: Subject: Attachments: Promoters 05/10/2018 15:49 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 Disclosure - Dish.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

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Thanks & Regards, Dhaval Ashar

Direct: 022 -71083387

October 5, 2018

**, 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

# 004197

Dear Sir,

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**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 on 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 Pvt. Ltd For Veena Investments Pvt. Ltd. ON VE Authorised Signatory Authorised Signatory For World Crest Advisors LLP \* 0 FS Authorised Signatory BSE I ID. INW/ARD SECTION 0 9 OCT 2018 Encl: As above CONTENTS NOT VERIFIED CC: Dish TV India Ltd 1 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

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|                                                             | get Company (TC                                           | )                              |                                             |                                            | 1                              |                                                           |                                                               |                                                                                          | Dish TV Inc                                                             | lia Limited      |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|-----------------------------------------------------------|--------------------------------|---------------------------------------------|--------------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             |                                                           |                                | res of the t                                | arget company are lis                      | ted                            |                                                           |                                                               |                                                                                          | NSE /BSE                                                                |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reporting                                           |                                                           |                                |                                             |                                            |                                | -                                                         |                                                               |                                                                                          | 5th Octobe                                                              | r, 2018          |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | moter or PAC on                                           | whose sha                      | res encum <b>i</b>                          | arance has been creat                      | ted /invok                     | ed /release                                               | d                                                             |                                                                                          | Direct Med                                                              | lia Distribution | Venture                        | s Private Limi                                                  | ted                                                                                        |                                |
|                                                             |                                                           |                                |                                             |                                            | 1                              |                                                           |                                                               |                                                                                          | Veena Inve                                                              | stments Privat   | e Limite                       | 1                                                               |                                                                                            |                                |
|                                                             | <i>b</i>                                                  |                                |                                             |                                            | ł                              |                                                           |                                                               |                                                                                          | World Cres                                                              | at Advisors LLP  |                                |                                                                 |                                                                                            |                                |
| Name of Promoter                                            | on/invocation/rel<br>Promoter Holdin,<br>target company(3 | g in the                       |                                             | :<br>Promoter holding al<br>encumbered (2) | Iready                         | Details of                                                | Events pertaini                                               | ng to encu                                                                               | <br>mbrance (3)                                                         | <br>I            |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [{2}+{3}<br>[(2}-{3}]/ invocati<br>{3]]} | res<br>]/release               |
|                                                             | No of Shares                                              | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital (*) | No of Shares                               | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance | Type of<br>encumbran<br>ce<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbran<br>ce                                                         | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                                              | 24.83                          | N.A.                                        | 37,70,78,38S                               | 20.48                          | Creation                                                  | 26-Sep-2018                                                   | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | <b>88,15,000</b> | 0.48                           | Axis Trustee<br>Services<br>Limited                             | 38,58,93,385                                                                               | 20.96                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                                              | 24.83                          | N.A.                                        | 38,58,93,385                               | 20.95                          | Creation                                                  | 26-Sep-2018                                                   | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,30,000         | 0.01                           | STCI Finance<br>Limited                                         | 38,60,23,385                                                                               | 20.97                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Umited  | 45,72,12,250                                              | 24.83                          | N.A.                                        | 38,60,23,385                               | 20.97                          | Creation                                                  | 26-Sep-2018                                                   | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 1,30,000         | 0.01                           | Clix Capital<br>Services<br>Private<br>Limited                  | 38,61,53,385                                                                               | 20.97                          |

|                                                             |                     |       |      |              | 1     |          | ·           |        |                                                                             |             |      |                                            |                            |       |
|-------------------------------------------------------------|---------------------|-------|------|--------------|-------|----------|-------------|--------|-----------------------------------------------------------------------------|-------------|------|--------------------------------------------|----------------------------|-------|
|                                                             |                     |       |      |              |       |          |             |        |                                                                             | ~           |      |                                            |                            |       |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 38,61,53,385 | 20.97 | Creation | 26-5ep-2018 | Piedge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 50,000      | 0.00 | Axis Finance<br>Limited                    | 38,62,03,385               | 20.97 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 38,62,03,385 | 20.97 | Creation | 26-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 41,85,000   | 0.23 | IDBI<br>Trusteeship<br>Services<br>Limited | 39,03,88, <mark>385</mark> | 21.20 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | <b>45,72,12,260</b> | 24.83 | N.A. | 39,03,88,385 | 21.20 | Creation | 26-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 57,10,000   | 0.31 | Catalyst<br>Trusteeship<br>Limited         | 39,60,98,385               | 21.51 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 39,60,98,385 | 21.51 | Creation | 26-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 3,30,000    | 0.02 | Kotak<br>Mahindra<br>Prime<br>Limited      | 39,64,28,385               | 21.53 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 39,64,28,385 | 21.53 | Creation | 27-Sep-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 9,50,000    | 0.05 | Catalyst<br>Trusteeship<br>Limited         | 39,73,78,385               | 21.58 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 39,73,78,385 | 21.58 | Release  | 27-Sep-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 15,06,000   | 0.08 | Kotak<br>Mahindra<br>Prime<br>Limited      | 39,58,72,385               | 21.50 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260        | 24.83 | N.A. | 39,58,72,385 | 21.50 | Release  | 28-Sep-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 1,53,20,000 | 0.83 | ECL Finance<br>Limited                     | 38,05,52,385               | 20.67 |

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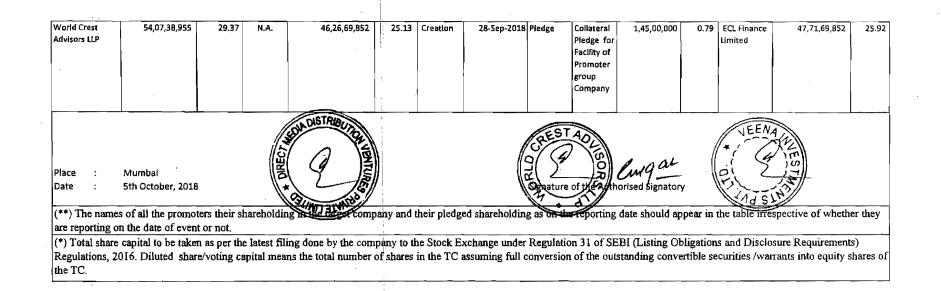
36,60,52,385 Direct Media 45,72,12,260 24.83 N.A. 38,05,52,385 20.67 Release 28-Sep-2018 Pledge Collateral 1,45,00,000 0.79 IDBI 19.88 Distribution Release Trusteeship Ventures Private for Facility Services Limited of Limited Promoter i group Company 36,60,52,385 0.01 Kotak 36,59,58,385 19.88 Direct Media 45,72,12,260 24.83 N.A. 19.88 Release 28-Sep-2018 Pledge Collateral 94,000 Distribution Release Mahindra Ventures Private for Facility Prime Limited Umited of Promoter group Company 6,84,88,621 44,00,000 0.24 IIFL Wealth 3.72 8,60,94,822 4.68 N.A. 6,40,88,621 3.48 Creation 26-Sep-2018 Pledge Collateral Veena Pledge for Finance investments Facility of Limited Private Limited Promoter group Company 22,00,000 0.12 IIFL Wealth 6,62,88,621 3.60 8,60,94,822 N.A. 6,84,88,621 3.72 Release 26-Sep-2018 Pledge Collateral Veena 4.68 Release Finance Investments for Facility Limited Private Limited of Promoter group Company 3.64 8,00,000 0.04 Indusind 6,70,88,621 Veena 8,60,94,822 4.68 N.A. 6,62,88,621 3.60 Creation 26-Sep-2018 Pledge Collateral Bank Limited Pledge for Investments Facility of Private Umited Promoter group Company 3.82 27-Sep-2018 Pledge Collateral 31,60,000 0.17 |IFL Wealth 7,02,48,621 Veena 8,60,94,822 4.68 N.A. 6,70,88,621 3.64 Creation Pledge for Finance Investments Facility of Limited Private Limited Promoter group Company 4.12 27-Sep-2018 Pledge 0.30 Indusind 7,58,53,621 8,60,94,822 7,02,48,621 3.82 Creation Collateral 56,05,000 Veena 4.68 N.A. Pledge for Bank Limited Investments Facility of Private Limited Promoter group Company SALD

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| Agrani Holding<br>(Mauritius) | 3,51,72,125  | 1.91  | N.A.        | -            | -     | -        | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -      |                                                                           | -         | -    | -                                                      | -                     | -     |
|-------------------------------|--------------|-------|-------------|--------------|-------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------|-----------|------|--------------------------------------------------------|-----------------------|-------|
| Limited<br>Nishi Goel         | 11,000       | 0.00  | N.A.        | -            |       |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |        |                                                                           |           |      |                                                        |                       |       |
| Priti Goel                    | 11,000       | 0.00  | N.A.        | -            | -     | -        | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -      | -                                                                         |           | -    | -                                                      | -                     |       |
| Suryansh Goel                 | 5,100        | 0.00  | -           | H            |       | -        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -      | -                                                                         |           | -    | -                                                      | -                     | -     |
| Sushila Devi                  | 5,85,750     | 0.00  | N.A.        |              |       | -        | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -      | -                                                                         | -         | -    | -                                                      | •                     | -     |
| Tapesh Goel                   | 5,85,750     | 0.03  | N.A.        |              |       | -        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |        |                                                                           |           |      |                                                        | -                     | -     |
| Jawahar Lal Goel              |              |       | N.A.        | -            | -     |          | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | -      |                                                                           |           |      |                                                        | -                     | -     |
| Jawanar Laj Goel              | 1,76,800     | 0.01  | N.A.        |              | -     | -        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -      | -                                                                         |           | -    | -                                                      | -                     | -     |
| World Crest<br>Advisors LLP   | 54,07,38,955 | 29.37 | N.A.        | 45,17,14,852 | 24.53 | Creation | 26-Sep-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company   | 3,00,000  | 0.02 | Shapoorji<br>Pallonji<br>Finance<br>Private<br>Limited | 45,20,14,852          | 24.55 |
| World Crest<br>Advisors LLP   | 54,07,38,955 | 29.37 | <b>N.A.</b> | 45,20,14,852 | 24.55 | Creation | 26-Sep-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pledge | Collaterai<br>Pledge for<br>Facility of<br>Promoter I<br>group<br>Company | 10,00,000 | 0.05 | Axis Finance<br>Limited                                | 45,30,14,852          | 24.50 |
| World Crest<br>Advisors LLP   | 54,07,38,955 | 29.37 | N.A.        | 45,30,14,852 | 24.60 | Creation | 26-5ep-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pledge | Colfateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company   | 5,50,000  | 0.03 | Kotak<br>Mahindra<br>Prime<br>Limited                  | 45,35,64,852          | 24.63 |
| World Crest<br>Advisors LLP   | 54,07,38,955 | 29.37 | N.A.        | 45,35,64,852 | 24.63 | Creation | 26-5ep-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company   | 6,00,000  | 0.03 | Kotak<br>Mahindra<br>Investments<br>Limited            | 45,4 <b>1</b> ,64,852 | 24.67 |
| World Crest<br>Advisors LLP   | 54,07,38,955 | 29.37 | N.A.        | 45,41,64,852 | 24.57 | Creation | 26-Sep-2018                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company   | 20,00,000 | 0.11 | STCI Finance<br>Limited                                | 45,61,54,852          | 24.77 |
|                               |              | *     | 4           |              |       | Indo     | CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST<br>CREST | NISON  | J                                                                         |           |      | INVEST                                                 |                       |       |

| World Crest<br>Advisors LLP      | 54,07,38,955 | 29.37 | N.A.         | 45,61,64, <mark>852</mark> | 24.77 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 28,25,000        | 0.15         | Clix Finance<br>India Private<br>Limited               | 45,89,89,852 | 24.93 |
|----------------------------------|--------------|-------|--------------|----------------------------|-------|----------|-------------|----------------------------------------|-------------------------------------------------------------------------|------------------|--------------|--------------------------------------------------------|--------------|-------|
| World Crest<br>Advisors LLP      | 54,07,38,955 | 29.37 | N.A.         | 45,89,89,85 <u>2</u>       | 24.93 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,20,000         | 0.03         | Kotak<br>Mahîndra<br>Investments<br>Limited            | 45,95,09,852 | 24.96 |
| World Crest<br>Advisors LLP      | 54,07,38,955 | 29.37 | N.A.         | 45,95,09,852               | 24.96 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 14,20,000        | 0.08         | Clix Capital<br>Services<br>Private<br>Limited         | 46,09,29,852 | 25.03 |
| World Crest<br>Advisors LLP      | 54,07,38,955 | 29.37 | N.A.         | 46,09,29,852               | 25.03 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Piedge for<br>Facility of<br>Promoter<br>group<br>Company | 1,90,000         | 0. <b>01</b> | Hero<br>Fincorp<br>Limited                             | 46,11,19,852 | 25.04 |
| World Crest<br>Advisors LLP      | 54,07,38,955 | 29.37 | <b>N.A.</b>  | 46,11,19,852               | 25.04 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | <b>10,00,000</b> | 0.05         | Axis Finance<br>Limited                                | 46,21,19,852 | 25.10 |
| World Crest<br>Advisors LLP<br>- | 54,07,38,955 | 29.37 | N.A.         | 46,21,19,852               | 25.10 | Creation | 27-Sep-2018 | Pledge                                 | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 5,50,000         | 0.03         | Shapoorji<br>Pallonji<br>Finance<br>Private<br>Limited | 46,26,69,852 | 25.13 |
| L                                | · ·          |       | WIE THURSDAY | E E E                      |       | <u> </u> | A WORLO     | 10000000000000000000000000000000000000 |                                                                         |                  | 017.120      | SIN AN                                                 |              |       |

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From:

Sent:

To:

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Promoters 05/10/2018 15:49 'corp.relations@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 Subject: Attachments: Disclosure - Dish.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

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Thanks & Regards, Dhaval Ashar ⊂irect: 022 -71083387 October 12, 2018

**/BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

## 004486

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

Dear Sir,

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**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 on 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 Pvt. Ltd For Veena Investments Pvt. Ltd. NVI VENTUS awgan Authorised Signatory Authorised Signatory For World Crest Advisors LLP CIREC? linger Authorised Signatory INWARD SECTION Encl: As above 16 OCT 2018 Dish TV India Ltd CC: CONTENTS NOT VERIFIED 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, SIGN. Mumbai - 400013.

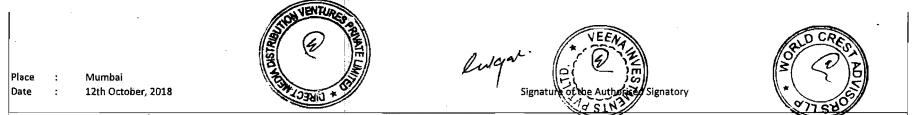
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| name of the ra                                              | rget Company (TC                   | .)                             |                                            |                                      |                                |                                                           |                                                               |                                                                                      | Dish TV In                                                                  | dia Limited      |                                |                                                                 |                                                                                            |                                |
|-------------------------------------------------------------|------------------------------------|--------------------------------|--------------------------------------------|--------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------|
|                                                             |                                    |                                | res of the                                 | target company are l                 | listed                         |                                                           |                                                               |                                                                                      | NSE /BSE                                                                    |                  |                                |                                                                 |                                                                                            |                                |
| Date of Reporti                                             | ing                                |                                |                                            |                                      |                                |                                                           |                                                               |                                                                                      | 12th Octo                                                                   | ber, 2018        |                                |                                                                 |                                                                                            |                                |
| Name of the Pro                                             | amoter or PAC an                   | whose sha                      | ares encum                                 | ibrance has been cre                 | ated /Invo                     | ked /relea:                                               | sed                                                           |                                                                                      | Direct Me                                                                   | dia Distribution | Ventures                       | · Private Limi                                                  | ited                                                                                       |                                |
|                                                             |                                    |                                |                                            | ,                                    |                                | -                                                         |                                                               |                                                                                      | Veena Inv                                                                   | estments Privat  | te Limiteo                     |                                                                 |                                                                                            |                                |
|                                                             |                                    |                                |                                            |                                      |                                |                                                           |                                                               |                                                                                      | World Cre                                                                   | st Advisors LLP  |                                |                                                                 |                                                                                            |                                |
|                                                             | ion/invocation/re                  |                                | cumbranc                                   |                                      |                                | 1                                                         |                                                               |                                                                                      |                                                                             |                  |                                |                                                                 | 1                                                                                          |                                |
| Name of Promoter<br>(s) or PACs with<br>him (**)            | Promoter Holdin<br>target company( |                                |                                            | Promoter holding a<br>encumbered (2) | lready                         | Details of                                                | Events pertaini                                               | ing to encu                                                                          | Imbrance (                                                                  | 3)               |                                |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-[3)]/ invocati<br>(3)]} | res<br>}]/release              |
|                                                             | No of Shares                       | % of total<br>share<br>Capital | % w.r.L<br>diluted<br>share<br>capital (*) | No of Shares                         | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance | Type of<br>encumbrance<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbranc<br>e                                                             | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of total<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                       | 36,59,58,385                         | 19.88                          | Creation                                                  | 5-Oct-2018                                                    | Pledge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 15,25,000        | 0.08                           | Axis Trustee<br>Services<br>Limited                             | 36,74, <b>83</b> ,385                                                                      | 19.96                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                       | 36,74,83,385                         | 19.96                          | Creation                                                  | 5-Oct-2018                                                    | Piedge                                                                               | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 11,45,000        | 0.06                           | Catalyst<br>Trusteeship<br>Limited                              | 36,86,28,385                                                                               | 20.02                          |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260                       | 24.83                          | N.A.                                       | 36,86,28,385                         | 20.02                          | Release                                                   | 8-Oct-2018                                                    | Pledge                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 3,60,000         | 0.02                           | IIFL Wealth<br>Finance<br>Limited                               | 36,82,68,385                                                                               | 20.00                          |

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|                                                             |                   |        |              |              |       |          |            |        | <u>,                                    </u>                                                          |             |       |                                       |              |       |
|-------------------------------------------------------------|-------------------|--------|--------------|--------------|-------|----------|------------|--------|-------------------------------------------------------------------------------------------------------|-------------|-------|---------------------------------------|--------------|-------|
|                                                             |                   |        |              |              |       |          |            |        |                                                                                                       |             |       |                                       |              |       |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 24.83  | N.A.         | 36,82,68,385 | 20.00 | Release  | 8-Oct-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                           | 7,00,000    | 0.04  | JM Financial<br>Products<br>Limited   | 36,75,68,385 | 19.96 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 24.83  | N.A.         | 36,75,68,385 | 19.96 | Release  | 8-Oct-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                           | 34,47,000   | 0.19  | Kotak<br>Mahindra<br>Prime<br>Limited | 36,41,21,385 | 19.78 |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260      | 24.83  | N.A.         | 36,41,21,385 | 19.78 | Release  | 9-Oct-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company                           | 9,00,000    | 0.05  | Kotak<br>Mahindra<br>Prime<br>Limited | 36,32,21,385 | 19.73 |
| Veena<br>Investments<br>Private Limited                     | 8,60,94,822       | 4.68   | N.A.         | 7,58,53,621  | 4,12  | Release  | 5-Oct-2018 | Pledge | <ul> <li>Collateral<br/>Release<br/>for Facility<br/>of<br/>Promoter<br/>group<br/>Company</li> </ul> | 1,30,00,000 | 0.71  | IIFL Wealth<br>Finance<br>Limited     | 6,28,53,621  | 3.41  |
| Agrani Holding<br>(Mauritius)                               | 3,51,72,125       | 1.91   | N.A.         |              | -     | -        | -          | -      | -                                                                                                     | -           | -     | -                                     | -            | -     |
| Limited<br>Nishi Goel                                       | 11,000            | D.00   | N.A.         | -            | -     | · _      | -          | -      | -                                                                                                     | -           | -     | -                                     | -            |       |
| Priti Goel                                                  | 11,000            | 0.00   | N.A.         |              |       | -        |            | -      | -                                                                                                     | -           | -     | -                                     | ~            | •     |
| Suryansh Goel                                               | . 5,100           | 0.00   | N.A.         | -            | · •   | -        |            | •      |                                                                                                       | -           | -     | -                                     | -            | -     |
| Sushila Devi                                                | 5,85,750          | 0.03   | N.A.         |              | -     | -        | -          | -      |                                                                                                       | . •         |       |                                       | -            | -     |
| Tapesh Goel<br>Jawahar Lal Goel                             | 5,100<br>1,76,800 | 0.00   | N.A.<br>N.A. |              | -     | -        | -          | -      |                                                                                                       | -           |       | -                                     | -            |       |
| World Crest.<br>Advisors LLP                                | 54,07,38,955      | 29.37  | N.A.         | 47,71,69,852 | 25.92 | Creation | 5-Oct-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group                                          | 1,02,23,000 | 0.56  | ECL Finance<br>Limited                | 48,73,92,852 | 26.47 |
|                                                             |                   | ##/    | VENTLE       |              |       | V        | ENA        |        | Company                                                                                               |             | 18-1- | REE                                   |              |       |
|                                                             |                   | - LINU |              |              |       |          |            |        |                                                                                                       |             | \$( ∫ | DE                                    |              |       |

| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | <b>N.A.</b> | 48,73,92,852 | 26.47          | Creation | 5-Oct-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 54,27,000 | Edelweiss<br>Finvest Pvt.<br>Ltd.     | 49,28,19,852 | 26.77 |
|-----------------------------|--------------|-------|-------------|--------------|----------------|----------|------------|--------|-----------------------------------------------------------------------------|-----------|---------------------------------------|--------------|-------|
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.        | 49,28,19,852 | 26.77          | Release  | 8-Oct-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 5,50,000  | Kotak<br>Mahindra<br>Prime<br>Limited | 49,22,69,852 | 26.74 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A.        | 49,22,69,852 | 26 <b>.7</b> 4 | Creation | 9-Oct-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 2,90,000  | Axis Finance<br>Limited               | 49,25,59,852 | 26.75 |



(\*\*) 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

From: Sent: To: Subject: Attachments: Promoters 12/10/2018 15:44 corp.relations@bseindia.com Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA WCALLP DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

1

Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

İ

October 12, 2018 **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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on 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 Pvt. Ltd For Veena Investments Pvt. Ltd. IENTU Authorised Signatory Authorised Signatory For World Crest Advisors LLP CIRECT AD **Authorised Signatory** Encl: As above CC: Dish TV India Ltd 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013.

| rget Company (TC |                                                                                                                                    |                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                           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| 45,72,12,260     | 24.83                                                                                                                              | N.A.                                                                                                                                                                                                              | 36,59,58,385                                                                                                                                                                                                                                                                                                                                   | 19.88                                                                                                                                                                                                                                                                                                     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|                  | ck exchanges wh<br>ig<br>moter or PAC on<br>on/invocation/re<br>Promoter Holdin<br>target company(<br>No of Shares<br>45,72,12,260 | ck exchanges where the sha<br>ig<br>moter or PAC on whose sha<br>on/invocation/release of en<br>Promoter Holding in the<br>target company(1)<br>No of Shares % of total<br>share<br>Capital<br>45,72,12,260 24.83 | ck exchanges where the shares of the ig moter or PAC on whose shares encun         con/invocation/release of encumbranc         promoter Holding in the target company(1)         No of Shares       % of total share Capital         share         45,72,12,260       24.83         45,72,12,260       24.83         45,72,12,260       24.83 | ck exchanges where the shares of the target company are ing         ing         imoter or PAC on whose shares encumbrance has been cre         con/invocation/release of encumbrance :         Promoter Holding in the target company(1)         No of Shares       % of total share Capital         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target company(1)         No of Shares       % of total share         Shares       % of total share         Capital       % w.r.t. diluted share         capital       share capital (*)         45,72,12,260       24.83         45,72,12,260       24.83         45,72,12,260       24.83         A5,72,12,260       24.83         A5,72,12,260 | ck exchanges where the shares of the target company are listed         Mo of PAC on whose shares encumbrance has been created /Invoked /released         an/Invocation/release of encumbrance :         Promoter Holding in the target company(1)       Promoter holding already encumbrance (2)       Details of Events pertain encumbered (2)         No of Shares       % of total share       % w.r.t. dillured share capital       No of Shares       % of total share (creation/release/ invocation)       Date of creation/release/ invocation of encumbrance invocation         45,72,12,260       24.83       N.A.       36,59,58,385       19.96       Creation       5-Oct-2016         45,72,12,260       24.83       N.A.       36,74,83,385       19.96       Creation       5-Oct-2016         45,72,12,260       24.83       N.A.       36,86,28,385       20.02       Release       8-Oct-2016 | ck exchanges where the shares of the target company are listed<br>isource or PAC on whose shares encumbrance has been created /Invoked /released<br>an/Invocation/release of encumbrance :<br>Promoter Holding in the<br>target company(1)<br>No of Shares<br>Share<br>Capital<br>45,72,12,260<br>45,72,12,260<br>24.83<br>N.A.<br>36,86,28,385<br>20.02<br>Release<br>Capital<br>Capital<br>Anticipation<br>Capital<br>Capital<br>Capital<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation<br>Creation | ck exchanges where the shares of the target company are listed       NSE / BSE         reg       12th Octob         moter or PAC on whose shares encumbrance has been created /Invoked /released       Direct Mei         pon/invocation/release of encumbrance :       World Cre         Promoter Holding in the target company(1)       Promoter holding already. encumbrance (2)       Datails of Events pertaining to encumbrance (3 share Capital share capital (*)         No of Shares       ½ of total share capital (*)       No of Shares       % of total share capital (*)       Details of Events pertaining to encumbrance (a caration/rel ease/ invocation of encumbrance capital (*)       Reasons for encumbrance (a caration/rel ease/ invocation of encumbrance for promoter holding already.       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Details of Events pertaining to encumbrance (3)       No of Shares     % of total, share capital (*)     No of Shares     % of total, share capital (*)       45,72,12,260     24.83     N.A.     36,59,58,385     19.88     Creation     5-Oct-2018     Pledge     Collateral Pledge for Pormoter group Company       45,72,12,260     24.83     N.A.     36,74,83,385     19.96     Creation     5-Oct-2018     Pledge     Collateral Pledge for Pacility of Promoter Group Company       45,72,12,260     24.83     N.A.     36,74,83,385     19.96     Creation     5-Oct-2018     Pledge Collateral Pledge for Pacility of Promoter Group Company       45,72,12,260     24.83     N.A.     36,86,28,385     20.02     Release     8-Oct-2018     Pledge     Collateral Release for Facility of Promoter Group Company | Ck exchanges where the shares of the target company are listed     NSE / BSE       if moter or PAC on whose shares encumbrance has been created /Invoked /released     221: October, 2018       Direct Media Distribution Venture     Direct Media Distribution Venture       on/Invocation/release of encumbrance :     World Crest Advisors LLP       Promoter Holding in the target company (1)     Premoter holding already encumbrance (2)     Details of Events pertaining to encumbrance (3)       No of Shares     % of fold     filter diate     filter diate     filter diate       abare capital     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated data     filter diate     filter diate     filter diate     filter diate       diated capital (*)     filter diate     filter diate     filter diate     filter diate       diated capital (*)     filter diate     filter diate </td <td>Kexchanges where the shares of the target company are listed     NSE /BSE       Image: moter or PAC on whose shares encumbrance has been created /Invoked /released     Direct Media Distribution Ventures Private Limited       on/Invocation/release of encumbrance :     World Crest Advisors LLP       Promoter Holding in the target company(1)     Promoter holding already: encumbrance (2)       No of Shares     % of total share capital (?)       No of Shares     % of total share capital (?)       Association of capital (?)     No of Shares       Stare (Capital share capital (?)     No of Shares       45,72,12,260     24.83     N.A.       36,59,58,385     19.96       45,72,12,260     24.83     N.A.       36,58,628,385     20.02       45,72,12,260     24.83     N.A.       36,74,83,385     19.96       45,72,12,260     24.83     N.A.       36,76,83,85     20.02     Release       8-72,12,260     24.83     N.A.       36,76,83,85     20.02     Release</td> <td>ck exchanges where the shares of the target company are listed       NSF /SSE         is<br/>matter or PAC on whose shares encumbrance has been created /Invoked /released       12th October, 2018         Origonal Construction/release of encumbrance is<br/>promoter Holding in the<br/>target company(1)       Promoter holding elready<br/>encumbered (2)       Details of Events pertaining to encumbrance (3)       Post event holding<br/>(Creat Advisors LLP         Nor of Shares       Nor of Shares<br/>explain       Nor of Shares<br/>explain       Nor of Shares<br/>(2)       Nor of Shares<br/>(2)</td> | Kexchanges where the shares of the target company are listed     NSE /BSE       Image: moter or PAC on whose shares encumbrance has been created /Invoked /released     Direct Media Distribution Ventures Private Limited       on/Invocation/release of encumbrance :     World Crest Advisors LLP       Promoter Holding in the target company(1)     Promoter holding already: encumbrance (2)       No of Shares     % of total share capital (?)       No of Shares     % of total share capital (?)       Association of capital (?)     No of Shares       Stare (Capital share capital (?)     No of Shares       45,72,12,260     24.83     N.A.       36,59,58,385     19.96       45,72,12,260     24.83     N.A.       36,58,628,385     20.02       45,72,12,260     24.83     N.A.       36,74,83,385     19.96       45,72,12,260     24.83     N.A.       36,76,83,85     20.02     Release       8-72,12,260     24.83     N.A.       36,76,83,85     20.02     Release | ck exchanges where the shares of the target company are listed       NSF /SSE         is<br>matter or PAC on whose shares encumbrance has been created /Invoked /released       12th October, 2018         Origonal Construction/release of encumbrance is<br>promoter Holding in the<br>target company(1)       Promoter holding elready<br>encumbered (2)       Details of Events pertaining to encumbrance (3)       Post event holding<br>(Creat Advisors LLP         Nor of Shares       Nor of Shares<br>explain       Nor of Shares<br>explain       Nor of Shares<br>(2)       Nor of Shares<br>(2) |

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Direct Media 45,72,12,260 24.83 N.A. 36,82,68,385 20.00 Release 8-Oct-2018 Pledge Collateral 7,00,000 0.04 JM Financial 36,75,68,385 19.96 Distribution Release Products Ventures Private for Facility Limited Umited of Promoter group Company Direct Media 36,75,68,385 45,72,12,260 24.83 N.A. 19.96 Release 8-Oct-2018 Pledge Collateral 34,47,000 0.19 Kotak 36,41,21,385 19.78 Distribution Release Mahindra Ventures Private for Facility Prime Limited of Limited Promoter group Company Direct Media 45,72,12,260 36,41,21,385 36,32,21,385 19.73 24.83 N.A. 19.78 Release 9-Oct-2018 Pledge Collateral 9,00,000 0.05 Kotak Distribution Release Mahindra Ventures Private for Facility Prime of Limited Limited Promoter group Company Veena 8,60,94,822 4.6B N.A. 7,58,53,621 4.12 Release 5-Oct-2018 Pledge Collateral 1,30,00,000 0.71 | IIFL Wealth 6,28,53,621 3.41 Investments Release Finance Private Limited for Facility Limited of Promoter group Company Agrani Holding 3,51,72,125 1.91 N.A. ----\_ . . ----(Mauritius) Limited Nishi Goel 11,000 0.00 N.A. 4 --------~ -Priti Goel 11,000 0.00 N.A. ----;-------Suryansh Goel 5,100 0.00 -N.A. ----------5,85,750 0.03 --Sushila Devi N.A. ---------5,100 0.00 -Tapesh Goel N.A. ì., ---------Jawahar Lal Goel 1,76,800 <u>\_</u> ------0.01 N.A. ----47,71,69,852 5-Oct-2018 Pledge Collateral 1,02,23,000 0.56 ECL Finance 48,73,92,852 26.47 World Crest 54,07,38,955 29.37 N.A. 25.92 Creation Pledge for Limited Advisors LLP Facility of Promoter group Company **GLD**  $\sim$ 

| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A. | 48,73,92,852 | 26.47 | Creation | 5-Oct-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 54,27,000 | Edelweiss<br>Finvest Pvt.<br>Ltd.     | 49,28,19,852 | 26.77 |
|-----------------------------|--------------|-------|------|--------------|-------|----------|------------|--------|-----------------------------------------------------------------------------|-----------|---------------------------------------|--------------|-------|
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A. | 49,28,19,852 | 26.77 | Release  | 8-Oct-2018 | Pledge | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 5,50,000  | Kotak<br>Mahindra<br>Prime<br>Limited | 49,22,69,852 | 25.74 |
| World Crest<br>Advisors LLP | 54,07,38,955 | 29.37 | N.A. | 49,22,69,852 | 26.74 | Creation | 9-Oct-2018 | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 2,90,000  | Axis Finance<br>Limited               | 49,25,59,852 | 26.75 |

ORLD ligat-Mumbai Place 12th October, 2018 Signature of th Date ignatory 8405 THILED

(\*\*) 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.

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From: Sent: To: Subject: Attachments: Promoters 12/10/2018 15:44 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL VEENA WCALLP DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387 November 2, 2018

005024

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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release of encumbrance on the equity shares of Dish TV India Limited

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

Thanking you,

Yours faithfully, CRA For Direct Media Distribution Ventures Pvt. Literiov For World Crest Advisors LLP Was ore. ma Authorised Signatory **Authorised Signatory** + CETIA For Veena Investments Pvt. Ltd. Authorised Signatory Encl: As above BSE LTD. INMARD SECTION CC: Dish TV India Ltd 18th Floor, A-Wing, Marathon Futures 0 5 NOV 2018 N. M. Joshi Marg, Lower Parel, CONTENTS NOT VERIFIED Mumbai – 400013. SIGN

| Name of the Tar                                             | rget Company (TC   | )                              |                                             |                                       |                                |                                                           |                                                               |                                                                                          | Dish TV In                                                                  | dia Limited      |                                |                                                                 |                                                                                            |                               |
|-------------------------------------------------------------|--------------------|--------------------------------|---------------------------------------------|---------------------------------------|--------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------|--------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------|
|                                                             | * <u></u>          |                                | es of the t                                 | arget company are lis                 | ted                            |                                                           |                                                               |                                                                                          | NSE /BSE                                                                    |                  |                                |                                                                 |                                                                                            |                               |
| Date of Reporti                                             |                    |                                |                                             |                                       |                                |                                                           |                                                               |                                                                                          |                                                                             | mber, 2018       |                                |                                                                 |                                                                                            |                               |
| •                                                           | •                  | whose shar                     | es encumi                                   | brance has been creat                 | ted /invok                     | ed /release                                               | ed                                                            |                                                                                          | <u> </u>                                                                    | dia Distribution | Venture                        | s Private Limi                                                  | ited                                                                                       |                               |
|                                                             |                    |                                |                                             |                                       | ,                              | •                                                         |                                                               |                                                                                          |                                                                             | estments Privat  |                                |                                                                 |                                                                                            |                               |
|                                                             |                    |                                |                                             |                                       |                                |                                                           |                                                               |                                                                                          |                                                                             |                  |                                |                                                                 |                                                                                            |                               |
|                                                             |                    |                                |                                             |                                       |                                |                                                           |                                                               |                                                                                          | World Cre                                                                   | st Advisors LLP  |                                |                                                                 |                                                                                            |                               |
| Details of creati                                           | ion/invocation/rel | ease of end                    | umbrance                                    | :                                     |                                |                                                           |                                                               |                                                                                          |                                                                             |                  |                                |                                                                 |                                                                                            |                               |
| Name of Promoter<br>(s) or PACs with<br>him (**)            |                    | g in the ···                   |                                             | Promoter holding al<br>encumbered (2) | lready ·                       | Details of                                                | Events pertaini                                               | ng to encur                                                                              | mbrance (3                                                                  | ;)               | _                              |                                                                 | Post event holdin<br>encumbered shar<br>{Creation [(2)+(3)<br>[(2)-(3)]/ invocati<br>(3)]} | es<br>]/releas                |
|                                                             | No of Shares       | % of total<br>share<br>Capital | % w.r.t.<br>diluted<br>share<br>capital (*) | No of Shares                          | % of total<br>share<br>Capital | Type of<br>event<br>(creation/rel<br>ease/<br>invocation) | Date of creation/<br>release/<br>invocation of<br>encumbrance | Type of<br>encumbran<br>ce<br>(pledge/Jien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbran<br>ce<br>1                                                        | No of Shares     | % of total<br>share<br>capital | Name of the<br>entity in<br>whose favor<br>shares<br>encumbered | No of Shares                                                                               | % of tota<br>share<br>capital |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260       | 24.83                          | N.A.                                        | 35,95,47,247                          | 19.53                          | Creation                                                  | 30-Oct-2018                                                   | Pledge                                                                                   | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 8,30,000         | 0.05                           | Catalyst<br>Trusteeship<br>Limited                              | 36,03,77,247                                                                               | 19.57                         |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260       | 24.83                          | N.A.                                        | 36,03,77,247                          | 19.57                          | Release                                                   | 30-Oct-2018                                                   | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 19,70,000        | 0.11                           | Catalyst<br>Trusteeship<br>Limited                              | 35,84,07,247                                                                               | 19.47                         |
| Veena<br>Investments<br>Private Limited                     | 8,60,94,822        | 4.68                           | N.A.                                        | 6,28,53,621                           | 3.41                           | Release                                                   | 30-Oct-2018                                                   | Pledge                                                                                   | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 8,25,000         | 0.04                           | IIFL Wealth<br>Finance<br>Limited                               | 6,20,28,621                                                                                | 3.37                          |
| Agrani Holding<br>(Mauritius)<br>Limited                    | 3,51,72,125        | 1.91                           | N.A.                                        | OFCIME                                |                                | -                                                         | -                                                             | -                                                                                        |                                                                             | -                | •                              | -                                                               |                                                                                            | -                             |
|                                                             | 11,000             | 0.00                           | N.A.                                        | Duri                                  | 10                             | -                                                         | -                                                             | 19                                                                                       |                                                                             | Pol              | -                              | -//                                                             | EVINING                                                                                    | -                             |
| Nishi Goel                                                  |                    |                                |                                             |                                       | 1 10.11                        |                                                           |                                                               | 111                                                                                      |                                                                             | 151              | -                              | 1 // 5                                                          | 1/2 200                                                                                    |                               |

|                             |                                                  |         |            |                        |               | -            |                |        | _                                                                       |                                         |      |                             |              |         |
|-----------------------------|--------------------------------------------------|---------|------------|------------------------|---------------|--------------|----------------|--------|-------------------------------------------------------------------------|-----------------------------------------|------|-----------------------------|--------------|---------|
| Suryansh Goel               | 5,100                                            | 0.00    | N.A.       | -                      |               | -            |                | -      | -                                                                       | -                                       | -    | -                           | -            | -       |
| Sushila Devi                | 5,85,750                                         | 0.03    | N.A.       | -                      | -             | -            | -              | -      | -                                                                       | -                                       | -    | -                           | -            |         |
| Tapesh Goel                 | 5,100                                            | 0.00    | N.A.       | -                      | -             | - 1          | -              | -      | -                                                                       | -                                       | -    | -                           | -<br>-       | -       |
| lawahar Lal Goel            | 1,76,800                                         | 0.01    | N.A.       | -                      | · -           |              | -              |        | -                                                                       | -                                       | -    | -                           | -            |         |
| World Crest<br>Advisors LLP | 54,07,38,955                                     | 29.37   | N.A.       | 49,65,09,852           | 26.97         | Creation     | 30-Oct-2018    | Pledge | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 21,00,000                               | 0.11 | Vistra ITCL<br>(India) Ltd. | 49,86,09,852 | 27.0    |
| Date :                      | Mumbai<br>2nd November, 20<br>of all the promote |         | nareholdir | eg in the target state | SANTAAN NOLIS | their pledge | ed shareholdin |        | $\sim$                                                                  | CSTA<br>Aged Signator<br>date should ap |      | the table rice              | VES INTERNET | er they |
| are reporting or            | the date of event                                | or not. |            |                        |               |              |                |        |                                                                         | -                                       |      |                             |              |         |
|                             |                                                  |         |            | ing done by the com    |               |              |                |        |                                                                         |                                         |      |                             |              |         |

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From:PromotersSent:02/11/2018 19:07To:'corp.relations@bseindia.com'Subject:Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011Attachments:DISCLOSURE DMDVPL WCALLP VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

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Thanks & Regards, Dhaval Ashar Direct: 022 -71083387

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November 2, 2018

**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

AS EIL

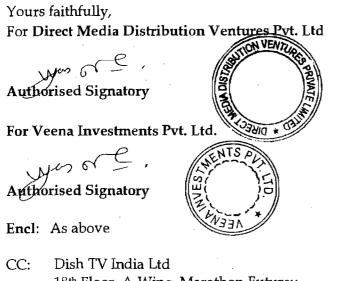
Dear Sir,

**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 on the equity shares of Dish TV India Limited

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

Thanking you,



18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013. For World Crest Advisors LLP

Non of E

FST

Authorised Signatory

|                                                             | get Company (TC)        | 1                |                                 |                                            |                           |                                                |                                          |                                                                               | Dish TV In                                                                  | dia Limited |                  |                                                  |                                                                                                         |                  |  |  |
|-------------------------------------------------------------|-------------------------|------------------|---------------------------------|--------------------------------------------|---------------------------|------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------|------------------|--------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------|--|--|
|                                                             |                         |                  |                                 |                                            |                           |                                                |                                          |                                                                               |                                                                             | NSE /BSE    |                  |                                                  |                                                                                                         |                  |  |  |
| Date of Reportin                                            | 2nd November, 2018      |                  |                                 |                                            |                           |                                                |                                          |                                                                               |                                                                             |             |                  |                                                  |                                                                                                         |                  |  |  |
| • •                                                         | -                       | whose shar       | res encumi                      | brance has been crea                       | ted / invok               | ed /release                                    | d                                        |                                                                               | Direct Media Distribution Ventures Private Limited                          |             |                  |                                                  |                                                                                                         |                  |  |  |
|                                                             |                         |                  |                                 |                                            |                           |                                                | -                                        |                                                                               |                                                                             |             |                  | -                                                |                                                                                                         |                  |  |  |
|                                                             |                         |                  |                                 | Veena Investments Private Limited          |                           |                                                |                                          |                                                                               |                                                                             |             |                  |                                                  |                                                                                                         |                  |  |  |
|                                                             |                         |                  |                                 | World Cro                                  | st Advisors LLP           |                                                |                                          |                                                                               |                                                                             |             |                  |                                                  |                                                                                                         |                  |  |  |
| Details of creatic                                          | on/invocation/rel       | ease of en       | rumbrance                       | •                                          |                           |                                                |                                          |                                                                               |                                                                             |             |                  |                                                  |                                                                                                         |                  |  |  |
| Name of Promoter<br>(s) or PACs with<br>him (**)            |                         |                  |                                 | Promoter holding already<br>encumbered (2) |                           | Details of                                     | Events pertaini                          | ng to encui                                                                   | mbrance (3)                                                                 |             |                  |                                                  | Post event holding of<br>encumbered shares<br>{Creation [[2]+[3]]/release<br>[{2}-[3]]/ invocation[[2]- |                  |  |  |
| ſ                                                           | No of Shares % of total |                  | % w.r.t.                        | No of Shares % of total                    |                           | Type of                                        | Date of creation/                        | Type of                                                                       | Reasons for No of Strares % of total Name of the                            |             |                  |                                                  | (3)]}<br>No of Shares % of total                                                                        |                  |  |  |
|                                                             |                         | share<br>Capital | diluted<br>share<br>capital (*) |                                            | share<br>Capit <b>a</b> l | event<br>(creation/rel<br>ease/<br>invocation) | release/<br>invocation of<br>encumbrance | encumbran<br>ce<br>(pledge/lien<br>/non<br>disposal<br>undertakin<br>g/other) | encumbran<br>Ce                                                             |             | share<br>capital | entity in<br>whose favor<br>shares<br>encumbered |                                                                                                         | share<br>capital |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260            | 24.83            | N.A.                            | 35,95,47,247                               | 19.53                     | Creation                                       | 30-Oct-2018                              | Pledge                                                                        | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company     | 8,30,000    | 0.05             | Catalyst<br>Trusteeship<br>Limited               | 36,03,77,247                                                                                            | 19.57            |  |  |
| Direct Media<br>Distribution<br>Ventures Private<br>Limited | 45,72,12,260            | 24.83            | N.A.                            | 36,03,77,247                               | 19.57                     | Release                                        | 30-Oct-2018                              | Pledge                                                                        | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 19,70,000   | 0.11             | Catalyst<br>Trusteeship<br>Umited                | 35,84,07.247                                                                                            | 19.47            |  |  |
| Veena<br>Investments<br>Private Limited                     | 8,60,94,822             | 4.68             | N.A.                            | 6,28,53,621                                | 3.41                      | Release                                        | 30-Oct-2018                              |                                                                               | Collateral<br>Release<br>for Facility<br>of<br>Promoter<br>group<br>Company | 8,25,000    | 0.04             | IIFL Wealth<br>Finance<br>Limited                | 6,20,28,621                                                                                             | 3.37             |  |  |
| Agrani Holding<br>(Mauritius)<br>Limited                    | 3,51,72,125             | 1.91             | N.A.                            | EDIA DIS                                   | Rie                       | -                                              | -                                        |                                                                               |                                                                             | -           | -                | -                                                | JEST.                                                                                                   | -                |  |  |
| Nishi Goel                                                  | 11,000                  | 0.00             | N.A.                            |                                            | 131                       | •                                              | -                                        | ·/                                                                            | aLDC                                                                        |             | -                | -                                                | 12                                                                                                      | A -              |  |  |
|                                                             |                         |                  | N.A.                            | 11121                                      |                           | -                                              |                                          |                                                                               |                                                                             | 611 -       | -                |                                                  | V.S.C.S.V                                                                                               | 1.11             |  |  |

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| Suryansh Goel                      | 5,100                                 | 0.00                       | N.A.         |                         |               |              |                |            | TT                                                                      |                       |          |                             |                      |         |
|------------------------------------|---------------------------------------|----------------------------|--------------|-------------------------|---------------|--------------|----------------|------------|-------------------------------------------------------------------------|-----------------------|----------|-----------------------------|----------------------|---------|
| Sushila Devi                       | 5,85,750                              | 0.00                       | N.A.         |                         |               | · ·          |                | -          |                                                                         | •                     | -        |                             | -                    | -       |
|                                    |                                       |                            |              | -                       |               | -            |                | -          | -                                                                       |                       | -        | -                           | -                    | •       |
| Tapesh Goel                        | 5,100                                 | 0.00                       | N.A.         |                         | -             |              | -              | -          |                                                                         | -                     | -        | -                           | -                    | -       |
| Jawahar Lal Goel                   | 1,76,800                              | 0.01                       | N.A.         | -                       |               |              | -              | -          | -                                                                       | -                     | -        | -                           | -                    | ~       |
| World Crest<br>Advisors LLP        | 54,07,38,955                          | 29.37                      | N.A.         | 49,65,09,852            | 26.97         | Creation     | 30-Oct-2018    | Pledge     | Collateral<br>Pledge for<br>Facility of<br>Promoter<br>group<br>Company | 21,00,000             | 0.11     | Vistra ITCL<br>(India) Ltd. | 49,86, <b>09,852</b> | 27.08   |
| Date :                             | Mumbai<br>2nd November, 20            |                            |              | NOTTURING OF            | STUDES PRIMIT | )            |                |            | 2173                                                                    | )の)<br>Anged Signator |          |                             |                      |         |
| (**) The names<br>are reporting or | of all the promot<br>the date of even | ters their sl<br>t or not. | nareholdir   | ag in the trade to come | <b>HO</b> and | their pledge | ed shareholdin | g as on th | e reporting                                                             | date should ap        | opear in | the table irre              | spective of whethe   | er they |
| (*) Total share                    | capital to be take                    | n as per the               | e latest fil | ing done by the com     | pany to t     | he Stock E:  | change under   | Regulatio  | on 31 of SE                                                             | BI (Listing O         | ligation | s and Disclo                | sure Requirement     | 5)      |
|                                    |                                       |                            |              | ns the total number     |               |              |                |            |                                                                         |                       |          |                             |                      |         |
| the TC.                            | Stated only                           |                            |              |                         |               |              |                |            | . or the out                                                            |                       |          |                             | rand into equity a   |         |

From: Sent: To: Subject: Attachments: Promoters 02/11/2018 19:08 'takeover@nse.co.in' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 DISCLOSURE DMDVPL WCALLP VEENA DISH TV SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/ release of encumbrance of the equity shares of Dish TV India Ltd. from Direct Media Distribution Ventures Pvt. Ltd., Veena Investments Pvt. Ltd. and World Crest Advisors LLP.

1

Thanks & Regards, Dhaval Ashar Direct: 022 -71083387