

# **WORLD CREST ADVISORS LLP**

**18th Floor, A Wing, Marathon Futurex, N.M. Joshi Marg, Lower Parel, Mumbai- 400013**  
**Tel: +91 22 71061234 LLPIN: AAF-9962**

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October 9, 2020

## **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/ invocation 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 World Crest Advisors LLP**



**Basant Sharma**  
**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.


(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										9th October, 2020				
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released										World Crest Advisors LLP				
Details of creation/invocation/release of encumbrance :														
Name of Promoter (s) or PACs with him*	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)		Details of Events pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}		
	No of Shares	% of total share Capital	No of Shares	% of total share Capital	Type of event (creation/release/ invocation)	Date of creation/ release/ invocation of encumbrance	Type of encumbrance (pledge/lien /non disposal undertaking/other)	Reasons for encumbrance**	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered ***	No of Shares	% of total share capital	
Direct Media Distribution Ventures Private Limited	15,12,90,836	8.22	14,85,72,224	8.07	-	-	-	-	-	-	-	14,85,72,224	8.07	
Veena Investments Private Limited	93,42,721	0.51	93,42,621	0.51	-	-	-	-	-	-	-	93,42,621	0.51	
Agrani Holding (Mauritius) Limited	3,51,72,125	1.91	-	-	-	-	-	-	-	-	-	-	-	
Nishi Goel	11,000	0.00	-	-	-	-	-	-	-	-	-	-	-	

*Resem - Shany*

Priti Goel	11,000	0.00	-	-	-	-	-	-	-	-	-	-	-
Suryansh Goel	5,100	0.00	-	-	-	-	-	-	-	-	-	-	-
Sushila Devi	5,85,750	0.03	-	-	-	-	-	-	-	-	-	-	-
Jai Goel	5,100	0.00	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.01	-	-	-	-	-	-	-	-	-	-	-
World Crest Advisors LLP	1,57,01,410	0.85	1,57,01,310	0.85	Invocation	30-Sep-2020	Pledge	Collateral for Loan	35,24,310	0.19	Assets Care & Reconstruction Enterprise Ltd	1,21,77,000	0.66
World Crest Advisors LLP	1,21,77,100	0.66	1,21,77,000	0.66	-	-	-	-	-	-	-	1,21,77,000	0.66
JSGG Infra Developers LLP	2,70,09,675	1.47	-	-	-	-	-	-	-	-	-	-	-

Place : Delhi  
Date : 9th October, 2020

  
Basant Sharma  
Signature of the Authorised Signatory

\*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.

\*\* For example, for the purpose of collateral for loans taken by the company, personal borrowing, third party pledge, etc.

\*\*\*This would include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.