DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED
18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013
Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

August 3, 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

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

ou to kindly take the same on record and oblige.

you,

hfully,

t Media Distribution Ventures Private Limited

ed Signatory

above.

sh TV India Ltd
th Floor, A-Wing, Marathon Futurex,
M. Joshi Marg, Lower Parel,
umbai - 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	3rd August, 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 :

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	% w.r.t. diluted 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	45,72,12,260	24.83	N.A.	37,09,13,385	20.14	Creation	1-Aug-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	2,00,000	0.01	Axis Finance Limited	37,11,13,385	20.16
Veena Investments Private Limited	8,60,94,822	4.68	N.A.	6,05,33,621	3.29	-	-	-	-	-	-	-	6,05,33,621	3.29
Agrani Holding (Mauritius) 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.	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,75,800	0.01	N.A.	-	-	-	-	-	-	-	-	-	-	-

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

World Crest Advisors LLP	53,77,38,955	29.20	N.A.	44,00,54,852	23.90	-	-	-	-	-	-	-	44,00,54,852	23.90

Place : Mumbai

Date : 3rd August, 2018

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.

(*) 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.