

July 30, 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**

Amgan

Authorised Signatory



For **World Crest Advisors LLP**

Amgan

Authorised Signatory



Encl: As above

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

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

Name of the Target Company (TC)						Dish TV India Limited								
Name of the stock exchanges where the shares of the target company are listed						NSE /BSE								
Date of Reporting						30th July, 2018								
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released						Direct Media Distribution Ventures Private Limited								
						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	% 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.	36,96,08,385	20.07	Creation	19-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	85,000	0.00	Clix Capital Services Pvt. Ltd	36,96,93,385	20.08
Direct Media Distribution Ventures Private Limited	45,72,12,260	24.83	N.A.	36,96,93,385	20.08	Creation	19-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	4,60,000	0.02	Clix Finance India Private Limited	37,01,53,385	20.10
Direct Media Distribution Ventures Private Limited	45,72,12,260	24.83	N.A.	37,01,53,385	20.10	Creation	21-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	3,40,000	0.02	Axis Finance Limited	37,04,93,385	20.12



Direct Media Distribution Ventures Private Limited	45,72,12,260	24.83	N.A.	37,04,93,385	20.12	Creation	21-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	1,45,000	0.01	Clix Finance India Private Limited	37,06,38,385	20.13
Direct Media Distribution Ventures Private Limited	45,72,12,260	24.83	N.A.	37,06,38,385	20.13	Creation	23-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	2,75,000	0.01	STCI Finance Limited	37,09,13,385	20.14
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	1,76,800	0.01	N.A.	-	-	-	-	-	-	-	-	-	-	-
World Crest Advisors LLP	53,77,38,955	29.20	N.A.	9,15,00,000	4.97	Creation	26-Jul-2018	Pledge	Collateral Pledge for Facility of Promoter group Company	34,85,54,852	18.93	CATALYST TRUSTEESHIP LIMITED	44,00,54,852	23.90

Place : Mumbai
Date : 30th July, 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.