

ANNEXURE-3

(Format for 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)

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	December 6, 2013
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released	Direct Media Solutions Private Limited / Direct Media Distribution Ventures Private Limited
Details creation of encumbrance :	

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation /release /invocation)	Date of creation /invocation /release of encumbrance	Type of encumbrance (pledge/lien/ non disposal /other)	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 Distribut ion Ventures Pvt. Ltd.	45,72,12,260	42.94	N.A.	32,07,04,423	30.12	Creation	27.11.2013	Pledge	5,00,000	0.05	IDBI Trusteeship Services Limited	32,12,04,423	30.16
Direct Media Distribut ion Ventures Pvt. Ltd.	45,72,12,260	42.94	N.A.	32,12,04,423	30.16	Creation	27.11.2013	Pledge	1,50,000	0.01	L & T Finance Limited	32,13,54,423	30.18
Direct Media Distribut ion Ventures Pvt. Ltd.	45,72,12,260	42.94	N.A.	32,13,54,423	30.18	Creation	28.11.2013	Pledge	10,00,000	0.09	Barclays Investments & Loans (India) Ltd	32,23,54,423	30.27

DISTRIBUTION VENTURES PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED



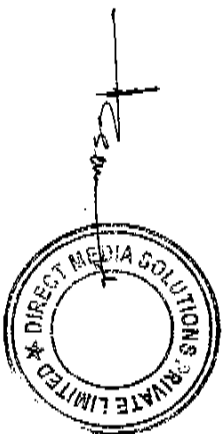
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Direct Media Solutions Pvt. Ltd.	18,00,00,000	16.90	N.A.	12,65,50,000	11.88	Creation	27.11.2013	Pledge	20,00,000	0.19	IDBI Trusteeship Services Limited	12,65,50,000	12.07
Direct Media Solutions Pvt. Ltd.	18,00,00,000	16.90	N.A.	12,65,50,000	12.07	Creation	27.11.2013	Pledge	5,00,000	0.05	II & FS Trust Company Ltd	12,90,50,000	12.12
Direct Media Solutions Pvt. Ltd.	18,00,00,000	16.90	N.A.	12,90,50,000	12.12	Creation	28.11.2013	Pledge	10,00,000	0.09	IDBI Trusteeship Services Limited	13,00,50,000	12.21
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.94	N.A.	32,23,54,423	30.27	Release	29.11.2013	Pledge	54,24,955	0.51	DEUTSCHE BANK A.G	31,69,29,468	29.76

FOR DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

[Signature]
 Authorised Signatory / Director
 Signature of the Authorised Signatory

Place : Mumbai
 Date : 06.12.2013



(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

(*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.