

DISCLOSURE ON BEHALF OF MR. P.K. IYER
8-2-283/B/5, Plot No. 2, Road No.3, Banajara Hills, Hyderabad-500034

July 26, 2012

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001.

The National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Mumbai – 400 050.

Sub.: Disclosure under Regulation 31(1) of the SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011

Ref.: BSE- Scrip Code: 532608; NSE - Symbol - DCHL

Dear Sir/Madam,

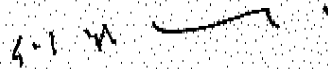
Please find attached herewith disclosure pursuant to Regulation 31(1) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, made by us in exercise of powers granted to us under power of attorney issued by Mr. P.K. Iyer.

Request you to take the above on record and acknowledge receipt of the same.
Thanking you,

Yours faithfully,

For P.K. Iyer

✶ For Future Capital Holdings Limited


Authorised Signatory

*In exercise of power conferred under two power of attorneys dated 11th July, 2012 and 12th July, 2012

Disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares, in terms of Regulation 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company (TC)			Deccan Chronicle Holdings Limited				
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)			Mr. P.K. Iyer				
Date of reporting			July 26, 2012				
Names of the stock exchanges where the shares of the target company are listed			BSE Limited The National Stock Exchange of India Limited				
Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)							
Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (encumbered shares to be excluded)		(*)Details of encumbrance (pledge/lien or others- give details
Names	Number	% of total share capital	Type – creation/ invocation/ release	Date (s)	Number	% of Total share capital	
Mr. P.K. Iyer (Promoter)	51,427,416	24.61%	Creation by way of Pledge	July 26, 2012	13810416	6.61%	3,76,17,000 shares pledged in favour of Future Capital Holdings Limited
Mr.T. Venkatram (PAC)							
Mr. T. Vinayak Ravi Reddy (PAC)							

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance

This disclosure is being made upon creation of a pledge in exercise of powers granted to create such pledge under power of attorney granted to Future Capital Holdings Ltd.

For P.K. Iyer

*For Future Capital Holdings Limited

Signature of the Authorized Signatory

Place: Mumbai

Date: July 26, 2012

*In exercise of power conferred under two power of attorneys dated 11th July, 2012 and 12th July, 2012