

August 16, 2011

To,
Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
K.A. Ms. Nisha Mehta
Fax: 22722037/39

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051
K.A. Mr. Nagesh Pai
Fax: 26598237/38

Sir / Madam,

Sub: **Deccan Chronicle Holdings Limited – Buy-back** - Information pursuant to regulation 15(i) of the Securities and Exchange Board of India (Buy-back of Securities) Regulations, 1998, as amended

With reference to Public Announcement dated May 06, 2011 by Deccan Chronicle Holdings Limited, please find enclosed information published in newspaper on August 15, 2011 pursuant to Regulation 15(i) of the Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998 and amendments thereto.

Yours faithfully,

Emkay Global Financial Services Limited

Rajesh Ranjan



Authorised Signatory

Encl: as above





DECCAN CHRONICLE HOLDINGS LIMITED

Registered Office: 36, Sarojini Devi Road, Secunderabad-500 003, Andhra Pradesh.
Tel: +91 40 2780 3930; **Fax:** +91 40 2771 8140; **Website:** www.deccanchronicle.com,
Email: dchlinvestors@deccanmail.com; **Contact Person:** Mr. V Shankar, Company Secretary

INFORMATION ON BUY BACK OF EQUITY SHARES FROM OPEN MARKET

This information is being published pursuant to Regulation 15(i) of the Securities and Exchange Board of India (Buy-Back of Securities) Regulations, 1998 and amendments thereto in connection with the offer for Buyback of Equity Shares from Open Market through the electronic trading mechanism of the Bombay Stock Exchange Limited and National Stock Exchange of India Limited ("Stock Exchanges") by Deccan Chronicle Holdings Limited ("DCHL").

With reference to Public Announcement dated May 6, 2011 by DCHL, shareholders of DCHL may note that as of August 12, 2011 DCHL has bought back 2,61,73,133 Equity Shares (subject to close outs) for a total consideration of Rs. 173.27 crores, which represents 64.18% of the Maximum Buy-Back offer size of Rs. 270 crores.

MANAGER TO THE BUY-BACK

Emkay
 YOUR SUCCESS IS OUR SUCCESS

Emkay Global Financial Services Limited

SEBI Reg. No.: INM000011229

C-6, Paragon Centre, Pandurang Budhkar Marg, Opp Century Mills, Worli, Mumbai – 400013

Tel: +91 22 66121212 **Fax:** +91 22 66121299 **Website:** www.emkayglobal.com;

Email: dchl.bb@emkayglobal.com **Contact Person:** Mr. Rajesh Ranjan/Mr. Deepak Yadav

For Deccan Chronicle Holdings Limited

Sd/-

T Vinayak Ravi Reddy

Vice Chairman

Date: August 12, 2011
 Place: Secunderabad