

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

November 07, 2012

Bombay Stock Exchange 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

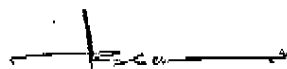
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for Creation / Release of encumbrance the equity shares of DISH TV India Limited

Request you to kindly take the same on record and oblige.

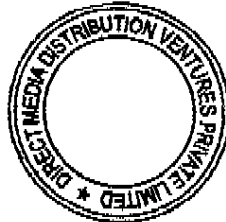
Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Ltd



Authorised Signatory



Encl: As above.

CC: Dish Tv India Ltd
Essel House, B-10,
Lawarance Road, Industrial Area,
New Delhi - 110035.

ANNEXURE-A

(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	Dish TV India Limited
Name of the Promoter (s) on whose shares encumbrance was created /invoked /released (tick the relevant one)	Direct Media Distribution Ventures Pvt. Ltd
Date of Reporting	November 7, 2012
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Details of the promoters' holdings : (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 other -give details	
Names	Number	% of total share Capital	Type - creation/invo cation/release	Date (s)	Number	% of total share Capital	No. Shares	Pledgee
Direct Media Distribution Ventures Pvt. Ltd	637,212,260	59.92	Creation	01/11/2012	327,647,260	30.81	19,20,000	Morgan Stanley India Capital Pvt. Ltd

Place:- Mumbai
Date :- November 7, 2012.

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED


Authorised Signatory / Director