

# IDBI Trusteeship Services Ltd.


**Regd. Office :**

Asian Building, Ground Floor,  
17, R. Kamani Marg, Ballard Estate,  
Mumbai - 400 001.

Ref: 9094/ITSL/OPR/2011-12

Date: March 21, 2012

|                                                                                                    |                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>BSE Limited</b><br>Phiroze Jeejeebhoy Towers<br>Dalal Street<br>Mumbai- 400001                  | <b>National Stock Exchange of India Ltd.</b><br>Exchange Plaza,<br>Plot no. C/1, G Block,<br>Bandra-Kurla Complex<br>Bandra (E)<br>Mumbai - 400 051 |
| <b>DISH TV INDIA LTD</b><br>Essel House, B-10, Lawrence Road,<br>Industrial Area, New Delhi 110035 |                                                                                                                                                     |

Dear Sir/Madam,

**Sub: Disclosure pursuant to Regulation 29(1) /29 (2) (which ever is applicable) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in relation to pledge/ encumbrance of shares of DISH TV INDIA LTD.**

Pursuant to the disclosure required to be made under Regulation 29(1) /29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached the disclosure in respect of the Pledged shares of DISH TV INDIA LTD in favour of IDBI Trusteeship Services Limited in the capacity of Security Trustee for the benefit of Debenture Holder.

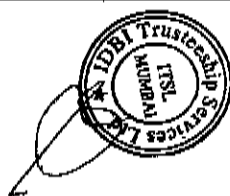
For and on behalf of

**IDBI Trusteeship Services Ltd**

**Authorised Signatory**

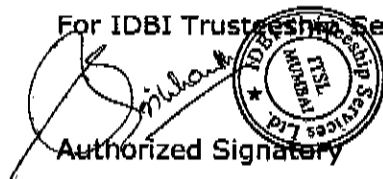
**Annexure B****Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

|                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                |                                                         |                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                              | DISH TV INDIA LTD                                                                                                                                                              |                                                         |                                                          |
| 2. Name(s) of the acquired and Persons Acting in Concert (PAC) with the acquirer                                                                                                                                                                                                                                                                | Pledge of Eq. shares of DISH TV INDIA LTD under share pledge arrangement in favour of IDBI Trusteeship Services Limited (ITSL), Security Trustee on behalf of Debenture Holder |                                                         |                                                          |
| 3. Whether the acquirer belongs to Promoter/Promoter group                                                                                                                                                                                                                                                                                      | _____                                                                                                                                                                          |                                                         |                                                          |
| 4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed                                                                                                                                                                                                                                                                           | Bombay Stock Exchange Limited , National Stock Exchange of India Limited                                                                                                       |                                                         |                                                          |
| 5. Details of the disposal of shares                                                                                                                                                                                                                                                                                                            | Number                                                                                                                                                                         | % w.r.t. total share/voting capital wherever applicable | % w.r.t. total diluted share/voting capital of the TC(*) |
| <u>Before the acquisition/disposal under consideration, holding of:</u><br><br>a) Shares carrying voting rights<br>b) Voting rights (VR) otherwise than by shares<br>c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) | -                                                                                                                                                                              | -                                                       |                                                          |
| Total (a+b+c)                                                                                                                                                                                                                                                                                                                                   | -                                                                                                                                                                              | -                                                       |                                                          |
| <u>Details of Pledge of shares</u><br><br>a) Shares carrying voting rights acquired/ sold<br>b) VRs acquired/sold otherwise than by shares<br>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold            | 6,00,00,000                                                                                                                                                                    | 5.63                                                    |                                                          |
| Total (a+b+c)                                                                                                                                                                                                                                                                                                                                   | 6,00,00,000                                                                                                                                                                    | 5.63                                                    |                                                          |



|                                                                                                                                                                                                                                                                                                                      |                                                                                                                                              |      |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------|--|
| <b>After the acquisition/sale, holding of:</b><br>a) Shares carrying voting rights<br>b) VRs otherwise than by shares<br>c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition. | 6,00,00,000                                                                                                                                  | 5.63 |  |
| <b>Total (a+b+c)</b>                                                                                                                                                                                                                                                                                                 | 6,00,00,000                                                                                                                                  | 5.63 |  |
| <b>6. Mode of acquisition / sale (e.g.open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)</b>                                                                                                                                                                  | By way of pledge in favour of ITSL as security for the benefit of debenture holders. Issuer of NCD's being Essel Corporate Resources Pvt Ltd |      |  |
| <b>7. Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable</b>                                                                                                                                                                                  | 21-03-2012                                                                                                                                   |      |  |
| <b>8.Equity share capital /total voting capital of the TC before the said acquisition/ sale</b>                                                                                                                                                                                                                      | 1,06,44,23,875                                                                                                                               |      |  |
| <b>9. Equity share capital/ total voting capital of the TC after the said acquisition/ sale</b>                                                                                                                                                                                                                      | 1,06,44,23,875                                                                                                                               |      |  |
| <b>10. Total diluted share/voting capital of the TC after the said acquisition/sale.</b>                                                                                                                                                                                                                             | 1,06,44,23,875                                                                                                                               |      |  |

For IDBI Trustee Services Ltd



Authorized Signatory

Place: Mumbai

Date: 21-03-2012