

ANNEXURE-A

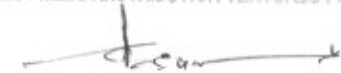
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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	July 25, 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/ invocation/ release	Date (s)	Number	% of total share Capital	No. Shares	Pledgee
Direct Media Distribution Ventures Pvt. Ltd	637,212,260	59.92	Creation	18/07/2012	377,787,260	35.53	3,950,000	Barclays Investments & Loans (India) Ltd
Direct Media Distribution Ventures Pvt. Ltd	637,212,260	59.92	Release	19/07/2012	379,987,260	35.73	700,000	Morgan Stanley India Capital Pvt. Ltd
							1,500,000	Kotak Mahindra Prime Ltd
Direct Media Distribution Ventures Pvt. Ltd	637,212,260	59.92	Release	20/07/2012	386,687,260	36.36	67,00,000	IDBI Trusteeship Services Ltd
Direct Media Distribution Ventures Pvt. Ltd	637,212,260	59.92	Creation	25/07/2012	378,987,260	35.64	77,00,000	ECL Finance Ltd

Place:- Mumbai
Date :- July 25, 2012.

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED



Authorized Signatory / Director