

October 21, 2011

National Stock Exchange of India Ltd

Bombay Stock Exchange Limited

Dear Sir,

Sub: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

In compliance with the applicable provisions of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, as amended, **Churu Trading Company Private Limited ('Churu')**, one of the Promoter of the Company, has vide its communication dated October 20, 2011, sent disclosures intimating that consequent to transfer of **1,42,82,525** fully paid equity shares (1.34% of the issued and paid up share capital of Dish TV India Limited) {**1,23,00,000** fully paid equity shares transferred on October 18, 2011 and **19,82,525** fully paid equity shares transferred on October 19, 2011}, by way of Off Market inter-se transfer among entities belonging to the Promoter group, its shareholding in the Company stands reduced from **1,93,57,525** fully paid equity shares (1.82% of the issued and Paid up share capital of Dish TV India Limited) to **50,75,000** fully paid equity shares (0.48% of the issued and Paid up share capital of Dish TV India Limited).

Based on the above disclosures received from **Churu** (copy enclosed), we now send our disclosures under Regulation 13(6) of Securities & Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 and Regulation 7(3) of Securities & Exchange Board of India (Substantial Acquisition of Shares & Takeovers) Regulations, 1997.



DISH TV India Limited

FC - 9, Film City, Sector - 16A, Noida - 201301 UP, Tel: 0120-2599391/2599555, Fax: 0120-4357075

Customer Care: 1-860-180-3474, Email: customercare@dishtv.in

Regd Office: Essel House, B-10, Lawrence Road Industrial Area, Delhi - 110035

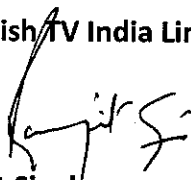
www.dishtv.in

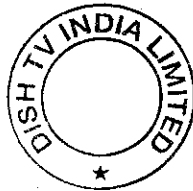
You are requested to kindly take the same on record.

Thanking You,

Yours truly,

For Dish TV India Limited


Ranjit Singh
Company Secretary



Enclosed:

- ✓ Disclosure received by ("Dish TV India Limited") from **Churu Trading Company Private Limited** in the prescribed format under Regulation 7(1A) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 1997
- ✓ Disclosure received by ("Dish TV India Limited") from **Churu Trading Company Private Limited** in the prescribed format under Regulation 13(4A) of SEBI (Prohibition of Insider Trading) Regulations 1992.
- ✓ Disclosure by the Company ("Dish TV India Limited") in prescribed under Regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 1997 with respect to **Churu Trading Company Private Limited**
- ✓ Disclosure by Dish TV India Limited in prescribed **Form D** under Regulation 13(6) of SEBI (Prohibition of Insider Trading) Regulations 1992 with respect to **Churu Trading Company Private Limited**

CHURU TRADING COMPANY PRIVATE LIMITED

CONTINENTAL BUILDING, 135, DR. A. B. ROAD, WORLI, MUMBAI - 400 018.

October 20, 2011

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: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

This is to inform that on October 18, 2011, the Company has transferred 1,23,00,000 equity shares and on October 19, 2011, the Company has transferred 19,82,525 equity shares constituting 1.34% of paid up capital of DISH TV India Limited by an Off market inter-se transfer of shares amongst the promoter group to M/s Essel Corporate Resources Private Limited.

In this connection please find enclosed our disclosures as per:

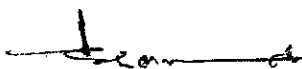
- a. Regulation 7(1A) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and
- b. Regulation 13(4A) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 as amended.

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

Thanking you,

Yours faithfully,

For Churu Trading Company Private Limited

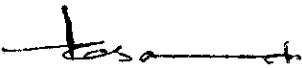

Director/ Authorised Signatory



Encl: As above.

✓ **CC: DISH TV India Limited**
Essel House, B-10,
Lawrence Road Industrial Area,
New Delhi - 110035

Details of acquisition to target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 7(1A) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

Name of the Target company	Dish TV India Limited	
Name of the seller and PACs with the seller	Churu Trading Company Private Limited	
Details of the sale as follows	No. of shares	% w.r.t. total paid up capital of Target Company
(a) Shares / Voting rights (VR) before acquisition/ sale under consideration	1,93,57,525	1.82%
(b) Shares / Voting rights acquired/ sold	1,42,82,525	1.34%
(c) Shares / VR after acquisition/ sale	50,75,000	0.48%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment/ Inter se transfer etc).	N.A.	
Mode of sale (e.g. open market / MOU / Off market etc.)	Off market Inter se transfer amongst entities belonging to the Promoter Group	
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	1,23,00,000 shares transferred on 18th October, 2011 19,82,525 shares transferred on 19th October, 2011	
Paid up capital / total voting capital of the target company before the said acquisition / sale	No. of shares: 106,43,96,595 Paid up capital: 106,33,97,431.50/-	
Paid up capital / total voting capital of the target company after the said acquisition / sale	No. of shares: 106,43,96,595 Paid up capital: 106,33,97,431.50/-	
Signature of the Authorised Signatory For Churu Trading Company Private Limited  Director/ Authorised Signatory Place : Mumbai Date : 20th October, 2011		



FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4A)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company - DISH TV India Limited

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer	Date of receipt of allotment/ advice/ acquisition/ sale of shares/ voting rights	Date of intimation to company	Mode of Sale (market purchase/ public rights/ preferential offer, etc./sale	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Churu Trading Company Pvt. Ltd. Continental Building, 135, Dr. A.B. Road, Worli, Mumbai - 400018 PAN - AAACC4853G	Number of shares: 1,93,57,525 Percentage: 1.82%	1,23,00,000 shares transferred on 18th October, 2011 19,82,525 shares transferred on 19th October, 2011	20 th October, 2011	Off market inter se transfer amongst entities belonging to the Promoter Group.	Number of shares: 50,75,000 Percentage: 0.48%	N.A.	N.A.	-	-	1,42,82,525	Rs. 39,01,98,583/-

For Churu Trading Company Private Limited



Director/ Authorised Signatory
Date: October 20, 2011

Place: Mumbai

Format for informing details of acquisition to stock exchanges by target company in terms of Regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

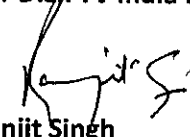
[Regulation]

Name of Target Company (Reporting Company) - **DISH TV INDIA LIMITED**

Date of Reporting	October 21, 2011				
Name of stock exchanges where shares of Reporting Company are listed.	National Stock Exchange of India Limited Bombay Stock Exchange Limited				
	Details of sale as informed u/r 7(1) and 7(1A)				
Name of Seller and PACs with them	Date of sale/ date of receipt of intimation of allotment by acquirer.	Mode of Sale (eg open market / MOU / off market etc)	No & % of shares /voting rights Sold	Shareholding of seller stated at (A) before sale (In terms of No. & % of shares/ Voting Rights)	Shareholding of seller stated at (A) after sale (In terms of No. & % of shares /Voting Rights)
(A)	(B)	(C)	(D)	(E)	(F)
Churu Trading Company Private Limited	1,23,00,000 shares transferred on October 18, 2011 & 19,82,525 shares transferred on October 19, 2011	Off Market inter-se transfer amongst entities belonging to Promoter Group	142,82,525 shares (1.34% of the issued & Paid up Share capital)	1,93,57,525 shares (1.82% of the issued & Paid up Share capital)	50,75,000 shares (0.48% of the issued & Paid up Share capital)
Paid Up Capital / total voting capital of the target Company before the said acquisition			Paid Up Capital: Rs. 1063,397,431.50 Total issued shares: 1064,396,595 shares of Face value Re.1/- each as per details below: - 1061,365,506 shares fully paid up - 2,065,524 shares paid up Rs.0.75 - 965,565 shares paid up Rs.0.50		
Paid Up Capital / total voting capital of the target Company after the said acquisition			Paid Up Capital: Rs. 1063,397,431.50 Total issued shares: 1064,396,595 shares of Face value Re.1/- each as per details below: - 1061,365,506 shares fully paid up - 2,065,524 shares paid up Rs.0.75 - 965,565 shares paid up Rs.0.50		

Place : Delhi
Date: October 21, 2011

For Dish TV India Limited


Ranjit Singh
Company Secretary



Note: The Disclosure shall be made within 7 days of receipt of information u/r 7(1) and 7(1A)

FORM D

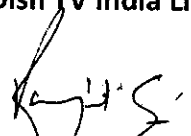
*Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (4), 13(4A) and 13(6))*

Details of change in shareholding or Voting rights held by Director or Officer and his dependents or Promoter or person who is part of Promoter Group of a listed company

Name, PAN & address of Promoter / ~~Person who is part of Promoter Group /~~ Director / Officer	No. & % of Shares / voting rights held by the Promoter / ~~Person who is part of Promoter Group /~~ Director / Officer	Date of Receipt of allotment advice / acquisition / sale of shares / voting rights	Date of Intimation to Company	Mode of acquisition (Market purchase / public / rights/preferential offer etc.) / sale
Name: Churu Trading Company Private Limited Address: 135, Continental Building, Dr. A.B Road, Worli, Mumbai – 400 018 PAN: AAACC4853G	1,93,57,525 shares (1.82% of the issued & Paid up Share capital)	1,23,00,000 shares transferred on October 18, 2011 & 19,82,525 shares transferred on October 19, 2011	October 20, 2011	Off Market <i>Inter-se</i> transfer amongst entities belonging to the promoter group

No. & % of shares / voting rights post- acquisition / sale	Trading member through whom the trade was executed with SEBI Regn no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell qty	Sell value
50,75,000 shares (0.48% of the issued & Paid up Share capital)	N.A	N.A	N.A	N.A	142,82,525 shares (1.34% of the issued & Paid up Share capital)	Rs.39,01,98,583/-

For Dish TV India Limited


Ranjit Singh
Company Secretary

Place: Delhi,

Date: October 21, 2011

