

October 22, 2011

National Stock Exchange of India Ltd

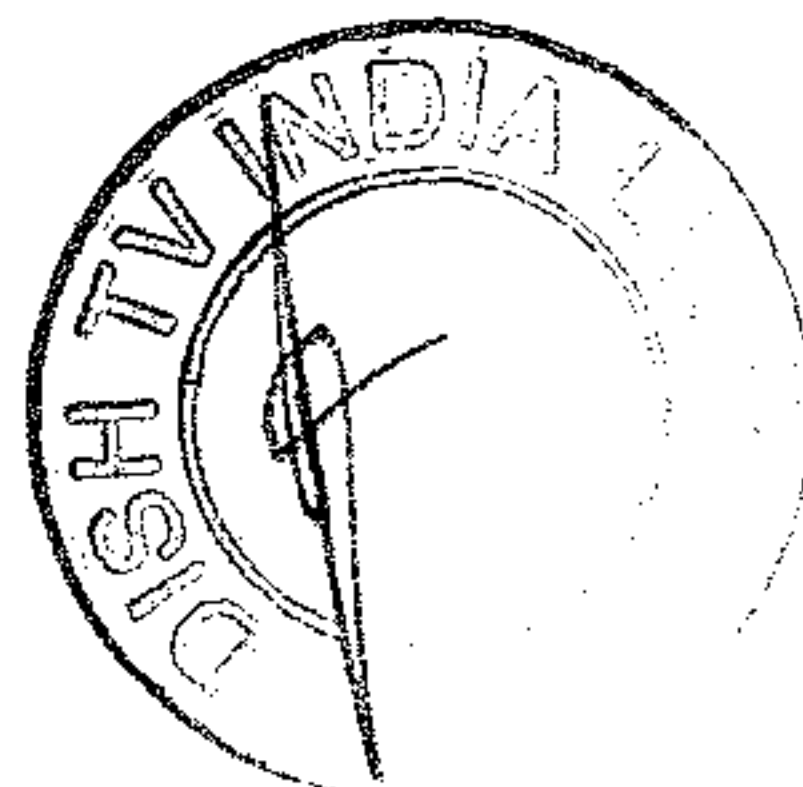
Bombay Stock Exchange Limited

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, **Prajatma Trading Company Private Limited ('Prajatma')**, one of the Promoter of the Company, has vide its communication dated October 21, 2011, sent disclosure intimating that consequent to sale / transfer of **4,39,17,435** fully paid equity shares (**4.13%** of the issued and paid up share capital of Dish TV India Limited) on October 21, 2011, by way of Off Market inter-se transfer among entities belonging to the Promoter group, its shareholding in the Company stands reduced from **8,89,58,972** fully paid equity shares (**8.36%** of the issued share capital and **8.37%** of the Paid up share capital of Dish TV India Limited) to **4,50,41,537** fully paid equity shares (**4.23%** of the issued and **4.24%** of the Paid up share capital of Dish TV India Limited).

Based on the above disclosures received from **Prajatma** (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

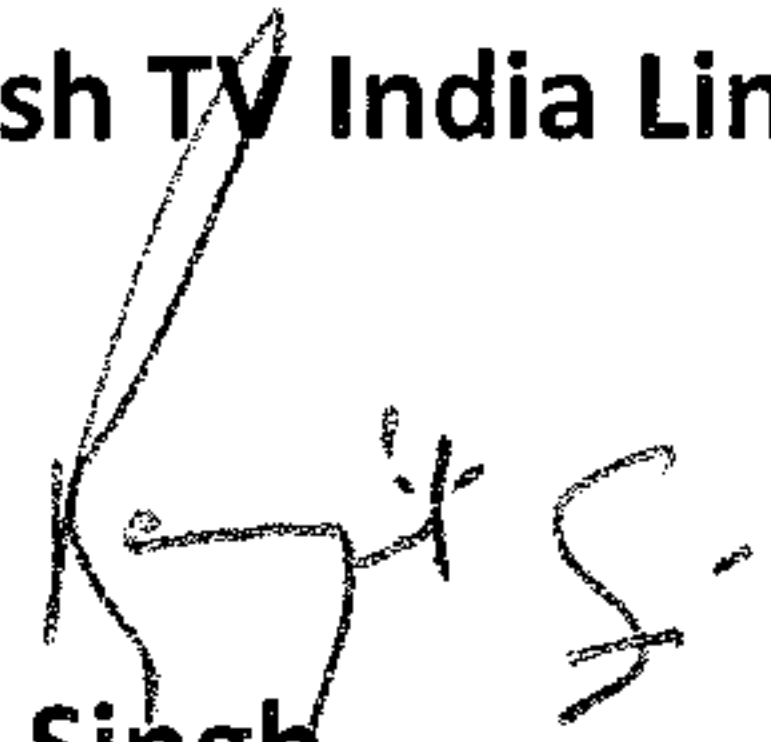
Regd Office: Essel House, B-10, Lawrence Road Industrial Area, Delhi – 110035

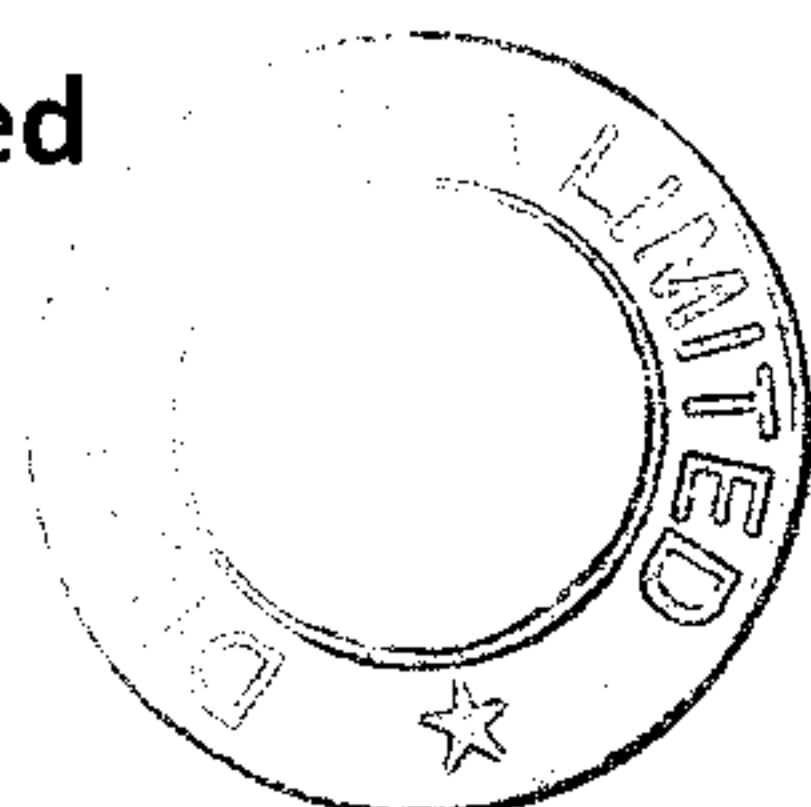
You are requested to kindly take the same on record.

Thanking You,

Yours truly,

For Dish TV India Limited


Ranjit Singh
Company Secretary



Enclosed:

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

PRAJATMA TRADING COMPANY PRIVATE LIMITED

135, CONTINENTAL BUILDING, DR. ANNIE BESANT ROAD, WORLI, MUMBAI – 400 018.

October 21, 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 21, 2011, the Company has transferred 4,39,17,435 equity shares constituting 4.13% 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 Prajatma 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	Prajatma 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	8,89,58,972	8.37%	
(b) Shares / Voting rights acquired/ sold	4,39,17,435	4.13%	
(c) Shares / VR after acquisition/ sale	4,50,41,537	4.24%	
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment/ <i>inter se</i> transfer etc).	N.A.		
Mode of sale (e.g. open market / MOU / Off market etc.)	Off market <i>Inter se</i> 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	21 st 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 Prajatma Trading Company Private Limited

Director/ Authorised Signatory

Place : Mumbai

Date : 21st October, 2011

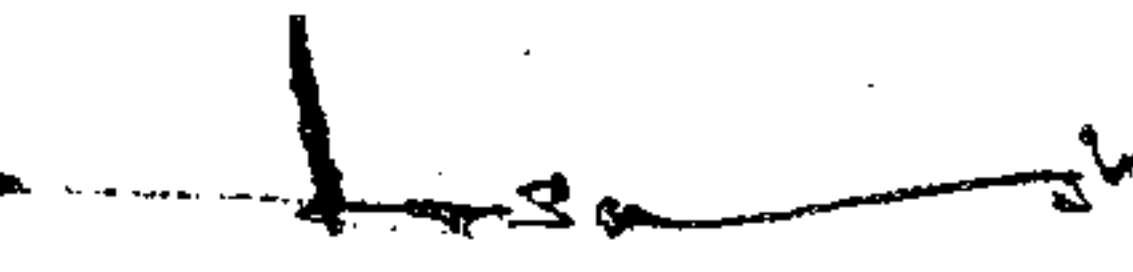


FORM D
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4A)]

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
Prajatma Trading Company Private Limited 135, Continental Building, Dr. A. B. Road, Worli, Mumbai - 400018 PAN – AAACP8386K	Number of shares: 8,89,58,972 Percentage: 8.37%	21 st October, 2011	21 st October, 2011	Off market Inter se transfer amongst entities belonging to the Promoter Group.	Number of shares: 4,50,41,537 Percentage: 4.24%	N.A.	N.A.	N.A.	N.A.	4,39,17,435 shares	Rs. 1,19,98,24,324/-

For Prajatma Trading Company Pvt. Ltd


Director/ Authorised Signatory
 Date: October 21, 2011

Place: Mumbai



PRAJATMA TRADING COMPANY PRIVATE LIMITED

135, CONTINENTAL BUILDING, DR. ANNIE BESANT ROAD, WORLI, MUMBAI - 400 018.

October 21, 2011

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

Dear Sir,

Ref: Disclosure under Regulation 13(3) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

This is to inform that the Company has on October 21, 2011, transferred 4,39,17,435 equity shares constituting 4.13% of paid up capital of DISH TV India Limited to M/s Essel Corporate Resources Private Limited.

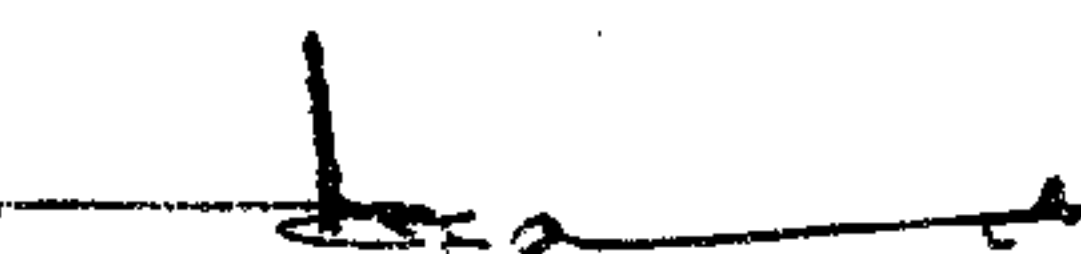
In this connection please find enclosed our disclosure as per Regulation 13(3) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

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

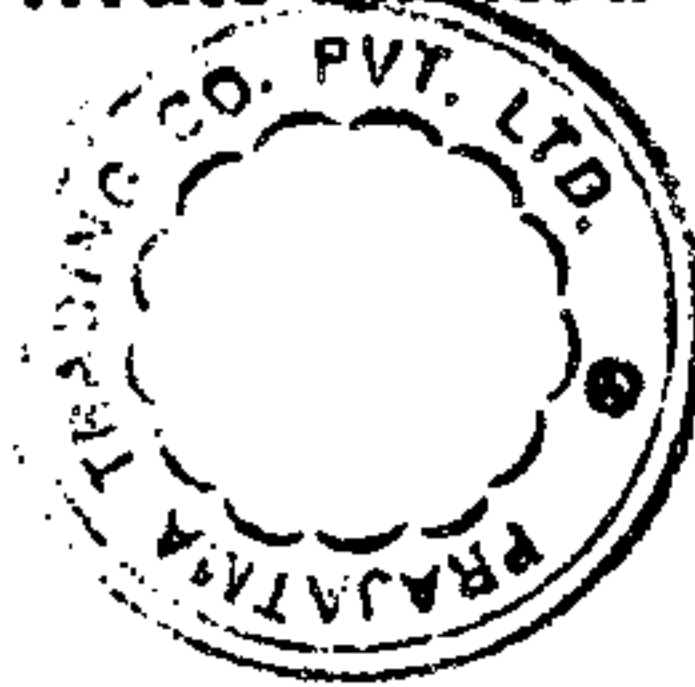
Thanking you,

Yours faithfully,

For Prajatma Trading Company Private Limited


Director/ Authorised Signatory

Encl: As above.

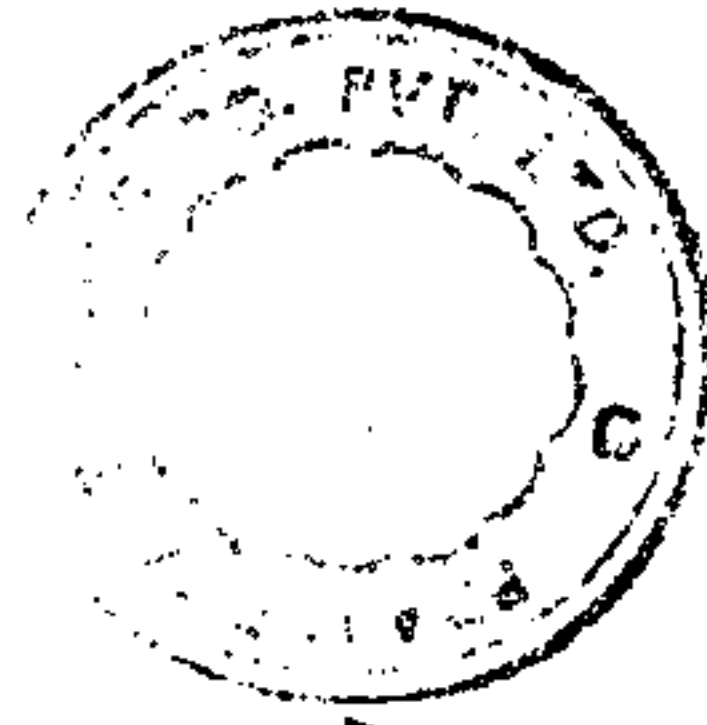


FORM 'C'
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(3)]

Regulation 13(3)—Details of change in shareholding in respect of persons holding more than 5% shares in a listed company - DISH TV India Limited

Name PAN & address of share-holders	Shareholding prior to acquisition / sale	No. & % of shares/ voting rights acquired / sold	Date of Receipt of allotment / acquisition of shares / sale of shares	Date of Intimation to company	Mode of acquisition / sale on (market purchase / public rights / preferential offer etc.)	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
Prajatma Trading Company Private Limited 135, Continental Building, Dr. A. B. Road, Worli, Mumbai - 400018 PAN - AAACP8386K	Number of shares: 8,89,58,972 Percentage: 8.37%	Number of shares: 4,39,17,435 Percentage: 4.13%	21-Oct-11	21-Oct-11	Off market - Inter se transfer amongst the promoter group	Number of shares: 4,50,41,537 Percentage: 4.24%	N.A.	N.A.	N.A.	N.A.	Number of shares: 4,39,17,435	Rs. 1,19,98,24,324/-

For Prajatma Trading Company Pvt. Ltd.



Director/ Authorised Signatory

Date: October 21, 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

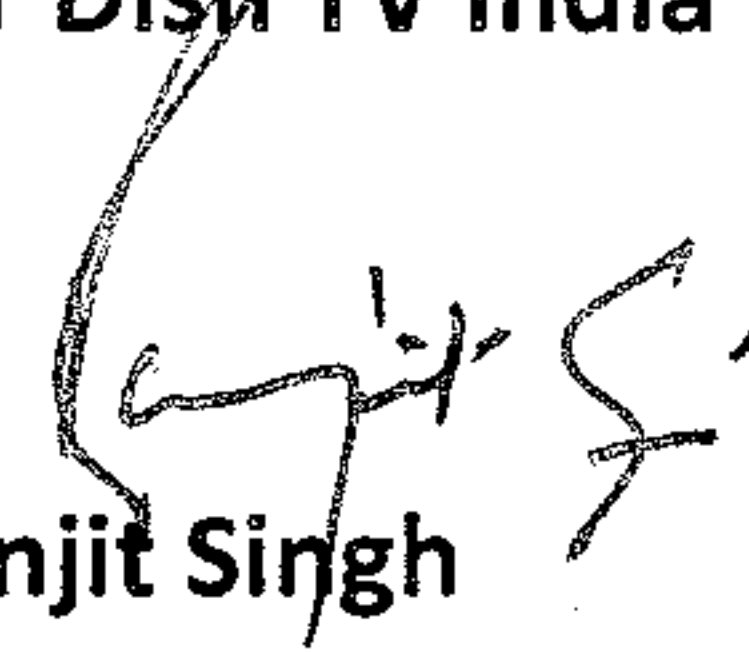
[Regulation]

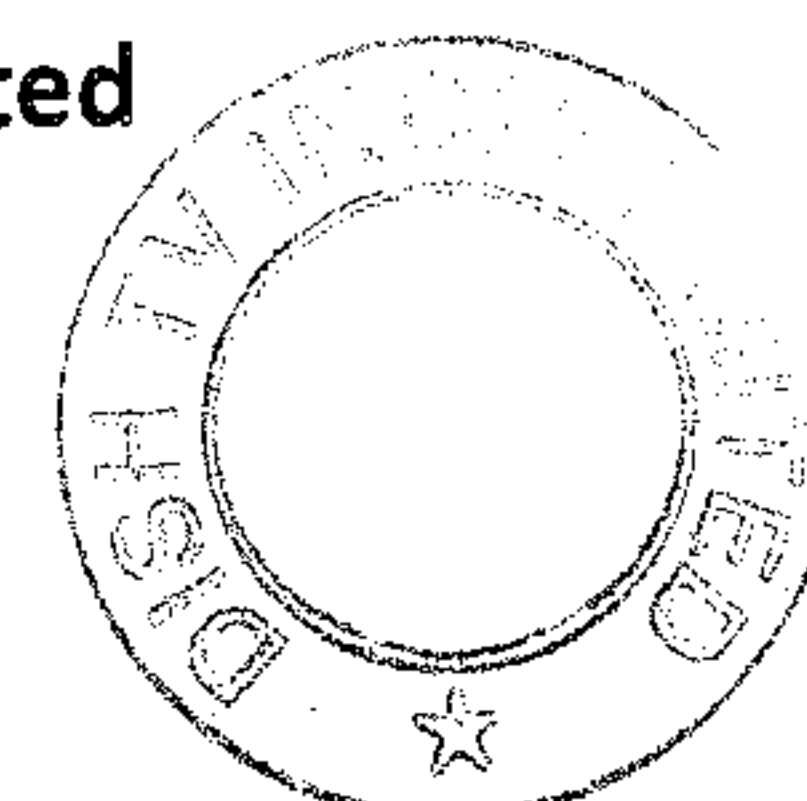
Name of Target Company (Reporting Company) - **DISH TV INDIA LIMITED**

Date of Reporting	October 22, 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)
Prajatma Trading Company Private Limited	October 21, 2011	Off Market inter-se transfer amongst entities belonging to Promoter Group	439,17,435 shares (4.13% of the issued & Paid up capital)	8,89,58,972 shares (8.36 % of the issued & 8.37% of the Paid up capital)	4,50,41,537 shares (4.23 % of the issued & 4.24% of the Paid up capital)
Paid Up Capital / total voting capital of the target Company before the said transfer			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 transfer			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 22, 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 C

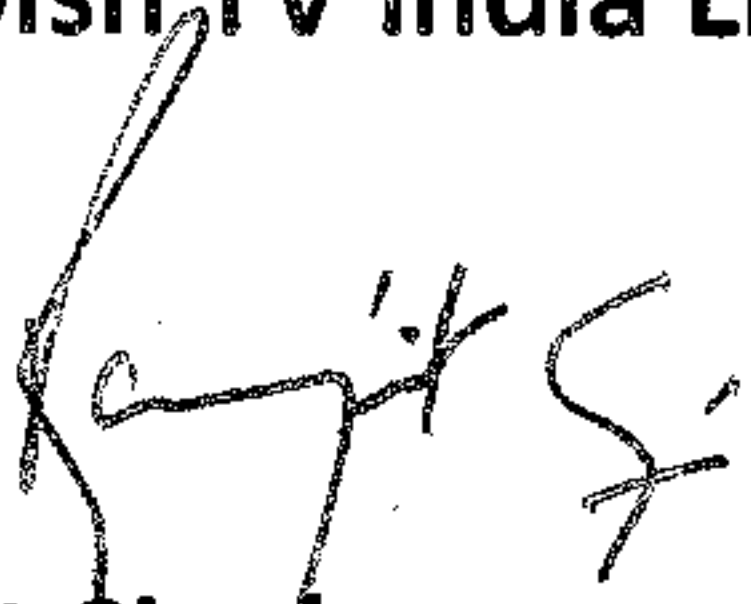
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (3) and (6))

Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN & address of shareholders	Shareholding prior to acquisition /sale	No. & % of shares /voting rights acquired / sold	Date of Receipt of allotment advice / acquisition of shares/ sale of shares, specify	Date of intimation to the Company	Mode of acquisition / Sale (Market purchase / public / rights / preferential offer etc.)
Name: Prajatma Trading Company Private Limited Address: 135, Continental Building, Dr. A.B Road, Worli, Mumbai – 400 018 PAN: AAACP8386K	8,89,58,972 shares (8.36 % of the issued & 8.37% of the Paid up capital)	4,39,17,435 shares (4.13% of the issued & Paid up capital)	October 21, 2011	October 21, 2011	Off Market <i>Inter-se</i> transfer amongst entities belonging to the promoter group

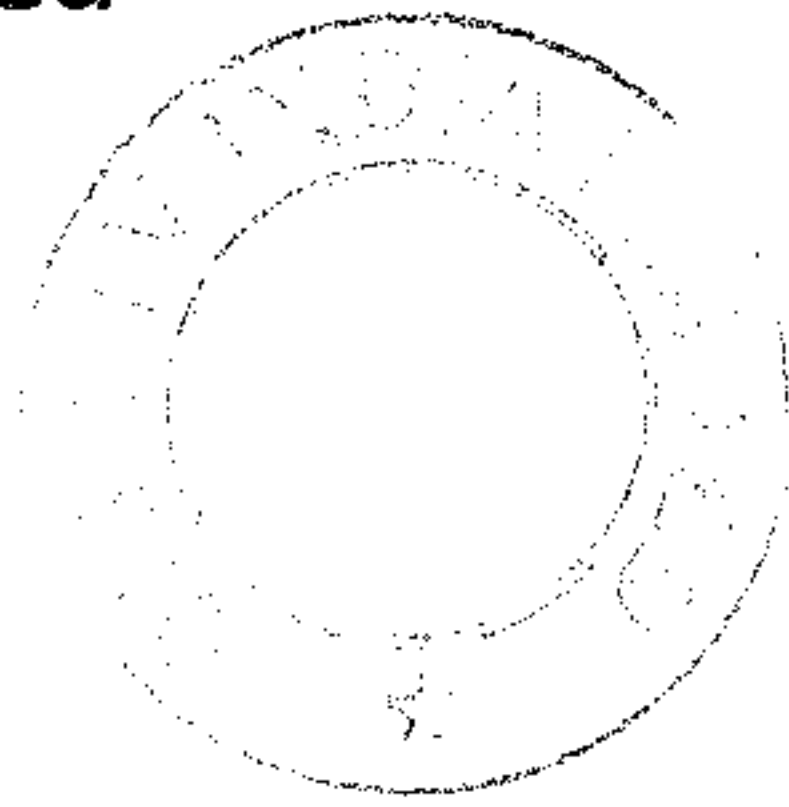
No. & % of shares/voting rights post- acquisition / sale	Trading member through whom the trade was executed with SEBI Regn no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell qty	Sell value
4,50,41,537 shares (4.23 % of the issued & 4.24% of the Paid up capital)	N.A	N.A	N.A	N.A	4,39,17,435 shares (4.13% of the issued & Paid up capital)	Rs.1,19,98,24,324/-

For Dish TV India Limited


Ranjit Singh
Company Secretary

Place: Delhi,

Date: October 22, 2011



FORM D

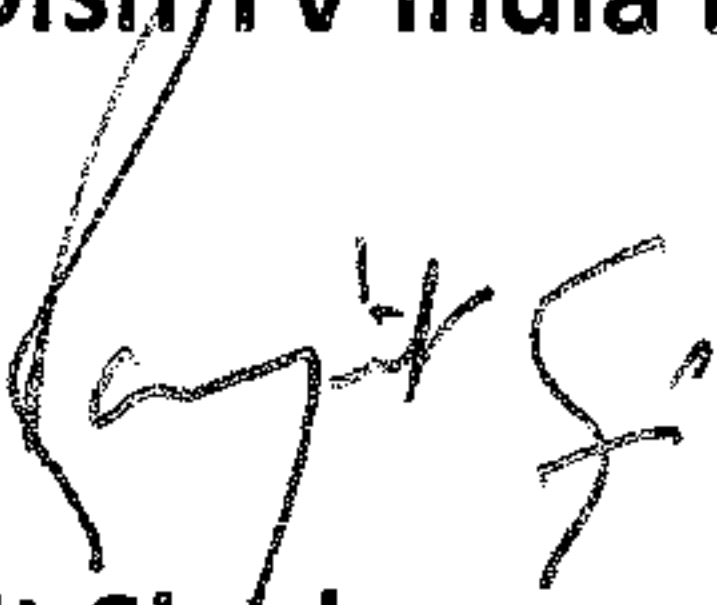
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (4), 13(4A) and 13(6))

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: Prajatma Trading Company Private Limited Address: 135, Continental Building, Dr. A.B Road, Worli, Mumbai – 400 018 PAN: AAACP8386K	8,89,58,972 shares (8.36 % of the issued & 8.37% of the Paid up capital)	October 21, 2011	October 21, 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
4,50,41,537 shares (4.23 % of the issued & 4.24% of the Paid up capital)	N.A	N.A	N.A	N.A	4,39,17,435 shares (4.13% of the issued & Paid up capital)	Rs.1,19,98,24,324/-

For Dish TV India Limited


Ranjit Singh
Company Secretary

Place: Delhi,

Date: October 22, 2011

