

October 22, 2011

National Stock Exchange of India Ltd

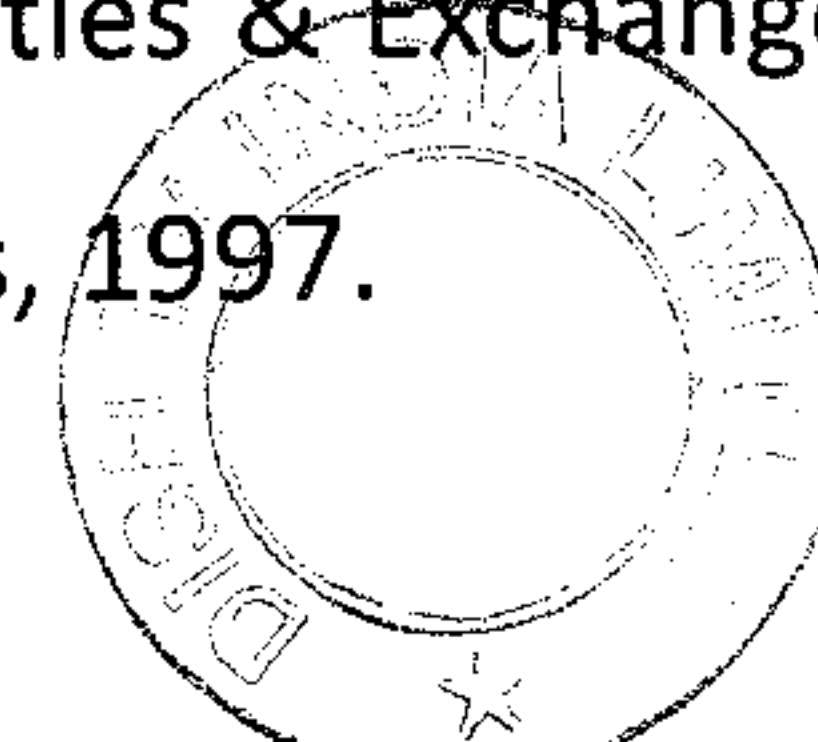
Bombay Stock Exchange Limited

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, **Essel Corporate Resources Private Limited ('Essel')**, one of the Promoter of the Company, has vide its communication dated October 21, 2011, sent disclosures intimating that consequent to aggregate acquisitions during October 20 to 21, 2011 of **9,67,04,952** fully paid equity shares (9.09% of the issued and paid up share capital of Dish TV India Limited), by way of Off Market inter-se transfer among entities belonging to the Promoter group, its shareholding in the Company stands increased from **35,32,14,596** fully paid equity shares (33.18% of the issued share capital and 33.22% of the Paid up share capital of Dish TV India Limited) to **44,99,19,548** fully paid equity shares (42.27% of the issued share capital and 42.31% of the Paid up share capital of Dish TV India Limited).

Based on the above disclosures received from **Essel** (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 **Essel Corporate Resources Private Limited** in the prescribed format under Regulation 7(1) & 7(1A) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 1997 and 13(4A) of SEBI (Prohibition of Insider Trading) Regulations 1992 .
- ✓ Disclosure received by ("Dish TV India Limited") from **Essel Corporate Resources Private Limited** in the prescribed format under Regulation 13(3) of the 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 **Essel Corporate Resources 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 **Essel Corporate Resources Private Limited**

Essel
GROUP

Essel Corporate Resources Pvt. Ltd.

135, Continental Building,
Dr. Annie Besant Road, Worli,
Mumbai - 400 018, India.

Tel.: +91-22-6697 1234

Fax: +91-22-2490 0302

www.esselgroup.com

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 in continuation of our disclosures under Regulation 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 made on October 5, 2011, October 7, 2011 and October 11, 2011. As a part of the said proposal, the Company has on October 20, 2011 acquired 1,15,12,292 equity shares constituting 1.08% of paid up capital of DISH TV India Limited by way of an Off market inter-se transfer of shares amongst the promoter group.

In this connection, we send herewith our disclosures under:

- a. Regulation 7(1) & 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 Essel Corporate Resources Private Limited

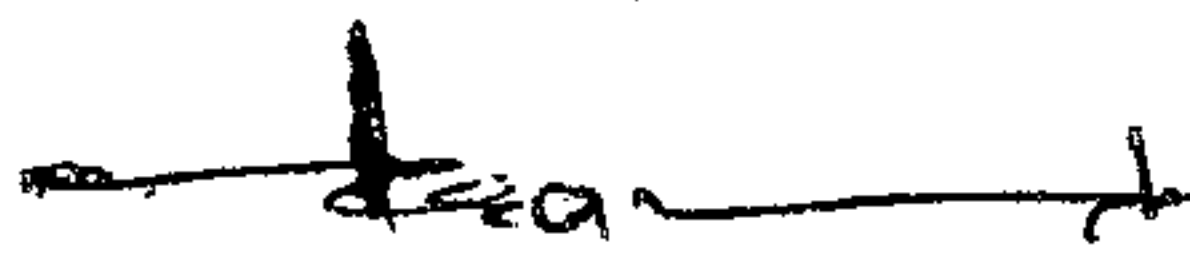

Authorised Signatory

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(1)		
Name of the Target company	Dish TV India Limited	
Name of the acquirer and PACs with the acquirer	Essel Corporate Resources Private Limited	
Details of the acquisition 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	35,32,14,596	33.22%
(b) Shares / Voting rights acquired	9,67,04,952	9.09%
(c) Shares / VR after acquisition	44,99,19,548	42.31%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment/inter se transfer etc).	Off Market Inter se transfer amongst entities belonging to the Promoter Group	
Date of acquisition of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	1,15,12,292 shares acquired on 20 th October, 2011 8,51,92,660 shares acquired on 21 st October, 2011	
Paid up capital / total voting capital of the target company before the said acquisition	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	No. of shares: 106,43,96,595 Paid up capital: 106,33,97,431.50/-	
Signature of the acquirer/ Authorised Signatory For Essel Corporate Resources Private Limited  Authorised Signatory Place : Mumbai Date : 21 st October, 2011 		

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 acquirer and PACs with the acquirer	Essel Corporate Resources Private Limited	
Details of the acquisition 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	35,32,14,596	33.22%
(b) Shares / Voting rights acquired/ sold	9,67,04,952	9.09%
(c) Shares / VR after acquisition/ sale	44,99,19,548	42.31%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment/ Inter se transfer etc).	Off market Inter se transfer amongst entities belonging to the Promoter Group	
Mode of sale (e.g. open market / MOU / Off market etc.)	N.A.	
Date of acquisition / sale of shares /VR or date of receipt of intimation of allotment of shares, whichever is applicable	1,15,12,292 shares acquired on 20 th October, 2011 8,51,92,660 shares acquired on 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 Essel Corporate Resources Private Limited  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

<i>Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer.</i>	<i>No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer</i>	<i>Date of receipt of allotment advice/ acquisition/ sale of shares/ voting rights</i>	<i>Date of intimation to company</i>	<i>Mode of acquisition (market purchase/ public/rights/ preferential offer, etc.)/sale</i>	<i>No. & % of shares/ voting rights post acquisition/ sale</i>	<i>Trading member through whom the trade was executed with SEBI Registration No. of the TM</i>	<i>Exchange on which the trade was executed</i>	<i>Buy quantity</i>	<i>Buy value</i>	<i>Sell quantity</i>	<i>Sell value</i>
Essel Corporate Resources Private Limited 135, Continental Building, Dr. Annie Besant Road, Worli, Mumbai - 400018 PAN No.- AABCE0473D	Number of shares: 35,32,14,596 Percentage: 33.22%	1,15,12,292 shares acquired on 20 th October, 2011 8,51,92,660 shares acquired on 21 st October, 2011	21 st October, 2011	Off market Inter se transfer amongst entities belonging to the Promoter Group.	Number of shares: 44,99,19,548 Percentage: 42.31%	N.A.	N.A.	9,67,04,952 equity shares	Rs. 2,08,56,51,430	N.A	N.A

For Essel Corporate Resources Pvt. Ltd.

Authorised Signatory
Date: October 21, 2011
Place: Mumbai





GROUP

Essel Corporate Resources Pvt. Ltd.

135, Continental Building,

Dr. Annie Besant Road, Worli,

Mumbai - 400 018, India.

Tel.: +91-22-6697 1234

Fax: +91-22-2490 0302

www.esselgroup.com

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 in continuation of our disclosure under Regulation 3(3) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 made on October 5, 2011, October 7, 2011 and October 11, 2011. As a part of the said proposal, the Company has on October 20, 2011 acquired 1,15,12,292 equity shares constituting 1.08% of paid up capital of DISH TV India Limited by way of an Off market inter-se transfer of shares amongst the promoter group.

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 Essel Corporate Resources Private Limited

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 advice/ 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
Essel Corporate Resources Private Limited 135, Continental Building, Dr. Annie Besant Road, Worli, Mumbai - 400018 PAN No.- AABCE0473D	Number of shares: 35,32,14,596 Percentage: 33.22%	Number of shares: 9,67,04,952 Percentage: 9.09%	1,15,12,292 shares acquired on October 20, 2011 8,51,92,660 shares acquired on October 21, 2011	21-Oct-11	Off market - Inter se transfer amongst the promoter group	Number of shares: 44,99,19,548 Percentage: 42.31%	N.A.	N.A.	Number of shares: 9,67,04,952	Rs. 2,08,56,51,430	N.A.	N.A.

For Essel Corporate Resources Private Limited

[Signature]

Authorised Signatory

Date: October 21, 2011

Place: Mumbai



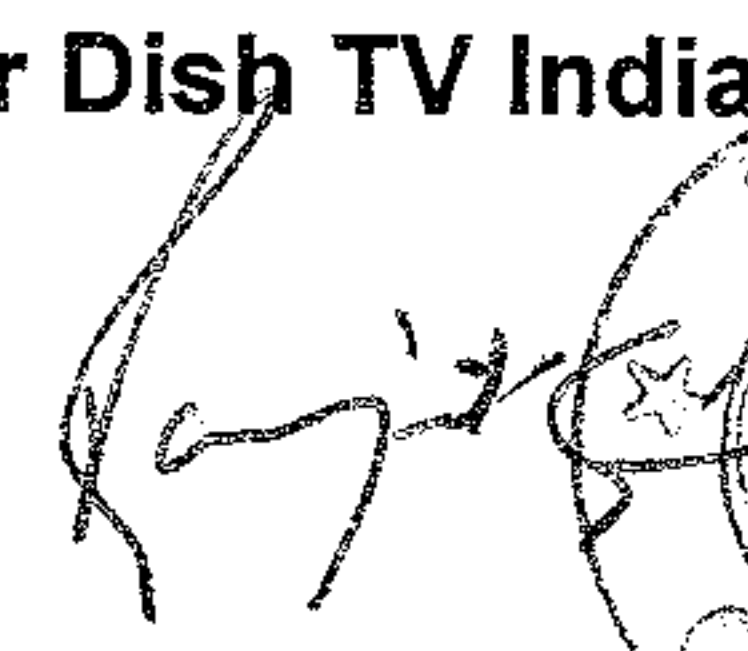
**Format for informing details of acquisition to stock exchanges by target company
in terms of Regulation 7(3) of SEBI (Substantial Acquisition of Shares and
Takeovers) Regulations, 1997 [Regulation]**

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 Acquirer and PACs with them	Date of Acquisition / Date of intimation of allotment by acquirer	Mode of Acquisition (eg open market / MOU / off market etc)	No & % of shares /voting rights Acquired	Shareholding of acquirer stated at (A) before acquisition (In terms of No. & % of shares/ Voting Rights)	Shareholding of acquirer stated at (A) after acquisition (In terms of No. & % of shares /Voting Rights)
(A)	(B)	(C)	(D)	(E)	(F)
Essel Corporate Resources Private Limited	1,15,12,292 shares acquired on October 20, 2011 & 8,51,92,660 shares acquired on October 21, 2011	Off Market inter-se transfer amongst entities belonging to Promoter Group	9,67,04,952 shares (9.09% of the issued & Paid up share capital)	35,32,14,596 shares (33.18% of the issued share capital & 33.22% of the Paid up capital)	44,99,19,548 shares (42.27% of the issued share capital & 42.31% of the Paid up 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 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

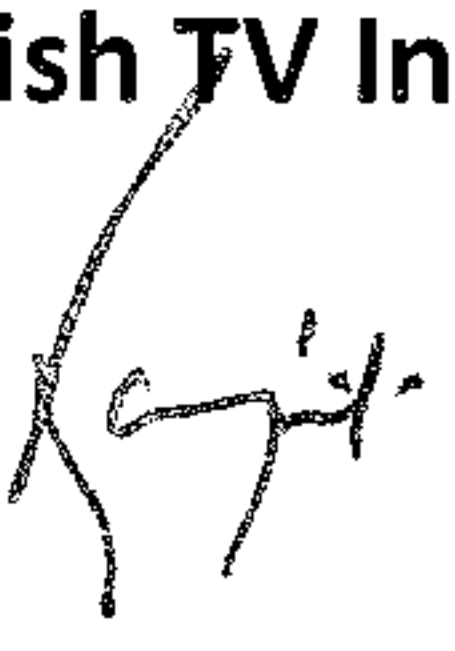
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (3) and (6))

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 (Market purchase / public / rights / preferential offer etc.)
Name: Essel Corporate Resources Private Limited Address: 135, Continental Building, Dr. A.B Road, Worli, Mumbai – 400 018 PAN: AABCE0473D	35,32,14,596 shares (33.18 % of the issued & 33.22% of the Paid up capital)	9,67,04,952 shares (9.09 % of the issued & Paid up capital)	1,15,12,292 shares acquired on October 20, 2011 & 8,51,92,660 shares acquired on October 21, 2011	October 21, 2011	Off Market <i>Inter-se</i> transfer amongst entities belonging to the promoter group

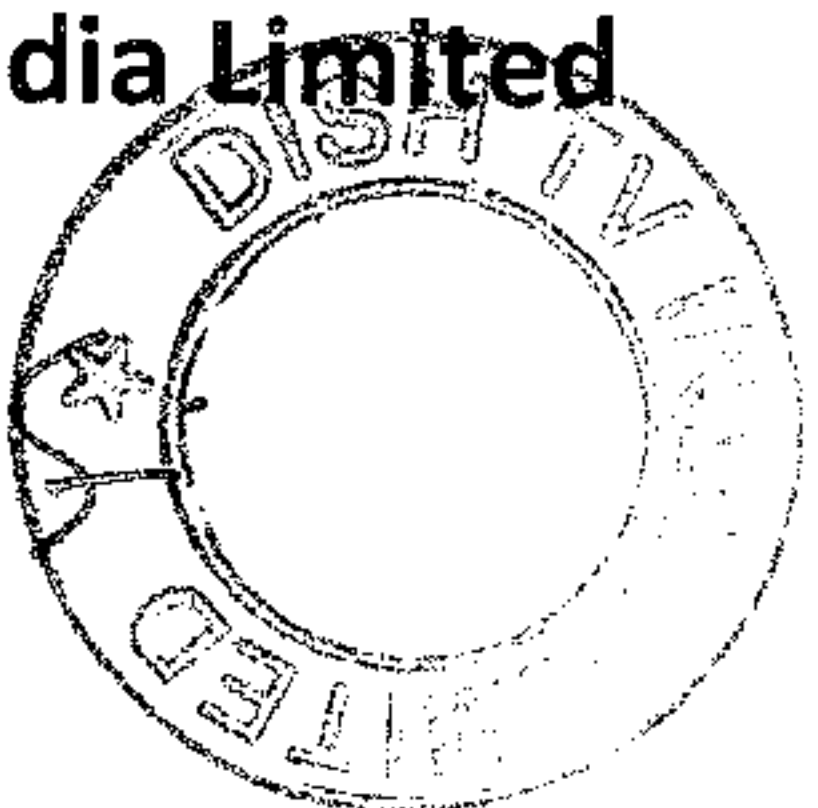
No. & % of shares/voting rights post- acquisition / sale	Trading member through whom the trade was executed with SEBI Regn no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell qty	Sell value
44,99,19,548 shares (42.27 % of the issued & 42.31% of the Paid up capital)	N.A	N.A	9,67,04,952 shares (9.09 % of the issued & Paid up capital)	Rs. 2,08,56,51,430	N.A	N.A

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: Essel Corporate Resources Private Limited Address: 135, Continental Building, Dr. A.B Road, Worli, Mumbai – 400 018 PAN:AABCE0473D	35,32,14,596 shares (33.18 % of the issued & 33.22% of the Paid up capital)	1,15,12,292 shares acquired on October 20, 2011 & 8,51,92,660 shares acquired on 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
44,99,19,548 shares (42.27 % of the issued & 42.31% of the Paid up capital)	N.A	N.A	9,67,04,952 shares (9.09 % of the issued & Paid up capital)	Rs. 2,08,56,51,430	N.A	N.A

For Dish TV India Limited

Ranjit Singh
Company Secretary

Place: Delhi,

Date: October 21, 2011

