

**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 Limited		
2. Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Veena Investments Private Limited		
3. Whether the seller belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the seller and PAC	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>			
a) Shares carrying voting rights	4,92,89,000	4.63%	N.A.
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the seller to sale shares carrying voting rights in the TC (specify holding in each category)	N.A.	N.A.	N.A.
Total (a+b+c)	4,92,89,000	4.63%	N.A.
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights sold	3,000	0.00%	N.A.
b) VRs sold otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the seller to sale shares carrying voting rights in the TC (specify holding in each category) acquired/sold	N.A.	N.A.	N.A.
Total (a+b+c)	3,000	0.00%	N.A.



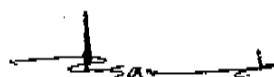
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	4,92,86,000	4.63%	N.A.
b) VRs otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the seller to sale shares carrying voting rights in the TC (specify holding in each category) after sale	N.A.	N.A.	N.A.
Total (a+b+c)	4,92,86,000	4.63%	N.A.
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Off market Inter se transfer		
7. Date of acquisition / sale of shares / VR or ~~date of receipt of intimation of allotment of shares, whichever is applicable~~	December 13, 2011		
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	No. of shares: 106,44,23,875 Amount: Rs. 106,34,24,866.75/-		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of shares: 106,44,23,875 Amount: Rs. 106,34,24,866.75/-		
10. Total diluted share/voting capital of the TC after the said acquisition/sale	N.A.		

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature of the acquirer / Authorised Signatory

For Veena Investments Private Limited



Director/ Authorised Signatory

Place : Mumbai

Date : December 14, 2011

