

DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 71061234 CIN: U40300MH2009PTC189362

October 18, 2019

BSE 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: 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

With reference to disclosure requirements 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) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for creation/ release/ invocation of pledge of the equity shares of Dish TV India Limited.

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

Thanking you,

Yours faithfully,

For Direct Media Distribution Ventures Private Limited


Authorised Signatory



Encl: As above.

CC: Dish TV India Ltd
18th Floor, A-Wing, Marathon Futurex,
N. M. Joshi Marg, Lower Parel,
Mumbai - 400013.

(Format for Disclosure by the Promoter (s) to the stock exchanges 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 (TC)								Dish TV India Limited					
Name of the stock exchanges where the shares of the target company are listed								NSE /BSE					
Date of Reporting								18th October, 2019					
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released								Direct Media Distribution Ventures Private Limited					
Details of creation/invocation/release of encumbrance :													
Name of Promoter (s) or PACs with him*	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)		Details of Events pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	No of Shares	% of total share Capital	Type of event (creation/release/ invocation)	Date of creation/ release/ invocation of encumbrance	Type of encumbrance (pledge/lien /non disposal undertaking/other)	Reasons for encumbrance**	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered ***	No of Shares	% of total share capital
Direct Media Distribution Ventures Private Limited	39,52,13,819	21.46	36,78,19,636	19.98	Invocation	9-Oct-2019	Pledge	Collateral for Loan	1,91,227	0.01	IFCI Limited	36,76,28,409	19.97
Direct Media Distribution Ventures Private Limited	39,50,22,592	21.45	36,76,28,409	19.97	Invocation	10-Oct-2019	Pledge	Collateral for Loan	2,12,273	0.01	IFCI Limited	36,74,16,136	19.95
Direct Media Distribution Ventures Private Limited	39,48,10,319	21.44	36,74,16,136	19.95	Revocation of Invocation	10-Oct-2019	Pledge	Collateral	11,72,000	0.06	Catalyst Trusteeship Limited	36,74,16,136	19.95
Direct Media Distribution Ventures Private Limited	39,59,82,319	21.51	36,74,16,136	19.95	Release	10-Oct-2019	Pledge	Collateral Release	19,06,000	0.10	Catalyst Trusteeship Limited	36,55,10,136	19.85
Veena Investments Private Limited	7,91,29,822	4.30	7,90,40,621	4.29	-	-	-	-	-	-	-	7,90,40,621	4.29



Agrani Holding (Mauritius) Limited	3,51,72,125	1.91	-	-	-	-	-	-	-	-	-	-	-
Nishi Goel	11,000	0.00	-	-	-	-	-	-	-	-	-	-	-
Priti Goel	11,000	0.00	-	-	-	-	-	-	-	-	-	-	-
Suryansh Goel	5,100	0.00	-	-	-	-	-	-	-	-	-	-	-
Sushila Devi	5,85,750	0.03	-	-	-	-	-	-	-	-	-	-	-
Tapes Goel	5,100	0.00	-	-	-	-	-	-	-	-	-	-	-
Jawahar Lal Goel	1,76,800	0.01	-	-	-	-	-	-	-	-	-	-	-
World Crest Advisors LLP	50,47,47,392	27.41	50,46,28,289	27.41	-	-	-	-	-	-	-	50,46,28,289	27.41

Place : Mumbai
Date : 18th October, 2019

Signature of the Authorised Signatory

