



DISH TV INDIA LIMITED

Registered Office: B-10, Essel House, Lawrence Road, Industrial Area, Delhi 110 035, India.

Tel: +91-11-27101145; Fax: +91-11-27192172

Corporate Office: FC-9, Sector 16A, Noida 201 301, Uttar Pradesh, India.

Tel: +91-120-2599555; Fax: +91-120-4357 078

E-Mail ID: rightsissue@dishtv.in

NOTICE FOR PAYMENT OF SECOND AND FINAL CALL AMOUNT

Date : February 6, 2010

LAST DATE FOR PAYMENT
MARCH 1, 2010

DP ID:

Client ID. / Folio :

Notice No.

Dear Shareholder,

THIS HAS REFERENCE TO THE ISSUE OF 51,81,49,592 EQUITY SHARES OF RE. 1 EACH ("EQUITY SHARES") OF DISH TV INDIA LIMITED ("THE COMPANY") FOR CASH AT A PRICE OF RS. 22 PER EQUITY SHARE INCLUDING A PREMIUM OF RS. 21 PER EQUITY SHARE AGGREGATING TO RS. 1,13,992.91 LAKHS TO THE EQUITY SHAREHOLDERS OF THE COMPANY ON RIGHTS BASIS IN THE RATIO OF 121 EQUITY SHARES FOR EVERY 100 EQUITY SHARES HELD ON THE RECORD DATE i.e. OCTOBER 16, 2008 IN TERMS OF THE LETTER OF OFFER DATED NOVEMBER 26, 2008 ("ISSUE").

In terms of the above mentioned Letter of Offer, the Company had sent the first call money notice on July 02, 2009 for payment of first call money @ Rs. 8 per share.

The Board of Directors of the Company in their meeting held on January 22, 2010 has decided to make the Second & Final call of Rs. 8 per partly paid up equity share held by you. The Company has fixed February 5, 2010 as the Record Date for the purpose of ascertaining the shareholders of partly paid up equity shares to whom the Second & Final Call Notice would be sent. As such, call notice is hereby given to you to pay the Second & Final call as per the details given below.

The Second & Final call amount is payable on or before **March 1, 2010 (due date)**. Such payment should be made on any working day at any of the ICICI Bank branches mentioned overleaf. The payment should be made by way of Cheque / Demand Draft favouring "**DISH TV INDIA LIMITED - SECOND CALL**" and crossed "Account Payee". Please mention your Folio No./ DP ID, Client ID and Call notice number on reverse of the cheque / Demand Draft.

Payment details :

1	2	3	4
Notice No.	No. of Partly Paid-up Equity Shares held	Total amount payable on shares held @ Rs. 8/- per share (Rs.)	Bank Reference Number

The Second & Final Call money payment should be made on or before **March 1, 2010**, failing which the Second & Final Call amount must accompany an interest @ 18% p.a (which has been approved by the Board of Directors) on the total Second & Final call amount calculated from March 2, 2010 till the date of payment. Such delayed payment must be made by way of **Demand Draft only, payable at Mumbai** and should be sent either to the Registrar & Transfer Agent of the Company at the address mentioned overleaf or at the Company's Corporate Office. Please note that ICICI Bank branches will not accept any call payments after March 1, 2010. Any non-payment after the due date will render the partly paid up equity shares and amount paid thereon liable for forfeiture.

Yours sincerely,

For Dish TV India Limited

Ranjit Singh

Company Secretary & Compliance Officer

Orient Press Ltd. ☎ 40285688

----- TEAR HERE -----

ACKNOWLEDGEMENT COPY

DP ID :

CL ID :

Payment details to be filled in by the shareholder

1	2	3	4
Notice No.	No. of Partly Paid-up Equity Shares held	Total amount payable on shares held @ Rs. 8/- per share (Rs.)	Amount Paid (Rs.)

Cheque / Demand Draft No. & Date/ Drawn on	
Date/ Collecting Bank's Signature & Stamp	

INSTRUCTIONS

1. The Second & Final Call Money must be paid by way of cheque / demand draft at any of the branches of ICICI Bank Ltd, which are listed below.
2. Cheque / Demand Draft should be in favour of: "**DISH TV INDIA LIMITED - SECOND CALL**" and should be crossed "Account Payee". A separate cheque / demand draft must accompany each Second & Final Call Money. MONEY ORDER WILL NOT BE ACCEPTED.
3. Payment should be made by way of Cheque / Demand Draft drawn on any bank which is situated at and is a member or sub member of the bankers clearing house located in the same location as the branch of the bank to which the advice is presented. OUTSTATION CHEQUES / DEMAND DRAFTS WILL NOT BE ACCEPTED.
4. In the interest of the Members, this Second & Final Call Money Notice together with Cheque / Demand Draft should only be presented personally to the branch. ICICI Bank shall not accept any cheque/demand draft sent through post. Company does not accept any responsibility for loss in transit.
5. Shareholders residing at a place where there are no designated branches to accept the second & final call money should send their money along with complete information on the call money notice mentioning clearly their Folio No./DP ID, Client ID and Call notice number by registered / speed post to the Company at its corporate office or to the Registrar to the Issue, viz. Sharepro Services (India) Pvt. Ltd. Such payment should only be made by way of **Demand Draft payable at Mumbai**, net of bank and postal charges. The Company will not be liable for any delayed receipt and reserves the right to reject such delayed receipts
6. After the last date of payment, i.e., **March 1, 2010**, payment along with interest @ 18% p.a calculated on the total second & final call amount, will be accepted only by way of **Demand Draft payable at Mumbai** to be sent **only** to the Registrar & Transfer Agent or to the Company at its Corporate Office. The ICICI Bank branches will not accept the payment of second call money after the expiry of the due date.
7. Where the payment to be made is Rs. 50,000/- or more, the shareholder should mention his / her PAN number allotted under the Income Tax Act, 1961 and also submit a photo copy of the PAN card(s) (in case of joint holders all the joint holders' PAN copies have to be submitted) or a communication from the Income Tax authority indicating allotment of PAN ("PAN Communication") along with payment for the purpose of verification of the number. Shareholders who do not have PAN are required to provide a declaration in Form 60 / Form 61 prescribed under the Income Tax Act along with the payment. Application Forms without this Photocopy/ PAN Communication / declaration will be considered incomplete and liable to be rejected.
8. Call Notice received by the Bank is not a final confirmation of the Call Money acceptance as the same will be subject to scrutiny at the Bank and the Company. Any Application, if incomplete/incorrect will be rejected. The Call money due on the number of equity shares held by the shareholders needs to be paid in full. Shareholders may please note that no part payment would be accepted.
9. Non-payment of the call will also make the partly paid up equity share liable for forfeiture, including the amount paid thereon, in terms of Articles of Association of the Company.
10. In Case of non-receipt of the Second & Final call notice, shareholder can request for the Duplicate Call Money Notice at the Corporate Office of the Company / Registrar or the same may also be downloaded from Company's website viz. www.dishtv.in. However, the Shareholder has to mention the Folio No. / DP & Client ID, No. of shares held & amount payable towards the Second & Final Call.
11. All communications in respect of this Second Call Money, quoting Folio No. / DP ID, Client ID, Notice No. should be addressed to the Registrar & Transfer Agent of the Company:

**Sharepro Services (India) Pvt. Ltd.
UNIT: DISH TV INDIA LIMITED**

13 AB Samhita Warehousing Complex, 2nd Floor
Near Sakinaka Telephone Exchange, Andheri-Kurla Road,
Sakinaka, Andheri (E), Mumbai - 400 072

Phone: +91-22-67720300 / 6772 0400; Fax: +91-22-28591568 / 28508927; E-mail: dishtv@shareproservices.com

LIST OF BANK BRANCHES

Agra: No. 6,8- 13,Ground Floor, Shanta Tower, Sanjay Place, Agra-282002 **Ahmedabad:** JMC House, Opp. Parimal Gardens, Ambawadi, Ahmedabad - 380 006 **Amritsar** ICICI Bank Ltd, 361, M.C International The Mall, Amritsar - 143001, Punjab **Bangalore:** ICICI Bank Towers, 1, Commissariat Road, Ground Floor, Bangalore 560025 **Belgaum:** Shree Krishna Towers, #14, Khanapur Road, RPD Cross, Tilakwadi, Belgaum-590006 **Bharuch:** Blue Chip Complex, Sevashram Road, Panchbatti, Bharuch-392001 **Bhavnagar:** Ground Floor, Plot No. 2569,Ratnadeep, Opp. Central Salt Research Institute,Waghawadi Road, Bhavnagar-364002 **Bhopal:** Plot No. 11, Zone II, Alankar Palace Near Pragati Petrol Pump, M. P. Nagar, Bhopal-462011 **Bhubaneswar:** OCCF Building, Opp Sriya Talkies, Unit - III, Bhubaneswar-751001 **Chandigarh:** SCO 9-10-11, Sector 9-D. Chandigarh 160017 **Chennai:** 110, Prakash Presidium, Uthamar Gandhi Salai, (Nungambakkam High Road), Chennai-600034 **Ernakulam (Cochin):** Emgee Square, M.G.Road, Ernakulam, Kochi-682035 **Coimbatore:** Cheran Plaza, 1090, Trichy Road, Coimbatore-641018 **Dehradun:** ICICI Bank Ltd., NCR, Plaza,24, New Cantt Road, Hathibarkala, Dehradun, Uttaranchal - 248001 **Faridabad:** ICICI Bank Ltd., Booth No. 104-105, District Centre, Sector 16, Faridabad- 121007, Haryana **Ghaziabad:** ICICI Bank Ltd, R- 1/88, Raj Nagar, Ghaziabad, UP-201001 **Guntur:** ICICI Bank Ltd., 5-82-2, PMG Complex, Lakshmpuram Main Road, Guntur - 522002 (Andra Pradesh) **Gurgaon:** ICICI Bank Ltd, SCO 18 & 19, HUDA Shopping Centre, Sector-14, Market Complex, Gurgaon - 122001 **Guwahati:** Ground Floor, Shanti Complex, G S Road, Bhanganagarh, Guwahati-781005 **Hissar:** Plot No 57-60, Kamla Palace Road, Red Square Market, Hissar, Haryana-125001 **Hubli:** Eureka Junction, Travellers Bungalow Road, Hubli-580029 **Hyderabad:** 6-2-1012, TGV Mansions, Opp. Institution of Engineers, Khairatabad, Hyderabad-500004 **Indore:** ICICI Bank Ltd.,4, Chhoti Khajrani, Malav Parisar, A-B road, Indore, MP-452008 **Jaipur:** C-99, Shreeji Towers, Subhash Marg, Near Ahimsa Circle, C Scheme, Jaipur-302001 **Jamshedpur:** Natraj Mansion, Main Road, Bistupur, Jamshedpur-831001 **Jodhpur:** 637-B, Gr. Floor, Bhansali Complex, Residency Road, Jodhpur-342003 **Kanpur:** J.S Towers 208001 **Kolhapur:** Ground Floor, Vasant Plaza, Rajaram Road, Rajarampuri, Kolhapur-416001 **Kolkata:** 22, R N Mukherjee Road, Kolkata-700001 **Lucknow:** ICICI Bank Ltd, Shalimar Tower, 31/54 M.G. Marg, Hazratganj, Lucknow -226001 **Ludhiana:** S.C.O. 146 / 147, Feroze Gandhi Market, Ludhiana-141001 **Madurai:** 33, North Chitrai Street, Madurai-625001 **Mumbai (Capital Market Div.):** 30,Mumbai Samachar Marg, Mumbai-400001 **Mysore:** 2950, Aishwarya Arcade, 9th Cross, Kalidasa Road, V.V. Mohalla, Mysore-570002 **Nagpur:** Vishnu Vaibhav, 222, Palm Road, Civil Lines, Nagpur-440001 **Nasik:** U-1, Crown Commercial Complex, Opp. Rajiv Gandhi Bhavan (NMC), Utility Centre, Sharanpur Road, Nashik-422002 **New Delhi:** 9A, Phelps Building, Inner Circle,Connaught Place, New Delhi-110001 **Noida:** K-1, Senior Mall, Sector 18, Noida-201301(UP) **Panjim:** 65, Sindur Business Centre, Swami Vivekanand Road, 403001 **Pondicherry:** 47, Mission Street, Pondicherry-605001 **Pune:** A-Wing, Shangrila Gardens, Bund Garden Road, Pune-411001 **Rajkot:** Jai Hind Press annexe, Opp. Shardabaug, Babubhai Shah Marg, Rajkot-360001 **Ranchi:** Main Road (near Ratanlal Petrol Pump), Ranchi, Jharkhand-834001 **Salem:** Swarnambigai Plaza, S. F. No. 6/5, Block no. 7, Ward-C, Omalur Main Road, Near Bus Stand, Salem-636009 **Surat:** Anjan Shalaka, Lal Bungalow, Athwa Lines, Surat-395007 **Trichy:** New no - 58, West Boulevard Road, Trichy-620002 **Vadodara:** Landmark Building, Race Course Circle, Alkapuri, Vadodara-390007 **Vijaywada:** D-40-1-52/5, Sainag Complex, M G Road, Vijayawada-520010 **Visakhapatnam:** 47-14-18, Isnar Satyasri Complex, Main Road, Dwarkanagar, Vishakapatnam-530016.