**PUBLIC ANNOUNCEMENT**
**For the attention of Shareholders of**

# UTV SOFTWARE COMMUNICATIONS LIMITED

**(Regd. Office Address:** 1181-1182, 8th Floor, Solitaire Corporate Park, Guru Hargovindji Marg, Chakala, Andheri (E), Mumbai 400 093, India)

**CASH OFFER FOR ACQUISITION OF EQUITY SHARES FROM SHAREHOLDERS**

In connection with the Letter of Offer (the "**Letter of Offer**") dispatched by Goldman Sachs (India) Securities Pvt. Ltd. (the "**Manager to the Offer**") on behalf of The Walt Disney Company (Southeast Asia) Pte. Ltd. (the "**Acquirer**"), Unilazer Exports and Management Consultants Limited ("**Unilazer**"), Unilazer (Hong Kong) Limited ("**Unilazer HK**") and Mr. Rohinton Screwvala ("**RS**") (together as the Persons Acting in Concert ("**PAC**")), to the Shareholders of UTV Software Communications Limited (the "**Target Company**"), wherein an open offer to acquire up to 77,45,494 Shares representing 20% of the Share Capital at a price of Rs. 860.79/- (Rupees Eight Hundred Sixty and Seventy Nine Paise) per Share payable in cash (the "**Offer**") was made under the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and subsequent amendments thereto (the "**SEBI (SAST) Regulations**"), the Shareholders of the Target Company are requested to kindly note that the Schedule of Activities for the Offer is as set out at pages 2 and 62 of the Letter of Offer and the Schedule of Activities set out in the Form of Acceptance and Form of Withdrawal may be ignored. For the avoidance of doubt, the correct schedule of activities is as follows:

| **Activity** | **Day and Date** |
|---|---|
| Public Announcement Date | Monday, February 18, 2008 |
| Specified Date | Tuesday, February 19, 2008 |
| Last date for a competitive bid | Monday, March 10, 2008 |
| Date by which Letter of Offer will be dispatched to Shareholders | Monday, October 6, 2008 |
| Date for opening of the Offer | Wednesday, October 8, 2008 |
| Last date for revising the Offer price / number of Shares | Thursday, October 16, 2008 |
| Last date for withdrawing acceptance from the Offer | Wednesday, October 22, 2008 |
| Closure of the Offer | Monday, October 27, 2008 |
| Last date of communicating rejection / acceptance and payment of consideration for applications accepted and for despatch of share certificates for the rejected Shares or for credit of unaccepted demat Shares | Tuesday, November 11, 2008 |

Capitalized terms not specifically defined herein shall have the meaning assigned in the Letter of Offer.

All other terms and conditions of the Offer set forth in the Letter of Offer dated October 3, 2008, remain unchanged.

The Acquirer, the PAC and their respective Board of Directors accept full responsibility for the information contained in this Public Announcement.

| MANAGER TO THE OFFER | REGISTRAR TO THE OFFER |
|---|---|
| **Goldman Sachs (India) Securities Pvt. Ltd.**<br>Rational House, Appasaheb Marathe Marg<br>Prabhadevi, Mumbai - 400 025<br>Tel No: +91-022-6616 9100<br>Fax No: + 91-022-6616 9090<br>Email: nikhil.bahel@gs.com<br>Contact Person: Mr. Nikhil Bahel | **Karvy Computershare Private Limited**<br>Plot No 17 to 24, Vittalrao Nagar,<br>Madhapur, Hyderabad - 500 081, India<br>Tel. : +91-40-2343 0818 - 25<br>Fax. : +91-40-2343 1551<br>E- mail: murali@karvy.com<br>Contact Person: Mr. Murali Krishna |

Issued by:

**Goldman Sachs (India) Securities Pvt. Ltd.**
as Manager to the Offer on behalf of the Acquirer

Place: Mumbai
Date: October 7, 2008

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