Emkay
Your success is our success

July 21, 2011

To,

Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
K.A. Ms. Nisha Mehta
Fax: 22722037/39

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051
K.A. Mr. Nagesh Pai
Fax: 26598237/38

Sir / Madam,

Sub: **Deccan Chronicle Holdings Limited – Buy-back** - Information pursuant to regulation 15(i) of the Securities and Exchange Board of India (Buy-back of Securities) Regulations, 1998, as amended

This is to inform you that the Deccan Chronicle Holding Limited ("the Company") is buying back its own fully paid up equity shares ("Shares") of face value Rs.2/- each ("the Buyback") from the open market through the electronic trading facilities of the Bombay Stock Exchange Ltd. ("BSE") and the National Stock Exchange of India Ltd. ("NSE") (together the "Stock Exchanges").

The Company has appointed Emkay Global Financial Services Limited as its broker ("Appointed Broker") for placing orders on the Stock Exchanges.

The details of shares bought back by the Company as on July 21, 2011, are as follows:

Name of the Broker	Number of Equity Shares Bought Back on July 21, 2011		Total	Average Price of Acquisition (Rs.)
	BSE	NSE		
Emkay Global Financial Services Limited	22,800	53,890	76,690	67.00
Total (A)	22,800	53,890	76,690	67.00

Cumulative Equity Shares bought as on Yesterday. (B)	14,509,992
Less : Quantity Closed Out Today(C)	-
Quantity Closed Out as on Yesterday (D)	-
Total Quantity closed out(C+D=E)	-
Total Equity Shares bought back as on 21/07/2011 (A) +(B) – (E)	14,586,682

Yours faithfully,

Emkay Global Financial Services Limited

Rajesh Ranjan

EMKAY GLOBAL FINANCIAL SERVICES LTD. MUMBAI

Authorised Signatory

EMPOWERING INVESTORS
A SEBI Initiative