

DIRECT MEDIA SOLUTIONS LLP

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
Tel: +91 22 71061234 LLPIN: AAI-2417

Date: 12th November, 2020

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 under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011'), please find enclosed our disclosure pertaining to invocation of equity shares of Siti Networks Limited, a company listed on your stock exchange.

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

Thanking you,

Yours faithfully,

For Direct Media Solutions LLP

Ashok Sanghavi

Authorised Signatory

Encl: As above.

CC:

Siti Networks Limited

Unit No. 38, 1st Floor, A Wing, Madhu Industrial Estate
Pandurang Budhkar Marg, Worli,
Mumbai - 400013

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Siti Networks Limited (Siti)		
Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Direct Media Solutions LLP		
Whether the seller belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited and BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the sale/ invocation under consideration, holding of :			
a) Shares carrying voting rights	23,356,732	2.68	2.68
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by shares	NA	NA	NA
d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
e) Total (a+b+c+d)	23,356,732	2.68	2.68
Details of acquisition/sale/ invocation			
a) Shares carrying voting rights acquired /sold	NA	NA	NA
b) VRs acquired /sold otherwise than by shares	NA	NA	NA
c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired /sold	NA	NA	NA
d) Shares encumbered / invoked/ released by the acquirer	2,157,000*	0.25	0.25
e) Total (a+b+c+/-d)	2,157,000	0.25	0.25

<p>After the acquisition/sale/ invocation, holding of:</p> <p>a) Shares carrying voting rights</p> <p>b) Shares encumbered with the acquirer</p> <p>c) VRs otherwise than by shares</p> <p>d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition</p> <p>e) Total (a+b+c+d)</p>	<p>21,199,732</p> <p>NA</p> <p>NA</p> <p>Nil</p> <p>21,199,732</p>	<p>2.43</p> <p>NA</p> <p>NA</p> <p>Nil</p> <p>2.43</p>	<p>2.43</p> <p>NA</p> <p>NA</p> <p>Nil</p> <p>2.43</p>
<p>Mode of acquisition / sale/ invocation (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).</p>	<p>Open market</p>		
<p>Date of acquisition / sale/ invocation of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable</p>	<p>10th November, 2020</p>		
<p>Equity share capital / total voting capital of the TC before the said acquisition/ sale</p>	<p>872,053,848 fully paid up equity shares of Re. 1 each</p>		
<p>Equity share capital/ total voting capital of the TC after the said acquisition / sale</p>	<p>872,053,848 fully paid up equity shares of Re. 1 each</p>		
<p>Total diluted share/voting capital of the TC after the said sale</p>	<p>872,053,848 fully paid up equity shares of Re. 1 each</p>		

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

(**) 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.

Note

* 2,157,000 shares have been invoked by the Trustee based on the instruction from the lender/ Debenture holders to whom shares of Siti have been pledged.

For **Direct Media Solutions LLP**

Ashok Sanghavi
Authorised Signatory

Place: Mumbai
Date: 12th November, 2020