

# **DIRECT MEDIA SOLUTIONS LLP**

**(Formerly known as Direct Media Solutions Private Limited)**

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

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June 20, 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 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) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for the creation/ release/ invocation of pledge of the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited).

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

Thanking you,

Yours faithfully,

**For Direct Media Solutions LLP**  
**(Formerly known as Direct Media Solutions Private Limited)**

**Ashok Sanghavi**  
**Authorised Signatory**

Encl: As above.

CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
Unit No. 38, 1<sup>st</sup> Floor, A Wing,  
Madhu Industrial Estate, P. B. Marg,  
Worli, Mumbai – 400 013

(Format for 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)

<b>Name of the Target Company (TC)</b>	Siti Networks Limited (formerly known as Siti Cable Network Limited)
<b>Name of the stock exchanges where the shares of the target company are listed</b>	NSE /BSE
<b>Date of Reporting</b>	20th June, 2020
<b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b>	Direct Media Solutions LLP

**Details creation of encumbrance :**

Name of Promoter (s) or PACs with him *	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)		Details of Event 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 invocation release 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
Bioscope Cinemas Private Limited	9,54,89,946	10.95	9,54,79,335	10.95	-	-	-	-	-	-	-	9,54,79,335	10.95
Digital Satellite Holdings Private Limited	12,71,50,816	14.58	12,70,57,000	14.57	-	-	-	-	-	-	-	12,70,57,000	14.57
Direct Media Solutions LLP	7,45,28,000	8.55	6,46,28,000	7.41	Invocation	15-Jun-2020	Pledge	Collateral for loan	16,72,426	0.19	Hero Fincorp Limited	6,29,55,574	7.22
Direct Media Solutions LLP	7,28,55,574	8.35	6,29,55,574	7.22	-	-	-	-	-	-	-	6,29,55,574	7.22
Direct Media & Cable Private Limited	8,57,14,285	9.83	8,57,14,285	9.83	-	-	-	-	-	-	-	8,57,14,285	9.83
Digital Satellite Media & Broadband Private Limited	4,07,90,273	4.68	4,07,75,000	4.68	-	-	-	-	-	-	-	4,07,75,000	4.68

Arrow Media and Broadband Private Limited	Nil	Nil	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Limited	4,31,66,665	4.95	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,90,00,000	2.18	1,89,64,000	2.17	-	-	-	-	-	-	-	1,89,64,000	2.17

Place : Mumbai  
Date : 20th June, 2020

Ashok Sanghavi  
Signature of the Authorised Signatory