

(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)

Name of the Target Company [TC]  
 SII Cable Network Limited  
 NSE / BSE  
 01.10.2014  
 Name of the stock exchanges where the shares of the target company are listed  
 Direct Media Solutions Private Limited  
 Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released

Details creation of encumbrance :		Promoter holding already encumbered (2)				Details of Even pertaining to encumbrance (3)				Post event holding of encumbered shares				
Name of Promoter (s) or PACs with him (**)	Name of Promoter Holding in the target company(1)	No of Shares	% of total share Capital	% w.r.t diluted 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)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Direct Media Solutions Pvt.Ltd.	Direct Media Solutions Pvt.Ltd.	140,000,000	22.79	N. A.	98,000,000	15.96	Creation	28.09.2014	Pledge	25,700,000	4.18	ECL Finance Ltd	123,700,000	20.14
Direct Media Solutions Pvt.Ltd.	Direct Media Solutions Pvt.Ltd.	140,000,000	22.79	N. A.	123,700,000	20.14	Creation	28.09.2014	Pledge	6,400,000	1.04	Edelweiss Finance & Investments Ltd	130,100,000	21.18
Direct Media Solutions Pvt.Ltd.	Direct Media Solutions Pvt.Ltd.	140,000,000	22.79	N. A.	130,100,000	21.18	Release	29.09.2014	Pledge	1,100,000	0.18	STCI Finance Ltd	129,000,000	21.00
Direct Media Solutions Pvt.Ltd.	Direct Media Solutions Pvt.Ltd.	140,000,000	22.79	N. A.	129,000,000	21.00	Release	29.09.2014	Pledge	5,600,000	0.91	Kotak Mahindra Prime Ltd	123,400,000	20.09
Direct Media Solutions Pvt.Ltd.	Direct Media Solutions Pvt.Ltd.	140,000,000	22.79	N. A.	123,400,000	20.09	Release	30.09.2014	Pledge	1,200,000	0.20	IL & FS Financial Services Ltd	122,200,000	19.90

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED  
 Director / Authorised Signatory  
 Signature of the Authorised Signatory

Place : Mumbai  
 Date : 01.10.2014

(\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.  
 (\*\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. 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.