

(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)

Siti Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

MSE /BSE

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

30.01.2015
Direct Media Solutions Private Limited

Details creation of encumbrance :

Name of Promoter (s) or PACs with shareholding (%)	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	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/ release of encumbrance)	Date of creation / release of encumbrance	Type of event (creation/ release of encumbrance)	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	140,000,000	22.79	N. A.	108,380,000	17.65	Release	23.01.2015	Pledge	7,220,000	1.18	ECL Finance Ltd	101,160,000	16.47
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	101,160,000	16.47	Release	23.01.2015	Pledge	1,780,000	0.29	Edelweiss Finance & Investment Ltd	99,380,000	16.18
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	99,380,000	16.18	Release	23.01.2015	Pledge	150,000	0.02	SICOM Ltd	99,230,000	16.16

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory
Director

Place : Mumbai
Date : 30.01.2015

(**) 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.