

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  
 NSE / BSE  
 Date of Reporting  
 30.09.2015  
 Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released  
 Direct Media Solutions Private Limited  
 Bioscope Cinemas Private Limited  
 Digital Satellite Holdings Private Ltd

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Details of Even 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 (*)	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
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N. A.	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	1,900,000	0.28	ECL Finance Ltd	57,652,000	8.51
Bioscope Cinemas Private Ltd	50,670,529	7.48	N. A.	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	17,500,000	2.58	ECL Finance Ltd	Nil	Nil
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	4,100,000	0.61	ECL Finance Ltd	86,600,000	12.78
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company	15,800,000	2.33	ECL Finance Ltd	70,800,000	10.45

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED  
 Director / Authorised Signatory  
 For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED  
 Authorized Signatory / Director

Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	70,800,000	10.45	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company	4,100,000	0.61	Edelweiss Finance Investments Ltd	66,700,000	9.85
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	66,700,000	9.85	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	20,200,000	2.98	ECL Finance Ltd	86,900,000	12.83
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	86,900,000	12.83	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	1,615,000	0.24	JM Financial Products Limited	88,515,000	13.07
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	88,515,000	13.07	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	2,680,000	0.40	ECL Finance Ltd	85,835,000	12.67
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,835,000	12.67	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	520,000	0.08	Edelweiss Finance Investments Ltd	85,315,000	12.59
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,315,000	12.59	Release	30.09.2015	Pledge	Collateral Release for NCD redeem of Promoter Group	12,000,000	1.77	IL & FS Trust Co Ltd	73,315,000	10.82

PERFECT MEDIA SOLUTIONS PRIVATE LIMITED

For Bioscope Cinemas Pvt. Ltd.

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 30.09.2015

Director / Authorised Signatory

Authorized Signatory/Director

Authorized Signatory/Director

(\*\*) 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.