

(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

11.02.2015

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

Direct Media Solutions Private Limited

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 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 (*)	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				
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	99,230,000	16.16	Release	09.02.2015	Pledge	7,100,000	1.16	IL & FS Trust Co. Ltd	92,130,000	15.00

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Director / Authorized Signatory



Place : Mumbai
Date : 11.02.2015

(**) 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.