

SITI Cable Network Limited  
1<sup>st</sup> Floor, FC-09, Gate # 03  
Sector 16 A, Film City, Noida - 201301  
Tel. : +91-0120-4526700 Fax : +91-0120-452677  
Website : www.siticable.com



March 13, 2015

To,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400001.

**National Stock Exchange of India Limited**  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra - Kurla Complex, Bandra (E)  
Mumbai - 400051.

**Kind Attn.: Corporate Relationship / Listing Department**

**Subject :- CLAUSE 35 (c) OF THE LISTING AGREEMENT – SHAREHOLDING  
PATTERN OF THE COMPANY FOR THE CHANGE IN CAPITAL  
RESTRUCTURING OF THE COMPANY**

Dear Sir,

Pursuant to Clause 35 (c) of the Listing Agreement with the stock exchanges, please find attached herewith the shareholding pattern of the Company upon the change in capital of the company resulting on the allotment of 63,174,540 Equity shares on QIP Basis, as per the prescribed format

You are therefore, requested to kindly acknowledge the receipt of the same and oblige.

Yours Truly,  
**For Siti Cable Network Limited**

A handwritten signature in blue ink, appearing to read 'Suresh Kumar', written over a circular purple stamp.

**Suresh Kumar**  
Company Secretary



<b>(I)(A) STATEMENT SHOWING SHAREHOLDING PATTERN</b>			
<b>Name of the Company : SITI CABLE NETWORK LIMITED</b>			
<b>Name of Scrip:- SITICABLE Class of Security: Equity</b>			
<b>SCRIPT CODE - 532795</b>		<b>As on :- 09.03.2015</b>	
<b>Partly paid up shares*</b>	<b>Number of partly paid -up shares</b>	<b>As a % of total no. of partly paid - up shares</b>	<b>As a % of total no. of shares of the Company</b>
Held by Promoter/Promoter group	0	0.00	0.00
Held by Public	0	0.00	0.00
<b>Total</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>
<b>Outstanding Convertible Securities</b>	<b>Number of outstanding Securities</b>	<b>As a % of total no. of outstanding convertible Securities</b>	<b>As a % of total no. of shares of the Company assuming full conversion of the Securities</b>
Held by Promoter/Promoter group	0	0.00	0.00
Held by Public	0	0.00	0.00
<b>Total</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>
<b>Warrants</b>	<b>Number of Warrants</b>	<b>As a % of total no. of warrants</b>	<b>As a % of total no. of shares of the Company assuming full conversion of warrants</b>
Held by Promoter/Promoter group	0	0.00	0.00
Held by Public	0	0.00	0.00
<b>Total</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>
<b>Total paid up capital of the Company, assuming full conversion of warrants and convertible securities</b>	<b>677465295</b>		

**\*\*\*\*NOTE :-**

The total subscribed and paid-up share capital of 677,465,295 Equity Shares of Re 1 each includes 3,338 equity shares on which first and final call money was received but corporate action for conversion into fully paid-up shares failed due to reasons at depository level.



SITI CABLE NETWORK LIMITED								
(D)(A) STATEMENT SHOWING SHAREHOLDING PATTERN								
Table (I)(a)					As on 09.03.2015 ( POST ALT )			
Category Code	Category of Shareholder	Number of Shareholders	Total Number of Shares	No of Shares held on Dematerialised form	Total Shareholding as percentage of total number of shares		Shres pledged or otherwise encumbered	
					As % of (A+B)	As % of (A+B+C)	No of Shares	As % of Shareholding (EX)= VIII/IV*100
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
<b>A</b>	<b>Shareholding of Promoter &amp; Promoter Group</b>							
1	Indian							
a	Individuals / HUF	1	1,021,000	1,021,000	0.15%	0.15%	0	0.00%
b	Central / State Government	0	0	0	0.00%	0.00%	0	0.00%
c	Bodies Corporate	5	262,040,427	262,040,427	38.68%	38.68%	174,340,000	66.53%
d	Financial Institutions / Banks	0	0	0	0.00%	0.00%	0	0.00%
e	Any other (Specify)	0	0	0	0.00%	0.00%	0	0.00%
	<b>Sub-total (A)(1)</b>	<b>6</b>	<b>263,061,427</b>	<b>263,061,427</b>	<b>38.83%</b>	<b>38.83%</b>	<b>174,340,000</b>	<b>66.27%</b>
2	Foreign							
a	Individuals (Non-resident/ Foreign)	0	-	0	0.00%	0.00%	0	0.00%
b	Bodies Corporate (OCB)	2	184,181,000	184,181,000	27.19%	27.19%	0	0.00%
c	Institutions - Foreign Bodies	0	0	0	0.00%	0.00%	0	0.00%
d	Qualified Foreign Investor	0	0	0	0.00%	0.00%	0	0.00%
e	Any other (Specify)	0	0	0	0.00%	0.00%	0	0.00%
	<b>Sub-total(A)(2)</b>	<b>2</b>	<b>184,181,000</b>	<b>184,181,000</b>	<b>27.19%</b>	<b>27.19%</b>	<b>0</b>	<b>0.00%</b>
	<b>Total Shareholding of Promoter and Promoter Group (A) = (A)(1)+(A)(2)</b>	<b>8</b>	<b>447,242,427</b>	<b>447,242,427</b>	<b>66.02%</b>	<b>66.02%</b>	<b>174,340,000</b>	<b>38.98%</b>
<b>B</b>	<b>Institutions</b>							
1	Institutions							
a	Mutual Funds and UTI	8	49,530,292	49,529,792	7.31%	7.31%		
b	Financial Institutions/Banks	13	88,368	88,368	0.01%	0.01%		
c	Central / State Government	0	0	0	0.00%	0.00%		
d	Venture Capital Funds	0	0	0	0.00%	0.00%		
e	Insurance Companies	2	4,001	4,001	0.00%	0.00%		
f	Foreign Institutional Investors	29	80,889,925	80,884,425	11.94%	11.94%		
g	Foreign Venture Capital Investors	0	0	0	0.00%	0.00%		
h	Qualified Foreign Investor	0	0	0	0.00%	0.00%		
i	Any other (Specify)	0	0	0	0.00%	0.00%		
	<b>Sub-total (B)(1)</b>	<b>52</b>	<b>130,512,586</b>	<b>130,506,586</b>	<b>19.26%</b>	<b>19.26%</b>		
2	Non-Institutions							
a	Bodies Corporate	1606	32,035,785	32,030,813	4.73%	4.73%		
b-i	Individuals holding shares upto Rs. 1 Lac in nominal value	112939	45,909,996	45,707,191	6.78%	6.78%		
b-ii	Individuals holding shares in excess of Rs. 1 Lac in nominal value	38	14,245,327	14,245,327	2.10%	2.10%		
c	Qualified Foreign Investor	0	0	0	0.00%	0.00%		
d	Any other							
i	Overseas Corporate Body	1	75	75	0.00%	0.00%		
ii	Foreign National	1	500	500	0.00%	0.00%		
iii	Foreign Bodies	1	1	1	0.00%	0.00%		
iii	NRI	1056	7,514,596	7,313,894	1.11%	1.11%		
iv	Trust	4	4,002	4,002	0.00%	0.00%		
	<b>Sub-total (B)(2)</b>	<b>115,646</b>	<b>99,710,282</b>	<b>99,301,803</b>	<b>14.72%</b>	<b>14.72%</b>		
	<b>Total Public Shareholding (B) = (B)(1)+(B)(2)</b>	<b>115,698</b>	<b>230,222,868</b>	<b>229,808,389</b>	<b>33.98%</b>	<b>33.98%</b>		
	<b>TOTAL (A)+(B)</b>	<b>115,706</b>	<b>677,465,295</b>	<b>677,050,816</b>	<b>100.00%</b>	<b>100.00%</b>	<b>174,340,000</b>	<b>25.73%</b>
<b>C</b>	<b>Share held by Custodians &amp; against which Depository Receipts have been Issued</b>							
1	Promoter and Promoter Group	0	0	0		0.00%		
2	Public	0	0	0		0.00%		
	<b>GRAND TOTAL (A+B+C)</b>	<b>115,706</b>	<b>677,465,295</b>	<b>677,050,816</b>	<b>100.00%</b>	<b>100.00%</b>	<b>174,340,000</b>	<b>25.73%</b>



(1) (b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"

Sr.No.	Name of the shareholder	Details of Shares held			Encumbered shares(*)			Details of warrants			Details of convertible		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
		No of Shares held	As a % of grand total (A)+(B)+(C)	Number of shares	As a Percentage (V)/(III)*100	As a % of grand total A+B+C of sub-clause (1)(a)	No of warrants held	As a % of total number of warrants of the same	Number of convertible securities held	As a % of total number of convertible securities of the same class			
(I)	(II)	(III)	(IV)	(V)	(VI) = (V)/(III)*100	(VII)	(VIII)	(IX)	(X)	(XI)	(XII)		
1	DIRECT MEDIA SOLUTIONS PRIVATE LTD	140000000	20.67	92130000	65.81	13.60	0	0	0	0	20.67		
2	ESSEL MEDIA VENTURES LIMITED	116431000	17.19	0	0.00	0.00	0	0	0	0	17.19		
3	ESSEL INTERNATIONAL LIMITED	67750000	10.00	0	0.00	0.00	0	0	0	0	10.00		
4	DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED	51569898	7.61	50000000	96.96	7.38	0	0	0	0	7.61		
5	BIOSCOPE CINEMAS PRIVATE LIMITED	33160000	4.89	0	0.00	0.00	0	0	0	0	4.89		
6	DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED	19800000	2.92	14710000	74.29	2.17	0	0	0	0	2.92		
7	BIOSCOPE CINEMAS PRIVATE LIMITED	17510529	2.58	17500000	99.94	2.58	0	0	0	0	2.58		
8	ASHOK MATTHAI KURIEN	1021000	0.15	0	0.00	0.00	0	0	0	0	0.15		
	TOTAL	447,242,427	66.02	174,340,000	38.98	25.73	0	0	0	0	66.02		

(\*) The term "encumbrance" has the same meaning as assigned to it in regulation 28(3) of the SASI Regulations, 2011



*[Handwritten Signature]*

(1)(c)(i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares.									
SRL	Name of the shareholder	Number of shares held	Shares as a percentage of total number of shares (i.e., Grand Total (A)+(B)+(C) indicated in Statement at para	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and	
				Number of warrants held	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class		
1	POLUS GLOBAL FUND LIMITED	14428570	2.13	0	0	0	0	2.13	
2	HDFC TRUSTEE COMPANY LTD A/C HDFC EQUITY FUND	26533000	3.92	0	0	0	0	3.92	
3	DSP BLACKROCK MICRO CAP FUND	12954671	1.91	0	0	0	0	1.91	
4	RELI GARE FINVEST LTD	10797980	1.59	0	0	0	0	1.59	
5	SWISS FINANCE CORPORATION (MAURITIUS) LIMITED	9413282	1.39	0	0	0	0	1.39	
6	GOLDMAN SACHS INDIA FUND LIMITED	8969569	1.32	0	0	0	0	1.32	
7	POLUS GLOBAL FUND	7120460	1.05	0	0	0	0	1.05	
	<b>TOTAL</b>	<b>90,217,532</b>	<b>13.32</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13.32</b>	

(1)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the company.									
SRL	Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them	Number of shares	Shares as a percentage of total number of shares (i.e., Grand Total (A)+(B)+(C) indicated in Statement at para	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and	
				Number of warrants	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class		
	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL	
	<b>TOTAL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	



*[Handwritten Signature]*

**(I)(d) Statement showing details of locked-in shares**

Sr. No.	Name of the shareholder	Category of shareholders (Promoter/Public)	Number of locked-in shares	Locked-in shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	ESSEL INTERNATIONAL LIMITED	PROMOTER	62000000	9.15
2	ESSEL MEDIA VENTURES LIMITED	PROMOTER	100000000	14.76
			<b>162000000</b>	<b>23.91</b>



**(II)(a) Statement showing details of Depository Receipts (DRs)**

Sr. No.	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of outstanding DRs	Number of shares under lying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
	NIL	NIL	NIL	NIL
	<b>TOTAL</b>	NIL	NIL	NIL

**(II)(b) Statement showing Holding of Depository Receipts (DRs), where underlying shares held by "Promoter / promoter group" are in excess of 1% of the total number of shares**

Sr. No.	Name of the DR Holder	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
	NIL	NIL	NIL	NIL
	<b>TOTAL</b>	NIL	NIL	NIL



SITI CABLE NETWORK LIMITED							
III (a) Statement showing the voting pattern of shareholders, if more than one class of shares/securities is issued by the issuer. 09.03.2015							
(Give description of voting rights for each class of security Class X, Class Y, Class Z)							
Category code	Caegory of shareholder	Number of Voting Rights held in each class of securities			Total Voting Rights	Total Voting Rights (VI)	
		Class X (III)	Class Y (IV)	Class Z (V)	(III+IV+V) (VI)	As a % of (A+B) (VII)	As a % of (A+B+C) (VIII)
(A)	<b>Promoter and Promoter Group</b>						
(1)	<b>Indian</b>						
(a)	Individuals/Hindu Undivided Family						
(b)	Central/State Government(s)						
(c)	Bodies Corporate						
(d)	Financial Institutions/Banks						
(e)	Any Other (specify)						
	<b>Sub-Total (A) (1)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
(2)	<b>Foreign</b>						
(a)	Individuals (Non Resident/Foreign)						
(b)	<b>Bodies Corporate</b>						
(c)	Instititins						
(d)	Qualified Foreign Investor						
(e)	Any Other (specify)						
	<b>Sub-Total (A)(2)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	Total Shareholding of Ptomoter and Ptomoter Group (A)=(A)(1) + (A)(2)						
(B)	<b>Public Shareholding</b>						
(1)	<b>Instititins</b>						
(a)	Mutual Funds/UTI						
(b)	Financial Institutions/Banks						
(c)	Central/State Government(s)						
(d)	Venture Capital Funds						
(e)	Insurance Companies						
(f)	Foreign Institutional Investors						
(g)	Foreign Venture Capital Investors						
(h)	Qualified Foreign Investor						
(i)	Any Other (specify)						
	<b>Sub-Total (B) (1)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
(2)	<b>Non Institiutions</b>						
(a)	Bodies Corporate						
(b)	<b>Individuals</b>						
	i. Individual shareholders holding nominal share capital upto Rs. 1 lakh						
	ii. Individual shareholders holding nominal share capital in excess of Rs. 1 lakh.						
(c)	Qualified Foreign Investor						
(d)	Any Other (specify)						
	<b>Sub-Total (B) (2)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
	<b>TOTAL (A) + (B)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
(C)	Shares held by Custodians and against which Depository Receipts have been issued						
	<b>GRAND TOTAL (A)+(B)+(C)</b>	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.


