

(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							30.06.2015						
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released							Direct Media Solutions 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)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)						Post event holding of encumbered shares {Creation [(2)+ (1)]/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 disclosure 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
Digital Satellite Holdings Private Ltd.	71,369,898	10.53	N. A.	62,810,000	9.27	Release	28.06.2015	Pledge	3,236,000	0.48	Yes Bank Ltd	59,200,000	8.79
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	84,500,000	12.47	Release	28.06.2015	Pledge	1,500,000	0.22	IL&FS Trust Company Ltd	83,000,000	12.25
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	83,000,000	12.25	Creation	29.06.2015	Pledge	5,000,000	0.87	Axis Finance Ltd	88,000,000	13.12

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 30.06.2015

Director / Authorised Signatory

Signature of the Authorised 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.