

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
Tel: +91 22 71061234 CIN: U74999MH2007PTC168664

December 2, 2016

✓ **BSE Limited**
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Dear Sir,

Ref: 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

With reference to disclosure requirements 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, please find attached herewith our disclosure for the creation of pledge of the equity shares of Siti Cable Network Limited.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Authorised Signatory



Encl: As above.

CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013

(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 Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	2nd December, 2016
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)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	
Bioscope Cinemas Pvt. Ltd.	8,28,51,529	10.43	9.50	6,30,04,335	7.93	-	-	-	-	-	-	-	6,30,04,335	7.93
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	6,37,08,000	8.02	-	-	-	-	-	-	-	6,37,08,000	8.02
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	7,33,14,800	9.23	Release	29-Nov-2016	Pledge	Collateral Release for Facility of Promoter group Company	1,72,00,000	2.17	ECL Finance Limited	5,61,14,800	7.07
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	5,61,14,800	7.07	Creation	29-Nov-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,72,00,000	2.17	ECL Finance Limited	7,33,14,800	9.23
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	7,33,14,800	9.23	Release	30-Nov-2016	Pledge	Collateral Release for Facility of Promoter group Company	52,50,000	0.66	ECL Finance Limited	6,80,64,800	8.57



Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	6,80,64,800	8.57	Release	1-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	75,00,000	0.94	STCI Finance Limited	6,05,64,800	7.63
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	10,00,00,000	12.59	11.47	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	5,20,00,000	6.55	5.96	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-



[Handwritten Signature]

Signature of the Authorised Signatory

Place : Mumbai
Date : 2nd December, 2016

(**) 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 Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. 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.