

Date:26.02.2016

✓ **Bombay Stock Exchange 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 Creation / Release of encumbrance the equity shares of Siti Cable Network Limited

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

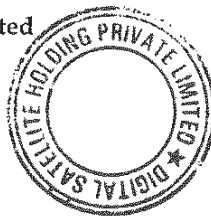
Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited



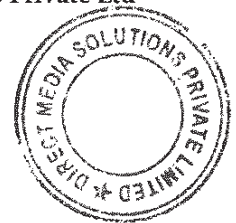
Authorised Signatory



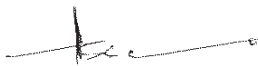
For Direct Media Solutions Private Ltd



Authorised Signatory



For Bioscope Cinemas Private Limited



Authorised Signatory



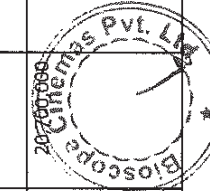
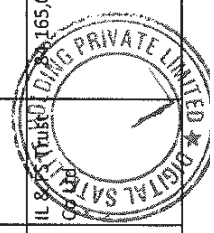
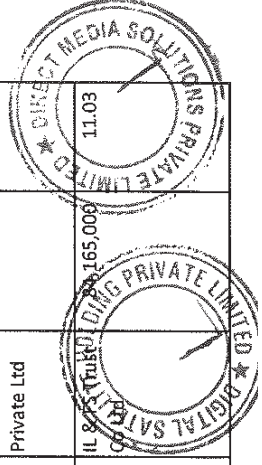
Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

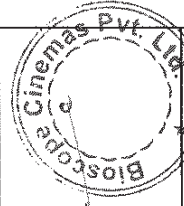
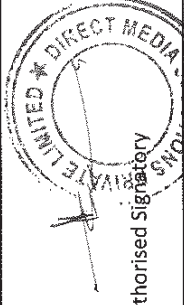
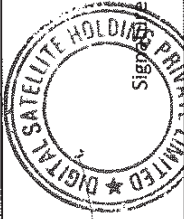
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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		26.02.2016	
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released			
Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited			

Details creation of encumbrance :				Details of Even pertaining to encumbrance (3)										Post event holding of encumbered shares	
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)								Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]	% of total share capital
	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/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 Private Ltd	50,670,529	6.638	N. A.	3,810,000	0.50	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	4,800,000	0.63	IDBI Trusteeship Services Private Ltd	8,610,000	1.13	
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	57,652,000	7.55	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	13,450,000	1.76	IDBI Trusteeship Services Private Ltd	71,102,000	9.31	
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	73,315,000	9.60	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	31,550,000	4.13	IDBI Trusteeship Services Private Ltd	104,865,000	13.74	
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	104,865,000	13.74	Release	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	207,415,000	2.71	IDBI Trusteeship Services Private Ltd	104,865,000	11.03	



Bioscope Cinemas Private Ltd	50,670,529	6.638	N. A.	8,610,000	1.13	Creation	25.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	21,300,000	2.79	IDBI Trusteeship Services Private Ltd	29,910,000	3.92
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-



Place : Mumbai
Date : 26.02.2016

Signature of the Authorised Signatory

(**) 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.