

Digital Satellite Media & Broadband Private Limited

Date: 29th March, 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 under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Digital Satellite Media & Broadband Private Limited have been allotted 30,800,000 shares of Siti Cable Network Ltd., a company listed on your stock exchange, on the 28th day of March, 2016 on conversion of part of Optionally Fully Convertible Debentures (OFCDs) held by us. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

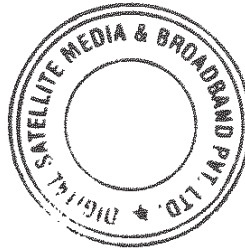
For Digital Satellite Media & Broadband Private Limited



Ashok Sanghavi
Authorised Signatory

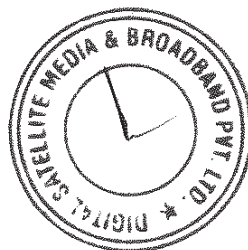
Encl: As above.

CC:
Siti Cable Network Limited
135, Continental Building,
Dr. Annie Besant Road,
Worli, Mumbai, Maharashtra - 400018



Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Siti Cable Network Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Digital Satellite Media & Broadband Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Promoter Group		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited and BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	NA	NA	NA
b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by shares	NA	NA	NA
d) Warrants /convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	51,428,571	Nil	5.90
e) Total (a+b+c+d)	Nil	Nil	Nil
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	30,800,000	3.88	3.53
b) VRs acquired /sold otherwise than by shares	NA	NA	NA
c) Warrants /convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	Nil	Nil	Nil
d) Shares encumbered / invoked/released by the acquirer	NA	NA	NA
e) Total (a+b+c+/-d)	30,800,000	3.88	3.53



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	30,800,000	3.88	3.53
b) Shares encumbered with the acquirer	NA	NA	NA
c) VRs otherwise than by shares	NA	NA	NA
d) Warrants —/convertible securities/ any —other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	20,628,571	Nil	2.37
e) Total (a+b+c+d)	51,428,571	3.88	5.90
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Preferential allotment		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	28 th March 2016		
Equity share capital / total voting capital of the TC before the said acquisition / sale	763,347,420 number of Equity shares of Re. 1/- each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	794,147,420 number of Equity shares of Re. 1/- each		
Total diluted share/voting capital of the TC after the said acquisition / sale	871,918,848 number of Equity shares of Re. 1/- each		

(*) Total share capital/ voting 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.

For Digital Satellite Media & Broadband Private Limited



Ashok Sanghavi
Authorised Signatory

Place: Mumbai
Date: 29th March, 2016

