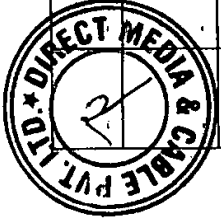


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / Invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)
 Name of the stock exchanges where the shares of the target company are listed
 Date of Reporting
 Name of the Promoter or PAC on whose shares encumbrance has been created /Invoked /released

Siti Cable Network Limited
 NSE /BSE
 14.03.2016
 Direct Media & Cable Private Limited

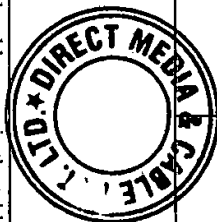
Name of Promoter (s) or PACs with whom (*)	Details creation of encumbrance :		Promoter holding already encumbered		Details of Even pertaining to encumbrance (3)		Post event holding of encumbered shares						
	No of Shares	% of total share Capital	No of Shares	% of total share Capital	Type of event (creation/ 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	% of total share Capital
Bioscope Cinemas Private Ltd	50,670,529	6.638	29,910,000	3.92	-	-	-	-	-	-	-	29,910,000	3.918
Digital Satellite Holdings Private Ltd	71,369,898	9.350	52,502,000	6.88	-	-	-	-	-	-	-	52,502,000	6.878
Media Solutions Pvt. Ltd	140,000,000	18.340	76,765,000	10.06	-	-	-	-	-	-	-	76,765,000	10.056
Media & Cable Private Limited	85,714,285	11.229	-	-	Creation	08.03.2016	Pledge	Collateral Pledge for Facility of Promoter Group	85,714,285	11.229	IDBI Trusteeship Services Limited	85,714,285	11.229
Essel Media Ventures Ltd	116,431,000	15.253	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	-	-	-	-	-	-	-	-	-	-	-



Ashok Mathai Kurien	1,021,000	0.134	N.A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Place : Mumbai
Date : 14.03.2016

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.