Date:04.03.2016

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

Encl: As above.

CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

For Direct Media Solutions Private Ltd

ORECT MEDIA

Authorised Signatory

Bioscope 50,670,529 Cinemas Private Itd Digital 71,369,898 Satellite Holdings Private Ltd Digital 71,369,898 Satellite Holdings Private Ltd	E			No of Shares %	Details creation of encumbrance: Name of Promoter Holding in the target Promoter (s) company(1) him (**)	Date of Reporting Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Name of the stock exchanges where the shares of the target company are listed	Name of the Target Company (TC)	(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)
		9.350 N.	6.638 N. A.	% of total share dil Capital share dil sha	nce: g in the target	Con whose share	where the share	(10)	Promoter (s) to the BI (Substantial A
N. A. 49,802,000		N. A. 71,102,000	A. 29,910,000	%w.r.t. No of Shares diluted share capital (*)	Promoter holding already encumbes (2)	s encumbrance h	s of the target co		ne stock exchange
200	6.52	9.31	3,92	% of total share Capital		as been created	mpany are lister		and to the Targe
700000		Release		Type of Date of creation (creation/rele invocation ase invocation) encumbrat	Details of Ev	d/invoked/	ă		et Company rs) Regulatio
,		26.02.2016		ıce	Details of Even pertaining to encumbrance (3)	released			for encumbr ms, 2011)
8		Pledge	r	Type of Recumbranc es e (pledge/lien/mon disposal undertaking /other)	ng to encum			S	ance of shar
Pledge for Facility of	Pledge for Facility of Promoter group	Collateral Pledge for Facility of Promoter group	•	easons for neumbrane	brance (3)	Digital Satelli	NSE /BSE	iti Cable Ner	es /invocati
	2,700,000	21,300,000	1	No of Shares		Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited		Siti Cable Network Limited	on of encumb
ALC PRIVATE	0.35	2.79	,	% of total share capital		ivate Limited /ate Limited			rance / release
	Trusteeship Services Private Ltd	IL & FS Trust Co Ltd		Name of the entity in whose favor shares encumbered					of encumbran
KOIA SS	26,765,000	49,802,000	29,910,000		Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}				release of encumbrance, in terms of
1511	10.06	6.52	3.92	% of total share capital	ding of hares se [(2)- n[(2)-(3)]}				

(**) The nar they are repo (*) Total sha total number	Place : N	Ashok Mathai Kurien	Essel Internationa	Essel Media Ventures Ltd	Direct Media & Cable Private
nes of all the porting on the dure capital to bure of shares in the	Mumbai 04.03.2016	1,021,000	67,750,000	116,431,000	85,714,285
(**) The names of all the promoters their shareholding in the target company and their pledged shareholding at 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 total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend to the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into extend number of shares in the target conversion of the outstanding convertible securities /warrants into extend number of shares in the target conversion of the outstanding convertible securities /warrants		0.134 N. A.	8.875 N. A.	15,253 N. A.	11.229 N. A.
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