Date:31.03.2016

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

For Bioscope Cinemas Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory

Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

U IMITEO	Direct Media & Cable Private	Direct Media Solutions Pvt. Ltd.	Digital Satellite Holdings Private Ltd	Bioscope Cinemas		Name of Promoter (s) or PACs with him (**)	Details cre		Name of the	Date of Reporting	Name of th	Name of th	(Format for Regulation
	85,714,285	140,000,000	71,369,898	50,670,529	No of Shares	3-7	Details creation of encumbrance		Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	porting	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 Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)
	10.793	17.629	8.987	6.380	% of total share Capital	Promoter Holding in the target company(1)	rance:		AC on whose sh		es where the sh	ny (TC)	ne Promoter (s) t SEBI (Substantia
	Z. .P.	N. A	N. A.	N. A.	% w.r.t. diluted share capital (*)				iares encur		ares of the		o the stock al Acquisiti
	85,714,285	75,665,000	51,322,000	29,910,000	No of Shares	Promoter holding already encumbered (2)		1	nbrance has be		target compa		exchange and on of Shares ar
	10.79	9.53	6.46	3.77	% of total share Capital	ding nbered			een create		ny are liste		to the Targ nd Takeove
		Release	Creation	1	Type of Date of creation (creation/rele invocation ase invocation) encumbrar	Details of			d /invoked		bd		et Compar ers) Regula
		23.03.2016	28.03.2016	i	Date of creation invocation release of encumbrance	Details of Even pertaining to encumbrance (3)			/released				ny for encumb tions, 2011)
	Ĩ	Pledge	Pledge	1	Type of encumbranc e (pledge/lien/non disposal undertaking /other)	ing to encur		2					rance of sh
		Collateral release for Facility of Promoter group Company	Collateral release for Facility of Promoter group Company	ı.	Reasons for encumbranc e	nbrance (3)		Digital Sate	Direct Mec	31.03.2016	NSE /BSE	Siti Cable N	1,200
	ı	130,200	14,286,000	ı	No of Shares			Digital satellite Holdings Flivate Etd	Direct Media Solutions Pvt. Ltd			Cable Network Limited	ation of encum
ום	GIAI SATELLI	0.016	1.80	Į.	% of total share capital			רוע מופ רוע	vt. Ltd.			a.	brance / releas
9	VIOTOH ?	JM Finance Products Limited	Bajaj Finance Ltd	í	Name of the entity in whose favor shares encumbered								/invocation of encumbrance / release of encumbrance, in terms of
E	85,714,285	75,534,800	65,608,000	29,910,000	No of Shares	Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}							nce, in terms o
73	\$ 0,10.793	9.511	8.261	3.766	% of total share capital	lding of hares							, f

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Digital	30,800,000	3.878	N. A.	1	1		_	1	ı	i.		•			ā	1		î
Satellite Media &											4345-341-E							
Brivate Itd		C4		*														Ī
Essel Media Ventures	116,431,000	14.661 N. A.	N. A.	1	1				t	Ç		Œ.	al		ì	Ĭ		ı
Ltd																		Т
Essel	67,750,000	8.531 N. A.	N. A.					i	3	T		1	1 P	10	ï			1
Internationa																		
Ashok	1,021,000	0.129 N. A.	N. A.	•	3		í	i	•	•		E	(II)			1		ı.
Mathai																		
				AN PARE	1		-					-			E ST	MATERIA	111	
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	: Mumbai			7311	S			ť		4+1. A O d + 3	0.00	100			H 3		Di	
Date :	31.03.2016			WIT	וטופ			กั	gnature o	Signature of the Authorised Signatory	ic naci ioi	Silatory				INS.		
(**) The no	(**) The names of all the promoters their shareholdings in the table irrespective of whether	romoters their	r sharehol	ding in the ta	rece corni	pany and	their pled	lged shar	reholding	g as on th	e reporti	ng date sl	hould app	ear in the	table irre	Spective	of wheth	her
,) main	d am man or am	an are promoted and		0		,)	,			Š						-

(*) 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. they are reporting on the date of event or not.