

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013  
Tel: +91 22 71061234 LLPIN: AAI-2417

---

November 17, 2017

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 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 the creation/ release of pledge of the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited).

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

Thanking you,

Yours faithfully,

**For Direct Media Solutions LLP**  
**(Formerly known as Direct Media Solutions Private Limited)**



**Authorised Signatory**



Encl: As above.

CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai – 400013

(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)

<b>Name of the Target Company (TC)</b>	Siti Networks Limited (formerly known as Siti Cable Network Limited)
<b>Name of the stock exchanges where the shares of the target company are listed</b>	NSE / BSE
<b>Date of Reporting</b>	17th November, 2017
<b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b>	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)

**Details creation of encumbrance :**

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)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation 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 Pvt. Ltd.	11,20,08,946	12.84	N.A.	10,44,34,718	11.98		-	-	-	-	-	-	-	10,44,34,718	11.98
Digital Satellite Holdings Pvt. Ltd.	15,10,45,816	17.32	N.A.	15,09,52,000	17.31		-	-	-	-	-	-	-	15,09,52,000	17.31
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88	N.A.	8,11,60,000	9.31		Release	10-Nov-2017	Pledge	Collateral Release for Facility of Promoter group Company	92,75,000	1.06	L&T Finance Limited	7,18,85,000	8.24
Direct Media & Cable Pvt. Ltd.	8,57,14,285	9.83	N.A.	8,57,14,285	9.83		-	-	-	-	-	-	-	8,57,14,285	9.83
Digital Satellite Media & Broadband Pvt. Ltd.	5,14,28,571	5.90	N.A.	5,14,28,571	5.90		-	-	-	-	-	-	-	5,14,28,571	5.90



✓

