

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

Date: 28th March, 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 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, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) have sold 19,000,000 equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 27th day of March, 2017 by way of on-market transfer of shares. 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 **Direct Media Solutions LLP**

(Formerly known as Direct Media Solutions Private Limited)



Ashok Sanghavi
Authorised Signatory



Encl: As above.

CC:

Siti Networks Limited (formerly known as Siti Cable Network Limited)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)		
Whether the seller belongs to Promoter/Promoter group	Yes		
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 sale under consideration, holding of :			
a) Shares carrying voting rights	140,000,000	16.05	16.05
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)	Nil	Nil	Nil
e) Total (a+b+c+d)	140,000,000	16.05	16.05
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	19,000,000	2.18	2.18
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	NA	NA	NA
d) Shares encumbered / invoked/released by the acquirer	NA	NA	NA
e) Total (a+b+c+/-d)	19,000,000	2.18	2.18



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	121,000,000	13.88	13.88
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	Nil	Nil	Nil
e) Total (a+b+c+d)	121,000,000	13.88	13.88
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27 th March, 2017		
Equity share capital / total voting capital of the TC before the said acquisition-/ sale	872,053,848 fully paid up equity shares of Rs. 1 each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	872,053,848 fully paid up equity shares of Rs. 1 each		
Total diluted share/voting capital of the TC after the said sale	872,053,848 fully paid up equity shares of Rs. 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 Direct Media Solutions LLP
(Formerly known as Direct Media Solutions Private Limited)**



**Ashok Sanghavi
Authorised Signatory
Place: Mumbai
Date: 28th March, 2017**

