

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

March 24, 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)
4th 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)

| Name of the Target Company (TC) | | Siti Networks Limited (formerly known as Siti Cable Network Limited) | | | | | | | | | | | | |
|---|--|---|-----------------------------------|---|--------------------------|---|--|--|---|--------------|--------------------------|---|--------------|--------------------------|
| Name of the stock exchanges where the shares of the target company are listed | | NSE /BSE | | | | | | | | | | | | |
| Date of Reporting | | 24th March, 2017 | | | | | | | | | | | | |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | | 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 | | |
| | No of Shares | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares | % 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 | % of total share capital |
| Bioscope Cinemas Pvt. Ltd. | 11,20,08,946 | 12.84 | N.A. | 9,47,99,335 | 10.87 | - | - | - | - | - | - | 9,47,99,335 | 10.87 | |
| Digital Satellite Holdings Pvt. Ltd. | 7,13,69,898 | 8.18 | N.A. | 7,13,69,000 | 8.18 | - | - | - | - | - | - | 7,13,69,000 | 8.18 | |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 14,00,00,000 | 16.05 | N.A. | 2,92,45,000 | 3.35 | Release | 17-Mar-2017 | Pledge | Collateral Release for Facility of Promoter Group Company | 3,00,000 | 0.03 | ECL Finance Limited | 2,89,45,000 | 3.32 |
| 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. | 3,08,00,000 | 3.53 | - | - | - | - | - | - | 3,08,00,000 | 3.53 | |
| Arrow Media and Broadband Private Limited | 5,71,42,857 | 6.55 | N.A. | 3,08,00,000 | 3.53 | - | - | - | - | - | - | 3,08,00,000 | 3.53 | |



