

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Date: 17th May, 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 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Pursuant to Regulation 10(5) 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, Digital Satellite Holdings Private Limited propose to acquire up to 7,96,75,818 shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 29th day of May, 2017 or any day thereafter within a period of 90 days by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited



Dinesh Kanodia
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 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
2.	Name of the acquirer(s)	Digital Satellite Holdings Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Essel Media Ventures Limited and Essel International Limited
	b. Proposed date of acquisition	29 th May, 2017 or within 90 days thereafter
	c. Number of shares to be acquired from each person mentioned in 4(a) above	Essel Media Ventures Limited - upto 3,26,62,090 equity shares Essel International Limited – upto 4,70,13,728 equity shares
	d. Total shares to be acquired as % of share capital of TC	up to 9.14%
	e. Price at which shares are proposed to be acquired	On market
	f. Rationale, if any, for the proposed transfer	-
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	Regulation 10(1)(a) (ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period	Rs. 37.93/-
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable	Yes
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure	Yes



	requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
	ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.	Copies of the disclosures made by Digital Satellite Holdings Private Limited are attached herewith as Annexure 1			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
a	Acquirer(s) and PACs (other than sellers)(*)	7,13,69,898	8.18	15,10,45,716	17.32
b	Seller(s) - Essel Media Ventures Limited	7,58,28,755	8.70	4,31,66,665	4.95
c	Seller(s) - Essel International Limited	4,70,13,828	5.39	100	0.00

Note:

- (*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

For Digital Satellite Holdings Private Limited



Dinesh Kanodia
Authorised Signatory



Place: Mumbai

Date: 17th May, 2017

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

April 6, 2017

✓ BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

005077

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

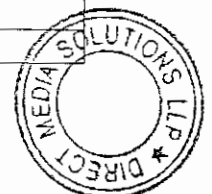
Dear Sir,

Ref: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited, one of the Promoters of Siti Networks Limited (formerly known as Siti Cable Network Limited) ("Siti") together with other promoter entities hold in aggregate 64,15,28,140 Equity Shares constituting 73.57% of total share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital
1	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88
2	Ashok Mathai Kurien	10,21,000	0.12
3	Digital Satellite Media & Broadband Private Limited	5,14,28,571	5.90
4	Arrow Media & Broadband Private Limited	5,71,42,857	6.55
5	Direct Media & Cable Private Limited	8,57,14,285	9.83
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.18
7	Bioscope Cinemas Private Limited	11,20,08,946	12.84
8	Essel Media Ventures Limited	7,58,28,755	8.70
9	Essel International Limited	4,70,13,828	5.39
10	Manaaska Fashions LLP	1,90,00,000	2.18
	Total	64,15,28,140	73.57

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CONTENTS NOT VERIFIED
SIGN..... 14.20



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

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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)



Director/ Authorized Signatory



Encl: As above.

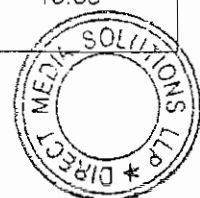
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)

4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2017, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants d) Convertible Securities e) Any other instrument that would entitle the holder to receive shares in the TC.	12,10,00,000 NIL NA NA NA	13.88 NIL NA NA NA	13.88 NA NA NA NA
Total	12,10,00,000	13.88	13.88



Part-B**

Name of the Target Company: Siti Cable Network Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the Person and PACs
Promoters		
Ashok Mathai Kurien	Yes	AADPK4942J
Digital Satellite Media and Broadband Private Limited	Yes	AAFCD5148J
Arrow Media and Broadband Private Limited	Yes	AANCA9920F
Direct Media and Cable Private Limited	Yes	AAFCD5147H
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	Yes	AANFD1373N
Digital Satellite Holdings Pvt. Ltd.	Yes	AAKCA7162Q
Bioscope Cinemas Pvt. Ltd	Yes	AACCB7160K
Essel Media Ventures Limited	Yes	AABCD7273Q
Essel International Limited	Yes	AABCL2192A
Manaaska Fashions LLP	Yes	AAZFM0850B
PACs		
Nil	Nil	Nil

For Direct Media Solutions LLP
(formerly known as Direct Media Solutions Private Limited)


Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2017

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
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3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2017, holding of:			
a) Shares	7,13,69,898	8.18	8.18
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	8.18	8.18

For Digital Satellite Holdings Private Limited


Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2017



Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 06/04/2017 17:12
To: 'corp.relations@bseindia.com'
Subject: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Attachments: Disclosure 30 - SAST - Siti.pdf

Dear Sir,

Ref: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited, one of the Promoters of Siti Networks Limited (formerly known as Siti Cable Network Limited) ("Siti") together with other promoter entities hold in aggregate 64,15,28,140 Equity Shares constituting 73.57% of total share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital
1	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88
2	Ashok Mathai Kurien	10,21,000	0.12
3	Digital Satellite Media & Broadband Private Limited	5,14,28,571	5.90
4	Arrow Media & Broadband Private Limited	5,71,42,857	6.55
5	Direct Media & Cable Private Limited	8,57,14,285	9.83
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.18
7	Bioscope Cinemas Private Limited	11,20,08,946	12.84
8	Essel Media Ventures Limited	7,58,28,755	8.70
9	Essel International Limited	4,70,13,828	5.39
10	Manaaska Fashions LLP	1,90,00,000	2.18
	Total	64,15,28,140	73.57

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanks & Regards,
Ashok Sanghavi

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

April 6, 2017

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
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National Stock Exchange of India Limited
Exchange Plaza,
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	Total	64,15,28,140	73.57



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In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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Yours faithfully,

For Direct Media Solutions LLP

(formerly known as Direct Media Solutions Private Limited)



Director/ Authorized 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 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2017, holding of:			
a) Shares	12,10,00,000	13.88	13.88
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	
Total	12,10,00,000	13.88	13.88



Part-B****Name of the Target Company:** Siti Cable Network Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the Person and PACs
<u>Promoters:</u>		
Ashok Mathai Kurien	Yes	AADPK4942J
Digital Satellite Media and Broadband Private Limited	Yes	AAFCD5148J
Arrow Media and Broadband Private Limited	Yes	AANCA9920F
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Essel Media Ventures Limited	Yes	AABCD7273Q
Essel International Limited	Yes	AABCL2192A
Manaaska Fashions LLP	Yes	AAZFM0850B
<u>PACs</u>		
Nil	Nil	Nil

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


Director/ Authorised Signatory

Place: Mumbai

Date: April 4, 2017

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

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4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2017, holding of:			
a) Shares	7,13,69,898	8.18	8.18
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	8.18	8.18

For Digital Satellite Holdings Private Limited

Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2017



Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 06/04/2017 17:14
To: 'takeover@nse.co.in'
Subject: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011
Attachments: Disclosure 30 - SAST - Siti.pdf

Dear Sir,

Ref: Disclosures under Regulation 30 of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanks & Regards,
Ashok Sanghavi

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001084

February 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 Digital Satellite Holdings Private Limited

Authorized Signatory



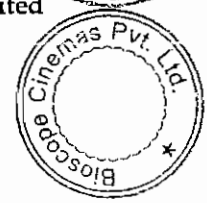
For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Authorized Signatory



For Bioscope Cinemas Private Limited

Authorized Signatory



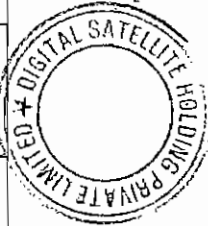
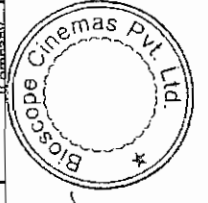
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CC: Siti Networks Limited (formerly known as Siti Cable Network Limited),
4th Floor, Madhu Industrial Estate,
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Mumbai - 400013.


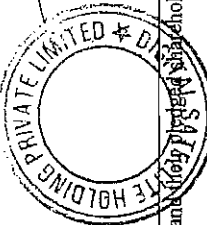


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31. (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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	17th February, 2017
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017)

Details creation of encumbrance :		Details of Even pertaining to encumbrance (3)													
Name of Promoter (s) or PACs with PAN (**)	Promoter Holding in the target company(1)	Promoter holding already encumbered (2)					Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)])								
		No of Shares	% of total share Capital	% w.e.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/hypothecation / non disposal undertaking / other)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered		
Bioscope Cinemas Pvt. Ltd.		11,20,08,946	14.10	12.85	9,76,60,335	12.30	Release	14-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	8,14,27,335	10.25
Bioscope Cinemas Pvt. Ltd.		11,20,08,946	14.10	12.85	8,14,27,335	10.25	Creation	16-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,33,72,000	1.68	L&T Finance Limited	9,47,99,335	11.94
Digital Satellite Holdings Pvt. Ltd.		7,13,69,898	8.99	8.19	7,13,69,000	8.99	Release	13-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	5,51,36,000	6.94
Digital Satellite Holdings Pvt. Ltd.		7,13,69,898	8.99	8.19	5,51,36,000	6.94	Creation	14-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	7,13,69,000	8.99



Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017)	14,00,00,000	17.63	16.06	1,81,00,000	2.28	Creation	16-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,11,45,000	1.40	L&T Finance Limited	2,92,45,000	3.68
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	7,58,28,755	9.55	8.70	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	4,70,13,828	5.92	5.39	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
 Date : 17th February, 2017

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 17/02/2017 20:06
To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSLLP BCPL SITI SAST.PDF

Dear Sir/ Madam,

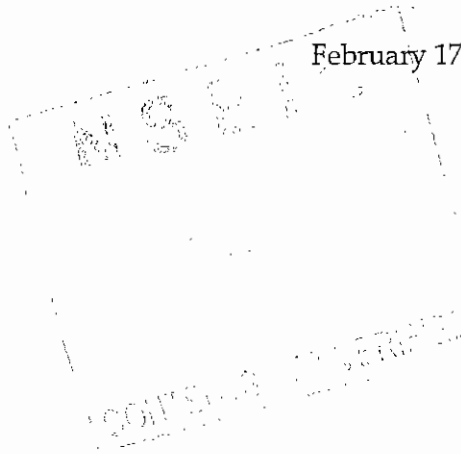
Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Bioscope Cinemas Pvt. Ltd., Digital Satellite Holdings Pvt. Ltd. and Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017).

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

o/c.

February 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 Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Authorised Signatory



For Bioscope Cinemas Private Limited

Authorised Signatory



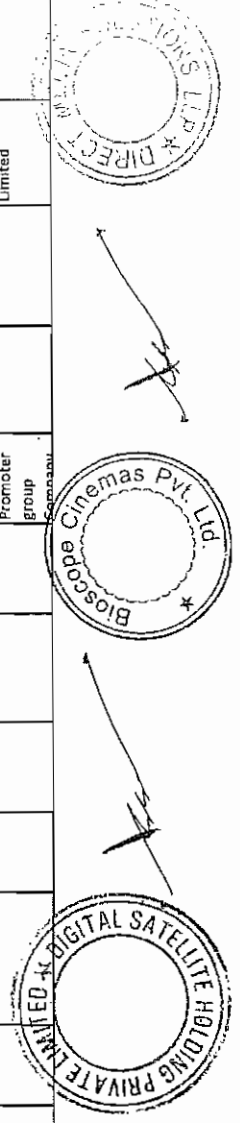
Encl: As above.

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)





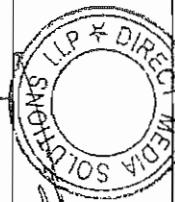
Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	17th February, 2017
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017)

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)							
	No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	No of Shares	% of total 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	14.10	12.85	9,76,60,335	12.30			Release	14-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	8,14,27,335	10.25
Bioscope Cinemas Pvt. Ltd.	11,20,08,946	14.10	12.85	8,14,27,335	10.25			Creation	16-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,33,72,000	1.68	L&T Finance Limited	9,47,99,335	11.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	7,13,69,000	8.99			Release	13-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	5,51,36,000	6.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	5,51,36,000	6.94			Creation	14-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	7,13,69,000	8.99



Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017)	14,00,00,000	17.63	15.06	1,81,00,000	2.28	Creation	15-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter Group Company	1,11,45,000	1.40	L&T Finance Limited	2,92,45,000	3.68
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	7,58,28,755	9.55	8.70	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	4,70,13,828	5.92	5.39	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 17th February, 2017

(**) The names of all the promoters their shareholding in the target company and their type of shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 17/02/2017 20:07
To: 'takeover@nse.co.in'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSLLP BCPL SITI SAST.PDF

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Bioscope Cinemas Pvt. Ltd., Digital Satellite Holdings Pvt. Ltd. and Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th January, 2017).

Thanks & Regards,
shok Sanghavi
Direct: 022 -71061437

cll

December 16, 2016

✓ **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 Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Limited

Authorised Signatory



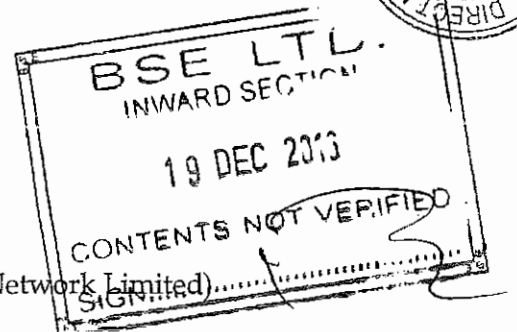
For Bioscope Cinemas Private Limited

Authorised Signatory



Encl: As above.

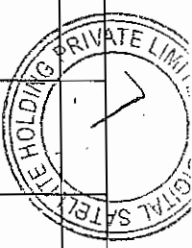
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited),
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.



(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance / 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		16th December, 2016	
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released			
Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited			

Details creation of encumbrance :														
Promoter Holding in the target company(1)														
Name of Promoter (s) or PACs with him (**)	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	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	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.	9,78,37,701	12.32	11.22	6,30,04,335	7.93	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,54,84,000	1.95	IDBI Trusteeship Services Limited	7,84,88,335	9.88
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	5,56,55,000	7.01	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,57,14,000	1.98	IDBI Trusteeship Services Limited	7,13,69,000	8.99
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	4,96,50,000	6.25	Release	9-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	3,15,50,000	3.97	IDBI Trusteeship Services Limited	1,81,00,000	2.28
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.33	10.32	-	-	-	-	-	-	-	-	-	-	-



promoters

From: promoters <promoters@esselgroup.com>
Sent: 16/12/2016 17:49
To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: BSE DISCLOSURE DSHPL DMSPL BCPL SITI.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Direct Media Solutions Pvt. Ltd., Digital Satellite Holdings Pvt. Ltd. and Bioscope Cinemas Pvt. Ltd.

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

dc

December 16, 2016

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,

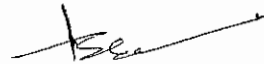
For Digital Satellite Holdings Private Limited



Authorised Signatory



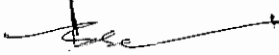
For Direct Media Solutions Private Limited



Authorised Signatory



For Bioscope Cinemas Private Limited



Authorised Signatory



Encl: As above.

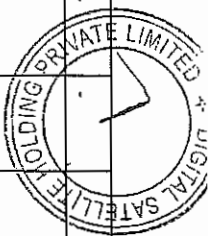
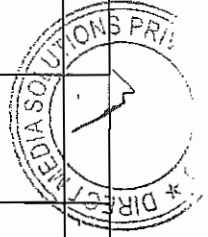
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

(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 16th December, 2016

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Bioscope Cinemas Private Limited
 Digital Satellite Holdings Private Limited
 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	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.	9,78,37,701	12.32	11.22	6,30,04,335	7.93	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,54,84,000	1.95	IDBI Trusteeship Services Limited	7,84,88,335	9.88
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	5,56,55,000	7.01	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group Company	1,57,14,000	1.98	IDBI Trusteeship Services Limited	7,13,69,000	8.99
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	4,96,50,000	6.25	Release	9-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	3,15,50,000	3.97	IDBI Trusteeship Services Limited	1,81,00,000	2.28
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.33	10.32	-	-	-	-	-	-	-	-	-	-	*



promoters

From: promoters <promoters@esseigroup.com>
Sent: 16/12/2016 17:53
To: 'takeover@nse.co.in'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: NSE DISCLOSURE DSHPL DMSPL BCPL SITI.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Direct Media Solutions Pvt. Ltd., Digital Satellite Holdings Pvt. Ltd. and Bioscope Cinemas Pvt. Ltd.

Thanks & Regards,
Ashok Sanghavi
irect: 022 -71061437

December 9, 2016

✓ 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 release of pledge of the equity shares of Siti Networks Limited.

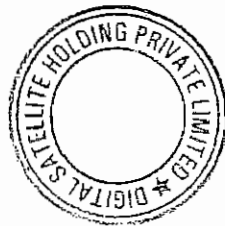
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



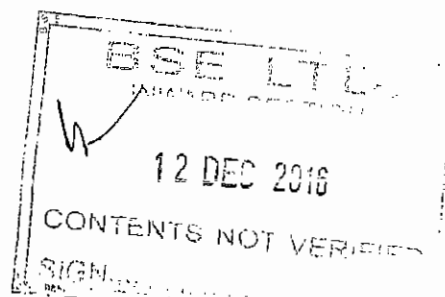
For Direct Media Solutions Private Limited

Authorised Signatory



Encl: As above.

CC: Siti Networks Limited
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

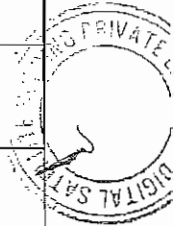


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

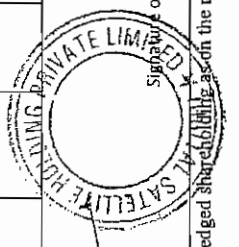
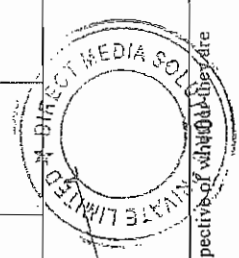
Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	9th December, 2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Pvt. Ltd. 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	Type of event (creation/release are 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 share encumbered	No of Shares	% of total share capital
Siscope Cinemas Pvt. Ltd.	9,78,37,701	12.32	11.22	6,30,04,335	7.93	-	-	-	-	-	-	6,30,04,335	7.93	
Digital Satellite Holdings Pvt. Ltd.	7,13,69,698	8.99	8.19	6,37,08,000	8.02	Creation	2-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group	62,33,000	0.78	IDBI Trusteeship Services Limited	6,99,41,000	8.81
Digital Satellite Holdings Pvt. Ltd.	7,13,69,698	8.99	8.19	6,99,41,000	8.81	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	1,42,86,000	1.80	Bajaj Finance Limited	5,56,55,000	7.01
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	6,05,64,800	7.63	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	29,14,900	0.37	JM Financial Products Limited	5,76,50,000	7.26
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	5,76,50,000	7.26	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	80,00,000	1.01	IDBI Trusteeship Services Limited	4,96,50,000	6.25



Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.33	10.32	-	-	-	-	-	-	-	-	-
Esse International Ltd	4,70,13,878	5.92	5.39	-	-	-	-	-	-	-	-	-
Ashok Mathal Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-



Place : Mumbai
Date : 9th December, 2016
Signature of the Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 09/12/2016 18:34
To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSPL SITI BSE.pdf

Dear Sir/ Madam,

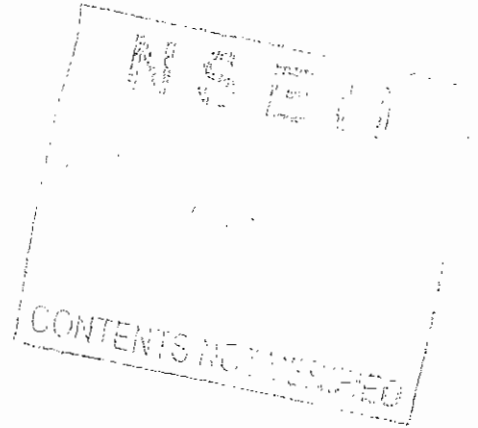
Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Direct Media Solutions Pvt. Ltd. and Digital Satellite Holdings Pvt. Ltd.

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

December 9, 2016

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 release of pledge of the equity shares of Siti Networks 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.



For Direct Media Solutions Private Limited

Authorised Signatory



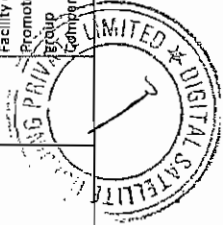
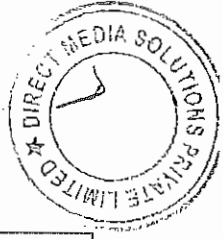
CC: Siti Networks Limited
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

(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	9th December, 2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Pvt. Ltd. Direct Media Solutions Private Limited

Details of creation of encumbrance :

Name of Promoter (s) or PACs with bin (*)	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	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.	9,78,37,701	12.32	11.22	6,30,04,335	7.93	-	-	-	-	-	-	-	6,30,04,335	7.93
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	6,37,08,000	8.02	Creation	2-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group	82,33,000	0.78	IDBI Trusteeship Services Limited	6,99,41,000	8.81
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	6,95,41,000	8.51	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	1,42,86,000	1.80	Rajal Finance Limited	5,56,55,000	7.01
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	6,05,64,800	7.63	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	29,14,800	0.37	JM Financial Products Limited	5,76,50,000	7.26
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	5,76,50,000	7.26	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	80,00,000	1.01	IDBI Trusteeship Services Limited	4,96,50,000	6.25



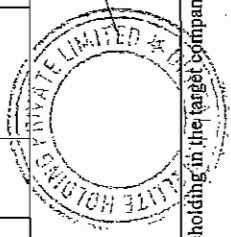
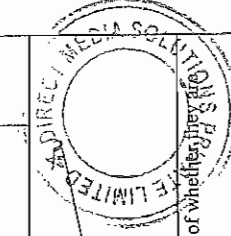
Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.88	8,57,14,285	10.79	-	-	-	-	-	-	9,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.83	10.32	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	4,70,13,828	5.92	5.99	-	-	-	-	-	-	-	-	-	-
Ashok Mathal Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-

Signature of the Authorised Signatory

Place : Mumbai
Date : 9th December, 2016

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.



promoters

From: promoters <promoters@esselgroup.com>
Sent: 09/12/2016 18:35
To: 'takeover@nse.co.in'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSPL SITI NSE.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. (formerly known as Siti Cable Network Limited) from Direct Media Solutions Pvt. Ltd. and Digital Satellite Holdings Pvt. Ltd.

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

August 12, 2016

✓ 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 release of pledge of the equity shares of Siti Networks 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 Networks Ltd
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

For Direct Media Solutions Private Limited

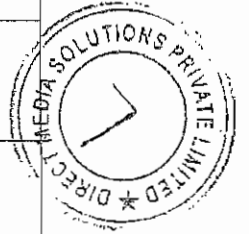
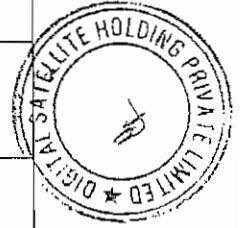
Authorised Signatory



(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
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	12th August, 2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited

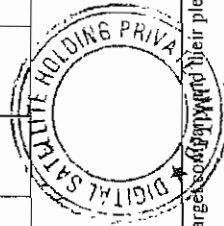
Details creation of encumbrance :		Promoter holding already encumbered (2)				Details of Even pertaining to encumbrance (3)				Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ Invocation[(2)-(3)])					
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)	No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	No of Shares	% of total share Capital	Type of creation (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.		728,51,529	9.17	8.36	475,60,000	5.99	-	-	-	-	475,60,000	5.99	-	475,60,000	5.99
Digital Satellite Holdings Pvt. Ltd.		713,69,898	8.99	8.19	655,08,000	8.26	Release	04-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	19,00,000	0.24	IL & FS Securities Services Limited	637,08,000	8.02
Direct Media Solutions Pvt. Ltd.		1400,00,000	17.63	16.06	739,64,800	9.31	Release	05-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	6,50,000	0.08	Axis Finance Limited	733,14,800	9.23
Direct Media & Cable Pvt. Ltd.		857,14,285	10.79	9.83	857,14,285	10.79	-	-	-	-	-	-	-	857,14,285	10.79



Digital Satellite Media & Broadband Pvt. Ltd.	308,00,000	3.88	3.53	3.88	308,00,000	3.88	-	-	-	-	308,00,000	3.88
Essel Media Ventures Ltd	1000,00,000	12.59	11.47	-	-	-	-	-	-	-	-	-
Essel International Ltd	620,00,000	7.81	7.11	-	-	-	-	-	-	-	-	-
Ashok Wathal Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-

Place : Mumbai

Date : 12th August, 2016



Signature of the Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 12/08/2016 20:10
To: 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSPL SITI BSE.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. from Digital Satellite Holdings Pvt. Ltd. and Direct Media Solutions Pvt. Ltd.

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

August 12, 2016

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

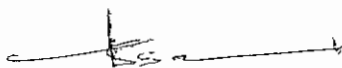
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for the release of pledge of the equity shares of Siti Networks Limited.

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

Thanking you,

Yours faithfully,

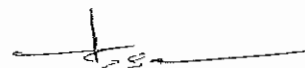
For Digital Satellite Holdings Private Limited



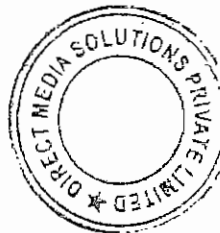
Authorised Signatory



For Direct Media Solutions Private Limited



Authorised Signatory



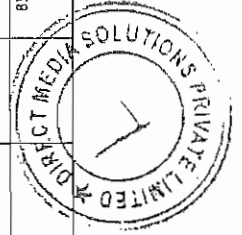
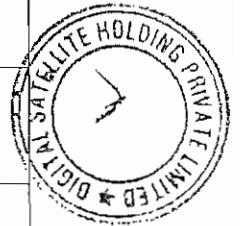
Encl: As above.

CC: Siti Networks Ltd
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

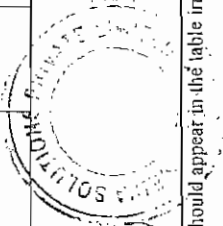
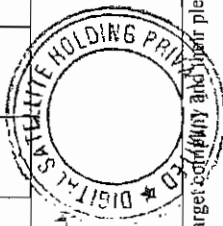
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)		Siti Networks Limited	
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE	
Date of Reporting		12th August, 2016	
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited	

Details creation of encumbrance :				Details of Even pertaining to encumbrance (3)				Post event holding of encumbered shares					
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)		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
	No of Shares	% of total share Capital	No of Shares	% of total share Capital									
Bioscope Cinemas Pvt. Ltd.	728,51,529	9.17	475,60,000	5.99	-	-	-	-	-	-	-	475,60,000	5.99
Digital Satellite Holdings Pvt. Ltd.	713,69,898	8.99	656,08,000	8.26	Release	04-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	19,00,000	0.24	IL & FS Securities Services Limited	637,08,000	8.02
Direct Media Solutions Pvt. Ltd.	1400,00,000	17.63	739,64,800	9.31	Release	05-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	6,50,000	0.08	Axis Finance Limited	733,14,800	9.23
Direct Media & Cable Pvt. Ltd.	857,14,285	10.79	857,14,285	10.79	-	-	-	-	-	-	-	857,14,285	10.79



Digital Satellite Media & Broadband Pvt. Ltd.	308,00,000	3.88	3.53	308,00,000	3.88	-	-	-	-	-	-	308,00,000	3.88
Essel Media Ventures Ltd	1000,00,000	12.59	11.47	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	620,00,000	7.31	7.11	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-



Place : Mumbai
Date : 12th August, 2016

Signature of the Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 12/08/2016 20:11
To: 'takeover@nse.co.in'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: DISCLOSURE DSHPL DMSPL SITI NETWORK LTD NSE.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Networks Ltd. from Digital Satellite Holdings Pvt. Ltd. and Direct Media Solutions Pvt. Ltd.

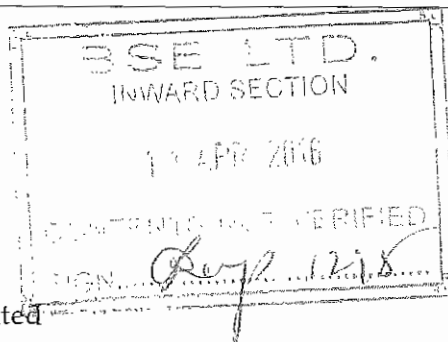
Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

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 CIN: U74999MH2007PTC168664

April 6, 2016

✓ 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: Disclosures under Regulation 30(2) of Securities and Exchange Board of India
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions Private Limited, one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 56,37,56,712 Equity Shares constituting 70.99% of total share capital of Siti and 7,77,71,428 Convertible Securities constituting 8.92% of total diluted share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital	Number of Convertible Securities	% of total diluted share capital
1	Ashok Mathai Kurien	10,21,000	0.13	-	0.12
2	Digital Satellite Media & Broadband Private Limited	3,08,00,000	3.88	2,06,28,571	2.37
3	Arrow Media & Broadband Private Limited	-	-	5,71,42,857	6.55
4	Direct Media & Cable Private Limited	8,57,14,285	10.79	-	9.83
5	Direct Media Solutions Private Limited	14,00,00,000	17.63	-	16.06
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.99	-	8.19
7	Bioscope Cinemas Private Limited	5,06,70,529	6.38	-	5.81
8	Essel Media Ventures Limited	11,64,31,000	14.66	-	13.35
9	Essel International Limited	6,77,50,000	8.53	-	7.77
	Total	56,37,56,712	70.99	7,77,71,428	70.05



DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

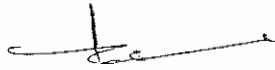
Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
Tel: +91 22 71061234 CIN: U74999MH2007PTC168664

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanking you.

Yours faithfully,
For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

CC: Siti Cable Network Limited
135, Continental Building
Dr. A. B. Road, Worli,
Mumbai - 400018

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2016, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants d) Convertible Securities e) Any other instrument that would entitle the holder to receive shares in the TC.	14,00,00,000 NIL NA NA NA	17.63 NIL NA NA NA	16.06 NA NA NA NA
Total	14,00,00,000	17.63	16.06

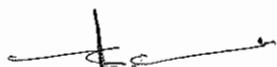


Part-B**

Name of the Target Company: Siti Cable Network Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the Person and PACs
Promoters		
Ashok Mathai Kurien	Yes	AADPK4942J
Digital Satellite Media & Broadband Private Limited	Yes	AAFCD5148J
Arrow Media & Broadband Private Limited	Yes	AANCA9920F
Direct Media & Cable Private Limited	Yes	AAFCD5147H
Direct Media Solutions Pvt. Ltd	Yes	AAKCS7516E
Digital Satellite Holdings Pvt. Ltd.	Yes	AAKCA7162Q
Bioscope Cinemas Pvt. Ltd	Yes	AACCB7160K
Essel Media Ventures Limited	Yes	AABCD7273Q
Essel International Ltd	Yes	AABCL2192A
PACs		
Nil	Nil	Nil

For Direct Media Solutions Private Limited



Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2016, holding of:			
a) Shares	7,13,69,898	8.99	8.19
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	8.99	8.19

For Digital Satellite Holdings Private Limited



Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2016

Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 07/04/2016 18:20
To: 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com'
Subject: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 - SITI
Attachments: Covering Letter - BSE - Siti.pdf; Disclsoure - DMSPL - Siti.pdf; Disclsoure - EMVL - Siti.pdf; Disclsoure - AK - Siti.pdf; Disclsoure - AMBPL - Siti.pdf; Disclsoure - BCPL - Siti.pdf; Disclsoure - DMCPL - Siti.pdf; Disclsoure - DSHPL - Siti.pdf; Disclsoure - DSMBPL - Siti.pdf; Disclsoure - EIL - Siti.pdf

Dear Sir,

Ref: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions Private Limited, one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 56,37,56,712 Equity Shares constituting 70.99% of total share capital of Siti and 7,77,71,428 Convertible Securities constituting 8.92% of total diluted share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital	Number of Convertible Securities	% of total diluted share capital
1	Ashok Mathai Kurien	10,21,000	0.13	-	0.12
2	Digital Satellite Media & Broadband Private Limited	3,08,00,000	3.88	2,06,28,571	2.37
3	Arrow Media & Broadband Private Limited	-	-	5,71,42,857	6.55
4	Direct Media & Cable Private Limited	8,57,14,285	10.79	-	9.83
5	Direct Media Solutions Private Limited	14,00,00,000	17.63	-	16.06
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.99	-	8.19
7	Bioscope Cmemas Private Limited	5,06,70,529	6.38	-	5.81
8	Essel Media Ventures Limited	11,64,31,000	14.66	-	13.35
9	Essel International Limited	6,77,50,000	8.53	-	7.77
	Total	56,37,56,712	70.99	7,77,71,428	70.05

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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 CIN: U74999MH2007PTC168664

April 6, 2016

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

✓ National Stock Exchange of India Limited

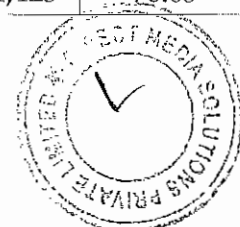
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Dear Sir,

**Ref: Disclosures under Regulation 30(2) of Securities and Exchange Board of India
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

We, Direct Media Solutions Private Limited, one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 56,37,56,712 Equity Shares constituting 70.99% of total share capital of Siti and 7,77,71,428 Convertible Securities constituting 8.92% of total diluted share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital	Number of Convertible Securities	% of total diluted share capital
1	Ashok Mathai Kurien	10,21,000	0.13	-	0.12
2	Digital Satellite Media & Broadband Private Limited	3,08,00,000	3.88	2,06,28,571	2.37
3	Arrow Media & Broadband Private Limited	-	-	5,71,42,857	6.55
4	Direct Media & Cable Private Limited	8,57,14,285	10.79	-	9.83
5	Direct Media Solutions Private Limited	14,00,00,000	17.63	-	16.06
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.99	-	8.19
7	Bioscope Cinemas Private Limited	5,06,70,529	6.38	-	5.81
8	Essel Media Ventures Limited	11,64,31,000	14.66	-	13.35
9	Essel International Limited	6,77,50,000	8.53	-	7.77
	Total	56,37,56,712	70.99	7,77,71,428	70.05



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 CIN: U74999MH2007PTC168664

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanking you.

Yours faithfully,
For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

CC: Siti Cable Network Limited

135, Continental Building

Dr. A. B. Road, Worli,

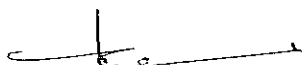
Mumbai - 400018

Part-B**

Name of the Target Company: Siti Cable Network Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the Person and PACs
Promoters		
Ashok Mathai Kuriem	Yes	AADPK4942J
Digital Satellite Media & Broadband Private Limited	Yes	AAFCD5148J
Arrow Media & Broadband Private Limited	Yes	AANCA9920F
Direct Media & Cable Private Limited	Yes	AAFCD5147H
Direct Media Solutions Pvt. Ltd	Yes	AAKCS7516E
Digital Satellite Holdings Pvt. Ltd.	Yes	AAKCA7162Q
Bioscope Cinemas Pvt. Ltd	Yes	AACCB7160K
Essel Media Ventures Limited	Yes	AABCD7273Q
Essel International Ltd	Yes	AABCL2192A
PACs		
Nil	Nil	Nil

For Direct Media Solutions Private Limited



Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2016, holding of:			
a) Shares	7,13,69,898	8.99	8.19
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	8.99	8.19

For Digital Satellite Holdings Private Limited




Director/ Authorised Signatory

Place: Mumbai

Date: April 4, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

promoters

From: promoters <promoters@esselgroup.com>
Sent: 07/04/2016 18:16
To: 'takeover@nse.co.in'
Subject: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 - SITI
Attachments: Covering Letter - NSE - Siti.pdf; Disclsoure - DMSPL - Siti.pdf; Disclsoure - EMVL - Siti.pdf; Disclsoure - AK - Siti.pdf; Disclsoure - AMBPL - Siti.pdf; Disclsoure - BCPL - Siti.pdf; Disclsoure - DMCPL - Siti.pdf; Disclsoure - DSHPL - Siti.pdf; Disclsoure - DSMBPL - Siti.pdf; Disclsoure - EIL - Siti.pdf

Dear Sir,

Ref: Disclosures under Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions Private Limited, one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 56,37,56,712 Equity Shares constituting 70.99% of total share capital of Siti and 7,77,71,428 Convertible Securities constituting 8.92% of total diluted share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital	Number of Convertible Securities	% of total diluted share capital
1	Ashok Mathai Kurien	10,21,000	0.13	-	0.12
2	Digital Satellite Media & Broadband Private Limited	3,08,00,000	3.88	2,06,28,571	2.37
3	Arrow Media & Broadband Private Limited	-	-	5,71,42,857	6.55
4	Direct Media & Cable Private Limited	8,57,14,285	10.79	-	9.83
5	Direct Media Solutions Private Limited	14,00,00,000	17.63	-	16.06
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.99	-	8.19
7	Bioscope Cinemas Private Limited	5,06,70,529	6.38	-	5.81
8	Essel Media Ventures Limited	11,64,31,000	14.66	-	13.35
9	Essel International Limited	6,77,50,000	8.53	-	7.77
	Total	56,37,56,712	70.99	7,77,71,428	70.05

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

OK

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,

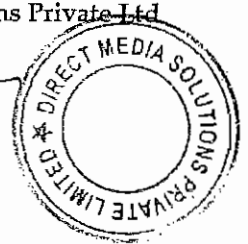
For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE /BSE

Date of Reporting

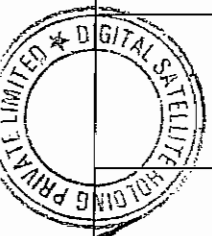
31.03.2016

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Direct Media Solutions Pvt. Ltd.
Digital Satellite Holdings Private Ltd

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	Type of event (creation/release invocation)	Date of creation 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	50,670,529	6.380	N. A.	29,910,000	3.77	-	-	-	-	-	-	-	29,910,000	3.766
Private Ltd														
Digital Satellite Holdings Private Ltd	71,369,898	8.987	N. A.	51,322,000	6.46	Creation	28.03.2016	Pledge	Collateral release for Facility of Promoter group Company	14,286,000	1.80	Bajaj Finance Ltd	55,608,000	8.261
Direct Media Solutions Pvt. Ltd.	140,000,000	17.629	N. A.	75,655,000	9.53	Release	23.03.2016	Pledge	Collateral release for Facility of Promoter group Company	130,200	0.316	JM Finance Products Limited	75,534,800	9.511
Direct Media & Cable Private Limited	85,714,285	10.793	N. A.	85,714,285	10.79	-	-	-	-	-	-	-	85,714,285	10.793



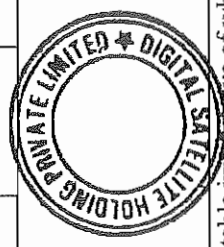
Digital Satellite Media & Broadband Private Ltd	30,800,000	3.878	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	14.661	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	57,750,000	8.531	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.129	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



[Signature]

Signature of the Authorised Signatory

[Signature]



Place : Mumbai
Date : 31.03.2016

(**) The names of all the promoters their shareholding in the company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 06/04/2016 21:43
To: corp.compliance@bseindia.com; corp.relations@bseindia.com
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: SITI_BSE.PDF

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

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

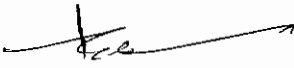
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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

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


Authorised Signatory



(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed
NSE / BSE
Date of Reporting
31.03.2016

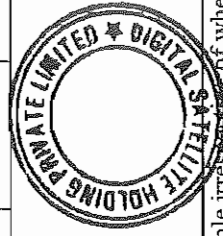
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released
Direct Media Solutions Pvt. Ltd.
Digital Satellite Holdings Private Ltd

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 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 Private Ltd	50,670,529	6.380	N. A.	29,910,000	3.77	-	-	-	-	-	-	29,910,000	3.766	
Digital Satellite Holdings Private Ltd	71,369,898	8.987	N. A.	51,322,000	6.46	Creation	Pledge	Collateral release for Facility of Promoter group Company	14,286,000	1.80	Bajaj Finance Ltd	65,608,000	8.261	
Direct Media Solutions Pvt. Ltd.	140,000,000	17.629	N. A.	75,665,000	9.53	Release	Pledge	Collateral release for Facility of Promoter group Company	130,200	0.016	JM Finance Products Limited	75,534,800	9.511	
Direct Media & Cable Private Limited	85,714,285	10.793	N. A.	85,714,285	10.79	-	-	-	-	-	-	85,714,285	10.793	



Digital Satellite Media & Broadband Private Ltd.	30,800,000	3.878	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	14.661	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.531	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.129	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



[Handwritten Signature]

[Handwritten Signature]

Signature of the Authorised Signatory

Place : Mumbai
Date : 31.03.2016

(**) The names of all the promoters their shareholding in the company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 06/04/2016 21:42
To: takeover@nse.co.in
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: SITI NSE.PDF

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED
(FORMERLY KNOWN AS AGAMESH BUILDERS PRIVATE LIMITED)

March 17, 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

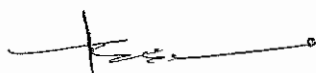
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for the Creation/Release of encumbrance the equity shares of Siti Cable Network Ltd ,

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

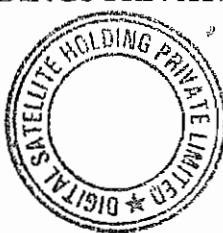
Thanking you,

Yours faithfully,

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED



Authorised Signatory



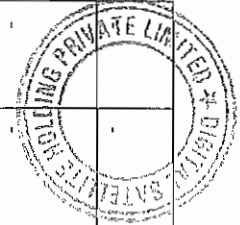
Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited	
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE	
Date of Reporting		17.03.2016	
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released		Digital Satellite Holdings Private Ltd	

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 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 Private Ltd	50,670,529	6.638	N. A.	29,910,000	3.92	-	-	-	-	-	-	29,910,000	3.918
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	52,502,000	6.88	09.03.2016	Pledge	Collateral Pledge for Facility of Promoter group	1,180,000	0.155	Yes Bank Ltd	51,322,000	6.723
Direct Media Solutions Pvt. Ltd	140,000,000	18.340	N. A.	76,765,000	10.06	-	-	-	-	-	-	76,765,000	10.056
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	85,714,285	11.23	-	-	-	-	-	-	85,714,285	11.229
Essel Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-



Ashok Mathai Kurian	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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[Handwritten Signature]

Signature of the Authorised Signatory

Place : Mumbai

Date : 17.03.2016

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED
(FORMERLY KNOWN AS AGAMESH BUILDERS PRIVATE LIMITED)

March 17, 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

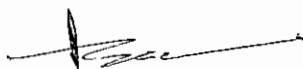
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for the Creation/Release of encumbrance the equity shares of Siti Cable Network Ltd

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

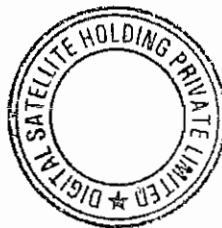
Thanking you,

Yours faithfully,

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED



Authorised Signatory



Encl: As above.

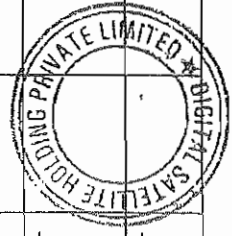
CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited	
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE	
Date of Reporting.		17.03.2016	
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released		Digital Satellite Holdings Private Ltd	

Details creation of encumbrance :

Name of Promoter (s) or PACs with firm (**)	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	Type of event (creation/release/ invocation)	Date of creation / 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 Private Ltd	50,670,529	6.633	N. A.	29,910,000	3.92	-	-	-	-	-	-	-	29,910,000	3.918
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	52,502,000	6.88	Release	09.03.2016	Pledge	Collateral Pledge for Facility of Promoter group	1,180,000	0.155	Yes Bank Ltd	51,322,000	6.723
Direct Media Solutions Pvt. Ltd	140,000,000	18.340	N. A.	76,765,000	10.06	-	-	-	-	-	-	-	76,765,000	10.056
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	85,714,285	11.23	-	-	-	-	-	-	-	85,714,285	11.229
Essel Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-



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


Authorized Signatory



For Direct Media Solutions Private Ltd


Authorized Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

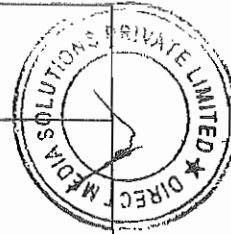


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)	Siti Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	04-03-2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited

Details creation of encumbrance :

Name of Promoter (s) or PACs with Num (**)	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	Type of event (creation/release invocation)	Date of creation /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 Private Ltd	50,670,529	6.638	N. A.	29,910,000	3.92	-	-	-	-	-	-	-	29,910,000	3.92
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	71,102,000	9.31	Release	26.02.2016	Pledge	Collateral Pledge for Facility of Promoter group	21,300,000	2.79	IL & FS Trust Co Ltd	49,802,000	6.52
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	49,802,000	6.52	Creation	29.02.2016	Pledge	Collateral Pledge for Facility of Promoter group	2,700,000	0.35	IDBI Trusteeship Services Private Ltd	52,502,000	6.88
Direct Media Solutions Pvt. Ltd.	1,40,000,000	18.340	N. A.	84,165,000	11.03	Release	01.03.2016	Pledge	Collateral Pledge for Facility of Promoter group	7,400,000	0.97	IL & FS Trust Co Ltd	76,765,000	10.06



Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 04/03/2016 21:28
To: corp.compliance@bseindia.com; corp.relations@bseindia.com
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: BSE SITI CABLE.PDF

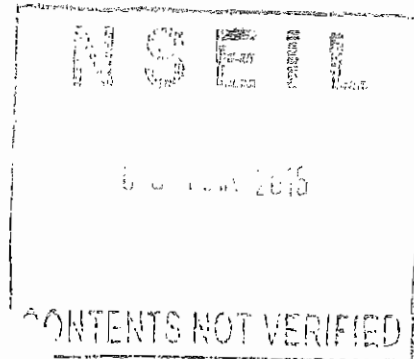
Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

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



For Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

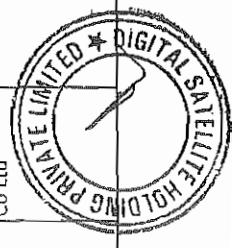
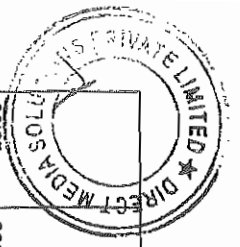
CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	04.03.2016
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released	Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited

Details creation of encumbrance :

Name of Promoter (g) or PACs with firm (**)	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. share capital (*)	No of Shares	% of total share Capital	% of total share Capital	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 Private Ltd	50,670,529	5.638	N. A.	29,910,000	3.92	-	-	-	-	-	-	29,910,000	3.92
Digital Satellite Holdings Private Ltd	71,369,898	3.350	N. A.	71,102,000	9.31	Release	Pledge	Collateral Pledge for Facility of Promoter group	21,300,000	2.79	IL & FS Trust Co Ltd	49,802,000	6.52
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	49,802,000	6.52	Creation	Pledge	Collateral Pledge for Facility of Promoter group	2,700,000	0.35	IDBI Trusteeship Services Private Ltd	52,502,000	6.88
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	84,165,000	11.03	Release	Pledge	Collateral Pledge for Facility of Promoter group	7,400,000	0.97	IL & FS Trust Co Ltd	76,765,000	10.06



Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 04/03/2016 21:28
To: takeover@nse.co.in
Subject: RE: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: NSE SITI CABLE.PDF

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

Date: 26.02.2016

✓ **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 Direct Media Solutions Private Ltd

Authorised Signatory



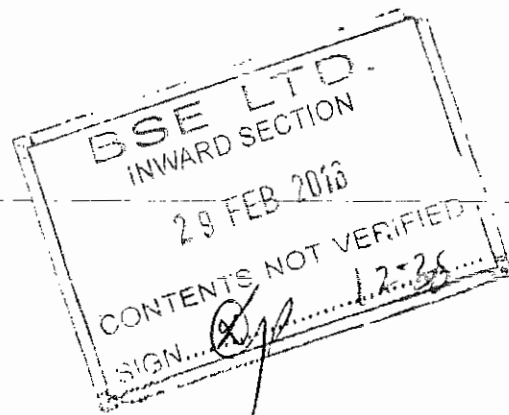
For Bioscope Cinemas Private Limited

Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
 Continental Building, 135,
 Dr. A. B. Road,
 Worli, Mumbai - 400018.

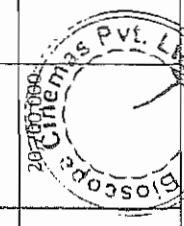
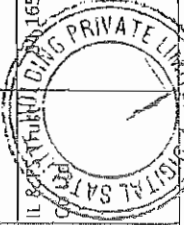
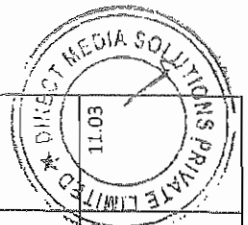


(Format for Disclosure by the Promoter (6) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)	Siti Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	26.02.2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited

Details creation of encumbrance :

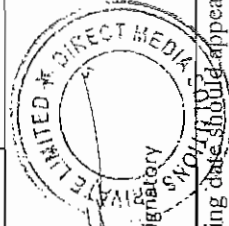
Name of Promoter (6) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)			Details of Even pertaining to encumbrance (3)						Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)])		
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	% w.r.t. diluted 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 Private Ltd	50,670,529	6.638	N. A.	3,810,000	0.50	0.50	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	4,800,000	0.63	IDBI Trusteeship Services Private Ltd	8,610,000	1.13
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	57,652,000	7.55	7.55	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	13,450,000	1.76	IDBI Trusteeship Services Private Ltd	71,102,000	9.31
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	73,315,000	9.60	9.60	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	31,550,000	4.13	IDBI Trusteeship Services Private Ltd	104,865,000	13.74
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	104,865,000	13.74	13.74	Release	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	207,000,000	2.71	IDBI Trusteeship Services Private Ltd	8,610,000	11.03



Bioscope Cinemas Private Ltd	50,670,529	6.638	N. A.	8,610,000	1.13	Creation	25.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	21,300,000	2.79	IDBI Trusteeship Services Private Ltd	29,910,000	3.92
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-



Place : Mumbai
Date : 26.02.2016



(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 26/02/2016 20:45
To: corp.compliance@bseindia.com; corp.relations@bseindia.com
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: bse siti cable.pdf

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Bioscope Cinemas Pvt Ltd., Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

Date:26.02.2015

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

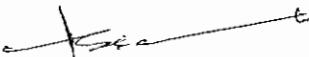
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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


Authorized Signatory

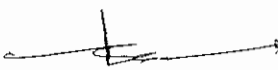


For Direct Media Solutions Private Ltd


Authorized Signatory



For Bioscope Cinemas Private Limited


Authorized Signatory



Encl: As above.

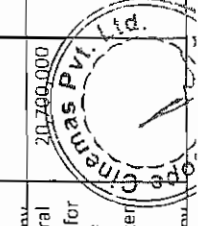
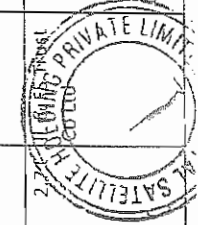
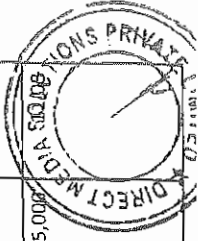
CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited	
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE	
Date of Reporting		26.02.2016	
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited	

Details creation of encumbrance :

Name of Promoter (s) or PACs with whom (**)	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 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 Private Ltd	50,670,529	6.638	N. A.	3,810,000	0.50	0.50	Pledge	Collateral Pledge for Loan of Promoter group Company	4,800,000	0.63	IDBI Trusteeship Services Private Ltd	8,610,000	1.13
Digital Satellite Holdings Private Ltd	71,369,898	9.350	N. A.	57,652,000	7.55	7.55	Pledge	Collateral Pledge for Loan of Promoter group Company	13,450,000	1.75	IDBI Trusteeship Services Private Ltd	71,102,000	9.31
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	73,315,000	9.60	9.60	Pledge	Collateral Pledge for Loan of Promoter group Company	31,550,000	4.13	IDBI Trusteeship Services Private Ltd	104,865,000	13.74
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	N. A.	104,865,000	13.74	13.74	Pledge	Collateral Pledge for Loan of Promoter group Company	20,700,000	2.75	IDBI Trusteeship Services Private Ltd	84,165,000	10.79



Bioscope Cinemas Private Ltd	50,670,529	6.638	N. A.	8,610,000	1.13	Creation	25.02.2016	Pledge	Collateral Pledge for Loan of Promoter group Company	21,300,000	2.79	IDBI Trusteeship Services Private Ltd	29,910,000	3.32
Direct Media & Cable Private Limited	85,714,285	11.229	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	15.253	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-

Signature of the Authorised Signatory

Signature of the Authorised Signatory

Signature of the Authorised Signatory

Place : Mumbai
Date : 26.02.2016

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

Promoters

From: Promoters <promoters@esselgroup.com>
Sent: 26/02/2016 20:47
To: takeover@nse.co.in
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: nse siti cable.pdf

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Bioscope Cinemas Private Ltd., Direct Media Solutions Private Limited & Digital Satellite Holdings Private Limited

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

OIC

Date:30.09.2015

✓ 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

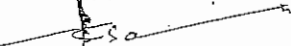
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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,

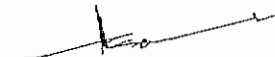
For Digital Satellite Holdings Private Limited
FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED



Authorized Signatory

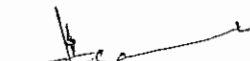
Authorized Signatory/Director

For Bioscope Cinemas Private Limited



Authorized Signatory

For Direct Media Solutions Private Ltd

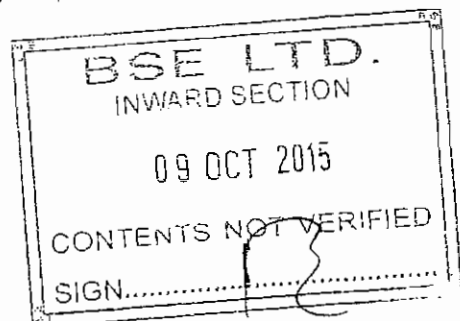


Authorized Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	30.09.2015
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Solutions Private Limited Bioscope Cinemas Private Limited Digital Satellite Holdings Private Ltd

Details creation of encumbrance :

Name of Promoter (s) or PACs with whom (*)	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	Type of event (creation/release invocation)	Date of creation /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
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N. A.	59,552,000	8.79	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	1,900,000	0.28	ECL Finance Ltd	57,652,000	8.51
Bioscope Cinemas Private Ltd	50,670,529	7.48	N. A.	17,500,000	2.58	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	17,500,000	2.58	ECL Finance Ltd	Nil	Nil
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	90,700,000	13.39	Release	23.09.2015	Pledge	Collateral release for Loan of Promoter group Company	4,100,000	0.61	ECL Finance Ltd	86,600,000	12.78
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	86,600,000	12.78	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company	15,800,000	2.33	ECL Finance Ltd	70,800,000	10.45

Authorised Signatory / Director

Authorised Signatory/Director

Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	70,800,000	10.45	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company	4,100,000	0.61	Edelweiss Finance Investments Ltd	66,700,000	9.85
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	66,700,000	9.85	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	20,200,000	2.98	ECL Finance Ltd	86,900,000	12.83
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	86,900,000	12.83	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	1,615,000	0.24	JM Financial Products Limited	88,515,000	13.07
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	88,515,000	13.07	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	2,680,000	0.40	ECL Finance Ltd	85,835,000	12.67
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,835,000	12.67	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	520,000	0.08	Edelweiss Finance Investments Ltd	85,315,000	12.59
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,315,000	12.59	Release	30.09.2015	Pledge	Collateral Release for NCD redeem of Promoter Group Company	12,000,000	1.77	IL & FS Trust Co Ltd	73,315,000	10.82

DIRECTOR / AUTHORIZED SIGNATORY
 For Digital Satellite Services Private Limited
 Director / Authorized Signatory
 For Siddhanta Circles Pvt. Ltd.

Place : Mumbai
Date : 30.09.2015

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the IC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the IC.

promoters-

From: promoters <promoters@esselgroup.com>
Sent: 07/10/2015 19:23
To: corp.compliance@bseindia.com; corp.relations@bseindia.com
Cc: 'sudam.rajiwade@esselgroup.com'
Subject: RE: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: BSE SITI C.pdf

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited, Bioscope Cinemas Pvt Ltd. & Digital Satellite Holdings Pvt Ltd

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

o/c

Date:30.09.2015

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

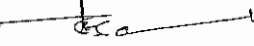
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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
FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED



Authorized Signatory
Authorized Signatory/Director

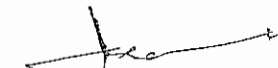
For Bioscope Cinemas Private Limited



Authorized Signatory



For Direct Media Solutions Private Ltd



Authorized Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited
 Name of the stock exchanges where the shares of the target company are listed
 NSE / BSE
 Date of Reporting
 30.09.2015

Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released
 Direct Media Solutions Private Limited
 Bloscope Cinemas Private Limited
 Digital Satellite Holdings Private Ltd

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 encumbrance (pledge/lien/ non disposal undertaking /other)	Date of creation release of encumbrance	Type of event (creation/release invocation)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered		No of Shares
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N. A.	59,552,000	8.79		Pledge	23.09.2015	Release	Collateral release for Loan of Promoter group Company	1,900,000	0.28	ECL Finance Ltd	57,652,000	8.51
Bloscope Cinemas Private Ltd	50,670,529	7.48	N. A.	17,500,000	2.58		Pledge	23.09.2015	Release	Collateral release for Loan of Promoter group Company	17,500,000	2.58	ECL Finance Ltd	Nil	Nil
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	90,700,000	13.39		Pledge	23.09.2015	Release	Collateral release for Loan of Promoter group Company	4,100,000	0.61	ECL Finance Ltd	86,600,000	12.78
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	86,600,000	12.78		Pledge	28.09.2015	Release	Collateral release for Loan of Promoter group Company	15,800,000	2.33	ECL Finance Ltd	70,800,000	10.45

MANAGED BY CHARTERED ACCOUNTANTS PVT. LTD. DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	70,800,000	10.45	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company	4,100,000	0.61	Edelweiss Finance Investments Ltd	66,700,000	9.85
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	66,700,000	9.85	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	20,200,000	2.98	ECL Finance Ltd	86,900,000	12.83
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	86,900,000	12.83	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group Company	1,615,000	0.24	JM Financial Products Limited	88,515,000	13.07
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	88,515,000	13.07	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	2,680,000	0.40	ECL Finance Ltd	85,835,000	12.67
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,835,000	12.67	Release	30.09.2015	Pledge	Collateral release for Loan of Promoter group Company	520,000	0.08	Edelweiss Finance Investments Ltd	85,315,000	12.59
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	85,315,000	12.59	Release	30.09.2015	Pledge	Collateral Release for NCD redeem of Promoter Group	12,000,000	1.77	IL & FS Trust Co Ltd	73,315,000	10.82

FOR DIGITAL SATELLITE SERVICES PRIVATE LIMITED

Director / Authorised Signatory

Authorized Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

noters

Solutions
Pvt. Ltd.
022-24831437

From: promoters <promoters@esselgroup.com>
Date: 07/10/2015 19:25
To: cmlist@nse.co.in
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: SITI NSE C.pdf

Dear Sir/Madam,

Pls find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation/release of encumbrance of the equity shares of Siti Cable Network Ltd. from Direct Media Solutions Private Limited, Bioscope Cinemas Pvt Ltd. & Digital Satellite Holdings Pvt Ltd

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437



Date:28.08.2015

✓ **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

For Direct Media Solutions Private Ltd

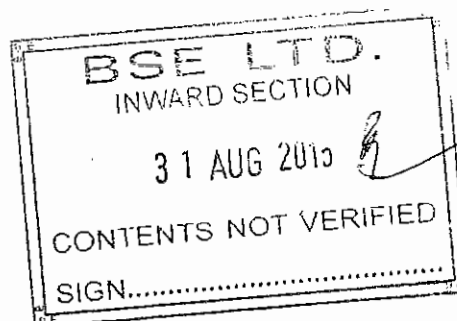
Authorised Signatory



Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	28.08.2015
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd

Details creation of encumbrance :													
Name of Promoter (s) or PACs with whom (**)	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		Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)		No of Shares	% of total share capital	
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N. A.	59,572,000	8.79		Release	20.08.2015	Pledge	20,000	0.00	59,552,000	8.79
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	88,900,000	13.12		Release	20.08.2015	Pledge	2,300,000	0.34	86,600,000	12.78
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	86,600,000	12.78		Creation	27.08.2015	Pledge	4,100,000	0.61	90,700,000	13.39

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai
Date : 28.08.2015


Director / Authorised Signatory


Signature of the Authorised Signatory/Director

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

[SENDING REPORT]

Aug. 28 2015 08:10PM

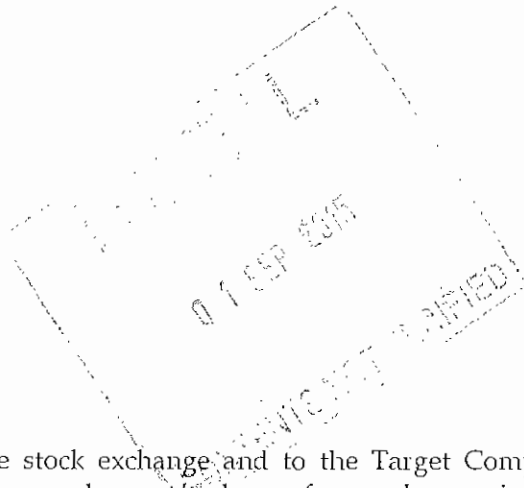
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OK

Date:28.08.2015

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 Satellites Holdings 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.

(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	28.08.2015
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released	Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd

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		Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal/undertaking/other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered		No of Shares
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N.A.	59,572,000	8.79		Release	20.08.2015	Pledge	20,000	0.00	Yes Bank Ltd	59,552,000	8.79
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N.A.	88,900,000	13.12		Release	20.08.2015	Pledge	2,300,000	0.34	IL & FS Trust Co Ltd	86,600,000	12.78
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N.A.	86,600,000	12.78		Creation	27.08.2015	Pledge	4,100,000	0.61	ECL Finance Ltd	90,700,000	13.39

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai

Date : 28.08.2015

Director / Authorised Signatory

Signature of the Authorised Signatory/Director

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

DL

Date:30.06.2015

✓ **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

For Direct Media Solutions Private Ltd

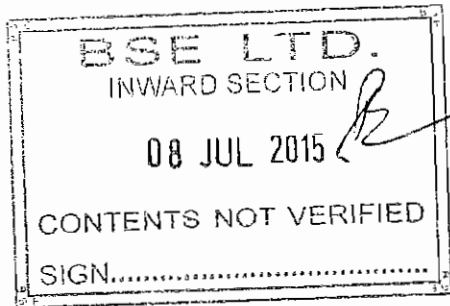
Authorised Signatory



Authorised Signatory



Encl: As above.
CC: * Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE / BSE

Date of Reporting

30.06.2015

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Direct Media Solutions Private Limited
Digital Satellite Holdings Private Ltd

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	Type of event (creation/rel ease invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lend/ non disposal undertaking /other)	No of Shares	% of total share capital				
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N. A.	62,810,000	9.27	Release	26.06.2015	Pledge	3,238,000	0.48	Yes Bank Ltd	59,572,000	8.79
Private Ltd	140,000,000	20.67	N. A.	84,500,000	12.47	Release	26.06.2015	Pledge	1,500,000	0.22	IL&F's Trust Company Ltd	83,000,000	12.25
Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	83,000,000	12.25	Creation	29.06.2015	Pledge	5,900,000	0.87	Axis Finance Ltd	88,900,000	13.12

FOR DIRECT MEDIA SOLUTIONS PRIVATE LTD

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai
Date : 30.06.2015

Director / Authorised Signatory

Signature of the Authorised Signatory/Director

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

[SENDING REPORT]

Jul. 03 2015 08:43PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
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olc
Date:30.06.2015

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 Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

CC:- * Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE / BSE

Date of Reporting

30.06.2015

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Direct Media Solutions Private Limited
Digital Satellite Holdings Private Ltd

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	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Digital Satellite Holdings Private Ltd	71,369,898	10.53	N.A.	62,810,000	9.27	Release	26.06.2015	Pledge	3,238,000	0.48	Yes Bank Ltd	59,572,000	8.79
Private Ltd	140,000,000	20.67	N.A.	84,500,000	12.47	Release	26.06.2015	Pledge	1,500,000	0.22	IL&FS Trust Company Ltd	83,000,000	12.25
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N.A.	83,000,000	12.25	Creation	29.06.2015	Pledge	5,900,000	0.87	Axis Finance Ltd	88,900,000	13.12

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai
Date : 30.06.2015

Director / Authorised Signatory

Signature of the Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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 in the TC.

[SENDING REPORT]

Jul. 03 2015 08:31PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
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DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

April 7, 2015

✓ **BSE Ltd.**
 Phiroze Jeejeebhoy Towers
 Dalal Street
 Mumbai - 400 001

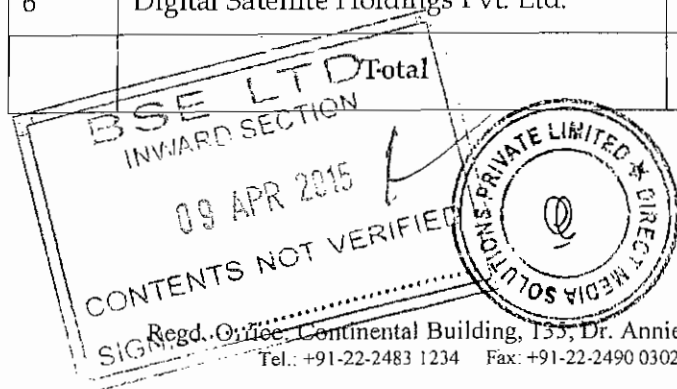
National Stock Exchange of India Limited
 Exchange Plaza,
 Plot no. C/1, G Block,
 Bandra Kurla Complex,
 Bandra (East),
 Mumbai - 400 051

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions Private Limited one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 44,72,42,427 Equity Shares comprising of 66.00% of paid-up Capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	10,21,000	0.15%
2	Essel International Ltd	6,77,50,000	10.00%
3	Bioscope Cinemas Pvt. Ltd	5,06,70,529	7.48%
4	Essel Media Ventures Limited	11,64,31,000	17.18%
5	Direct Media Solutions Pvt. Ltd	14,00,00,000	20.66%
6	Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	10.53%
	Total	44,72,42,427	66.00%



Regd. Office: Continental Building, 155, Dr. Annie Besant Road, Worli, Mumbai – 400 018
 Tel.: +91-22-2483 1234 Fax: +91-22-2490 0302 CIN: U74999MH2007PTC168664

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

CC: Siti Cable Network Limited
135, Continental Building
Dr. A. B. Road, Worli,
Mumbai - 400018

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Direct Media Solutions Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	14,00,00,000	20.66%	20.66%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	14,00,00,000	20.66%	20.66%

(*) 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.

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Direct Media Solutions Private Limited



Director/Authorised Signatory



Date: April 3, 2015

Place: Mumbai

Part-B

Name of the Target Company: Siti Cable Network Limited

Name of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Promoters		
Ashok Mathai Kurien	Yes	AADPK4942J
Essel International Ltd	Yes	AABCL2192A
Bioscope Cinemas Pvt. Ltd	Yes	AACCB7160K
Essel Media Ventures Limited	Yes	AABCD7273Q
Direct Media Solutions Pvt. Ltd	Yes	AAKCS7516E
Digital Satellite Holdings Pvt. Ltd.	Yes	AAKCA7162Q
PACs		
Nil	Nil	Nil

For Direct Media Solutions Private Limited



Director/Authorized Signatory



Place: Mumbai

Date: April 3, 2015

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	7,13,69,898	10.53%	10.53%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	10.53%	10.53%

(*) 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.

Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Digital Satellite Holdings Private Limited



Director/Authorised Signatory



Date: April 3, 2015

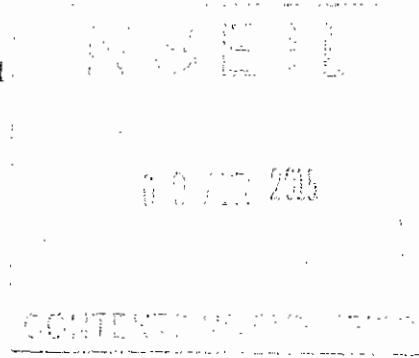
Place: Mumbai

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

April 7, 2015

BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

✓ National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051



Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

We, Direct Media Solutions Private Limited one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 44,72,42,427 Equity Shares comprising of 66.00% of paid-up Capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	10,21,000	0.15%
2	Essel International Ltd	6,77,50,000	10.00%
3	Bioscope Cinemas Pvt. Ltd	5,06,70,529	7.48%
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5	Direct Media Solutions Pvt. Ltd	14,00,00,000	20.66%
6	Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	10.53%
	Total	44,72,42,427	66.00%



Regd. Office: Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400 018
Tel.: +91-22-2483 1234 Fax: +91-22-2490 0302 CIN: U74999MH2007PTC168664

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

CC: Siti Cable Network Limited
135, Continental Building
Dr. A. B. Road, Worli,
Mumbai - 400018

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Direct Media Solutions Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	14,00,00,000	20.66%	20.66%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	14,00,00,000	20.66%	20.66%

(*) 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.

Note:

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Direct Media Solutions Private Limited



Director/Authorised Signatory

Date: April 3, 2015

Place: Mumbai




Part-B

Name of the Target Company: Siti Cable Network Limited

Name of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Promoters		
Ashok Mathai Kurien	Yes	AADPK4942J
Essel International Ltd	Yes	AABCL2192A
Bioscope Cinemas Pvt. Ltd	Yes	AACCB7160K
Essel Media Ventures Limited	Yes	AABCD7273Q
Direct Media Solutions Pvt. Ltd	Yes	AAKCS7516E
Digital Satellite Holdings Pvt. Ltd.	Yes	AAKCA7162Q
PACs		
Nil	Nil	Nil

For Direct Media Solutions Private Limited


Director/Authorized Signatory



Place: Mumbai
Date: April 3, 2015

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Siti Cable Network Limited		
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d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	7,13,69,898	10.53%	10.53%

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Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

For Digital Satellite Holdings Private Limited



Director/Authorised Signatory



Date: April 3, 2015

Place: Mumbai

Filed on 07/04/20

Date: 07.04.2015

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

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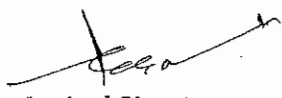
Request you to kindly take the same on record and oblige.

Thanking you,

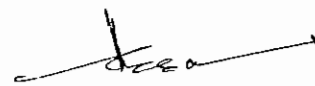
Yours faithfully,

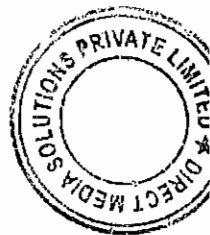
For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd


Authorized Signatory




Authorized Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	07.04.2015
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd

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	Type of event (creation/rel ease invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	64,710,000	10.54	Release	26.03.2015	Pledge	1,900,000	0.31	Yes Bank Ltd	62,810,000	10.23
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	92,080,000	13.59	Creation	26.03.2015	Pledge	1,100,000	0.16	STCI Finance Ltd	93,180,000	13.75
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	93,180,000	13.75	Release	26.03.2015	Pledge	5,800,000	0.86	IDBI Trusteeship Services Ltd	87,380,000	12.90

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai
Date : 07.04.2015

Director / Authorised Signatory

Signature of the Authorised Signatory

Authorized Signatory/Director

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC accounting 4.11.2014

Page 1 07/04/2015 at 8:051

Date:07.04.2015

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



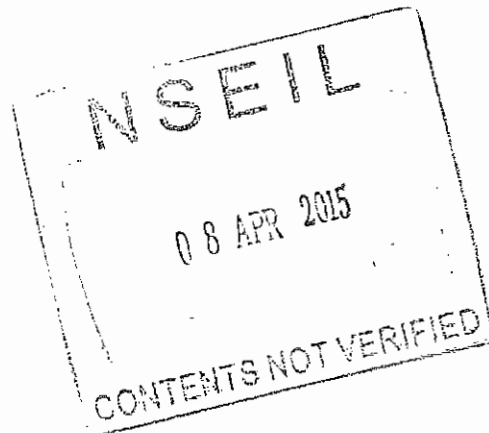
For Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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 Cable Network Limited	
Name of the stock exchanges where the shares of the target company are listed		NSE / BSE	
Date of Reporting		07.04.2015	
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released		Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd	

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)	No of Shares	% of total share capital		Name of the entity in whose favor shares encumbered	
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	64,710,000	10.54	10.54	Release	26.03.2015	Pledge	1,900,000	0.31	Yes Bank Ltd	62,810,000	10.23
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	92,080,000	13.59	13.59	Creation	26.03.2015	Pledge	1,100,000	0.16	STCI Finance Ltd	93,180,000	13.75
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	93,180,000	13.75	13.75	Release	26.03.2015	Pledge	5,800,000	0.86	IDBI Trusteeship Services Ltd	87,380,000	12.90

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Signature of the Authorised Signatory / Director

Place : Mumbai
Date : 07.04.2015

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

012
DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

135, CONTINENTAL BUILDING, DR. A. B. ROAD, WORLI, MUMBAI - 400018

CIN : U74900MH2012PTC232900

December 31, 2014

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

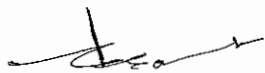
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for the Creation/Release of encumbrance the equity shares of Siti Cable Network Ltd

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

Thanking you,

Yours faithfully,

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

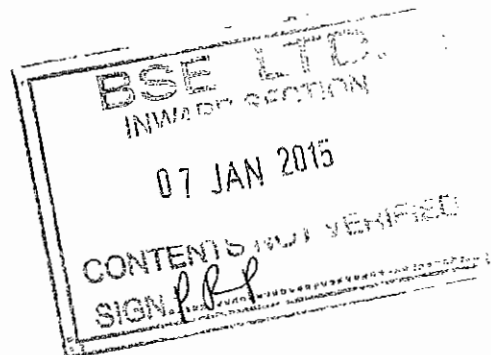


Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release 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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	31.12.2014
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Private Ltd

Details creation of encumbrance :

Name of Promoter (s) or PACs with whom (**)	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	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	No of Shares		% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	69,800,000	11.36	Release	29.12.2014	Pledge			5,090,000	0.83	Yes Bank Ltd	64,710,000	10.54

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED



Authorized Signatory/Director
Signature of the Authorised Signatory

Place : Mumbai
Date : 31.12.2014

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

[SENDING REPORT]

Jan. 08 2015 07:21PM

OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
22723131	Jan. 08 07:30PM	01'27	SND	02	OK

312

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

135, CONTINENTAL BUILDING, DR. A. B. ROAD, WORLI, MUMBAI - 400018

CIN : U74900MH2012PTC232900

December 31, 2014

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

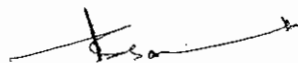
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find attached herewith our disclosure for the Creation/Release of encumbrance the equity shares of Siti Cable Network Ltd

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.

(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)

Sri Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE /BSE

Date of Reporting

31.12.2014

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Digital Satellite Holdings Private Ltd

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	Type of event (creation/release invocation)	Date of creation. invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.		Release	29.12.2014	Pledge	5,090,000	0.83	Yes Bank Ltd	64,710,000	10.54

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorized Signatory/Director

Signature of the Authorised Signatory

Place : Mumbai
Date : 31.12.2014

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

[SENDING REPORT]

Jan. 06 2015 07:05PM

OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
26598130	Jan. 06 07:04PM	01'13	SND	02	OK

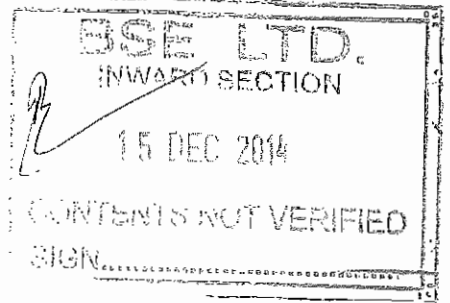
ref

at

OTC

Date: 12/12/2014

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.

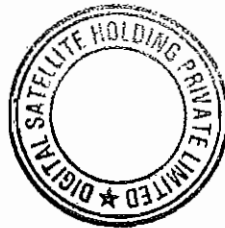
Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

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.

Format for Disclosure by the Promoter (s) to stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)
Siti Cable Network Limited
NSE / BSE
12.12.2014
Name of the stock exchanges where the shares of the target company are listed
Direct Media Solutions Private Limited
Digital Satellite Holdings Private Ltd

Details of creation of encumbrance :													
Name of Promoter (s) or PACs with them (**)	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	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal/undertaking/other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	71,000,000	11.56	Release	04.12.2014	Pledge	1,200,000	0.20	ECL Finance Ltd	69,800,000	11.36
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	122,200,000	19.90	Release	04.12.2014	Pledge	4,900,000	0.80	SICOM Ltd	117,300,000	19.40
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	117,300,000	19.10	Release	08.12.2014	Pledge	50,000	0.01	STCI Finance Ltd	117,250,000	19.09
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	117,250,000	19.09	Creation	08.12.2014	Pledge	3,030,000	0.49	SICOM Ltd	120,280,000	19.58
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	120,280,000	19.58	Release	11.12.2014	Pledge	3,000,000	0.49	IL & FS Trust Co. Ltd	117,280,000	19.09

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorized Signatory/Director

Place : Mumbai
Date : 12.12.2014

Director / Authorised Signatory

Signature of the Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 35 of the listing agreement. Diluted share/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

【 SENDING REPORT 】

Dec. 12 2014 08:08PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	23723121	Dec. 12 08:06PM	01'30	SND	02	OK

etc

Date:12.12.2014

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

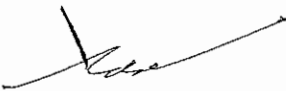
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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 Direct Media Solutions Private Ltd



Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)
Siti Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed
NSE / BSE
Date of Reporting
12.12.2014
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released
Direct Media Solutions Private Limited
Digital Satellite Holdings Private Ltd

Details creation of encumbrance :

Name of Promoter (s) or PACs with whom (**)	Promoter Holding in the target company(1)		Details of Even pertaining to encumbrance (3)				Promoter holding already encumbered (2)		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 (*)	Type of event (creation/release invocation)	Date of creation/invocation/ release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share Capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	Release	04.12.2014	Pledge	71,000,000	11.56	ECL Finance Ltd	69,800,000	11.36
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	Release	04.12.2014	Pledge	122,200,000	19.90	SICOM Ltd	117,300,000	19.10
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	Release	08.12.2014	Pledge	117,300,000	19.10	STCI Finance Ltd	117,250,000	19.09
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	Creation	08.12.2014	Pledge	117,250,000	19.09	SICOM Ltd	120,280,000	19.58
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	Release	11.12.2014	Pledge	120,280,000	19.58	IL & FS Trust Co. Ltd	117,280,000	19.09

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED


Authorized Signatory/Director


Director / Authorized Signatory
Signature of the Authorised Signatory

Place : Mumbai
Date : 12.12.2014

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

[SENDING REPORT]

Dec. 12 2014 08:03PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	26598237	Dec. 12 08:01PM	01'24	SND	02	OK

Date :09.07.2014

✓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

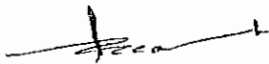
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 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,

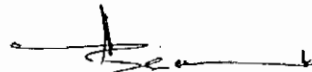
For Digital Satellite Holdings Private Limited



Authorised Signatory



For Direct Media Solutions Private Ltd



Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(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)

Sifi Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE /BSE

Date of Reporting

09.07.2014

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Digital Satellite Holdings Private Limited (formerly known as Agmesh Builders Private Limited)
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 diluted share capital (*)	No of Shares	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital			
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	62,000,000	10.09	Creation	01.07.2014	Pledge	9,000,000	1.47	IL & FS Trust Co Ltd	71,000,000	11.56
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	123,875,000	20.17	Release	03.07.2014	Pledge	14,000,000	2.28	IL & FS Trust Co Ltd	109,875,000	17.89
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	109,875,000	17.89	Release	03.07.2014	Pledge	11,875,000	1.93	Aditya Birla Finance Ltd	98,000,000	15.96

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai
Date : 09.07.2014

Authorized Signatory/Director

Signature of Authorized Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

【 SENDING REPORT 】

Jul. 09 2014 09:13PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
31	22723121	Jul. 09 09:12PM	00'53	SND	01	OK

【 SENDING REPORT 】

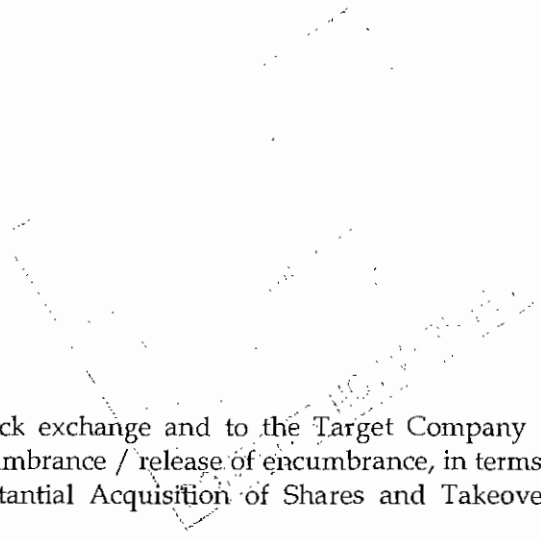
Jul. 09 2014 09:15PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
31	22723121	Jul. 09 09:13PM	01'06	SND	01	OK

Date :09.07.2014

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

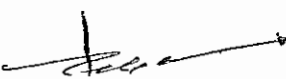
Request you to kindly take the same on record and oblige.

Thanking you,


Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd


Authorized Signatory




Authorized Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.

(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 Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed

NSE /BSE

Date of Reporting

09.07.2014

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Digital Satellite Holdings Private Limited (formerly Known as Agmesh Builders Private Limited)

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	Type of event (creation/release invocation)	Date of creation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Digital Satellite Holdings Pvt.ltd	71,369,898	11.62	N. A.	62,000,000	10.09	Creation	01.07.2014	Pledge	9,000,000	1.47	IL & FS Trust Co Ltd	71,000,000	11.56
Private.ltd	140,000,000	22.79	N. A.	123,875,000	20.17	Release	03.07.2014	Pledge	14,000,000	2.28	IL & FS Trust Co Ltd	109,875,000	17.89
Direct Media Solutions Pvt. Ltd.	1,00,000,000	22.79	N. A.	109,875,000	17.89	Release	03.07.2014	Pledge	11,875,000	1.93	Aditya Birla Finance Ltd	98,000,000	15.96

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai
Date : 09.07.2014


Authorized Signatory/Director


Signature of the Authorized Signatory/Director / Authorized Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

SENDING REPORT 1

Jul. 09 2014 09:09PM

OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
26598120	Jul. 09 09:08PM	01'22	SND	02	OK

June 30, 2014

✓ 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 Bioscope Cinemas Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



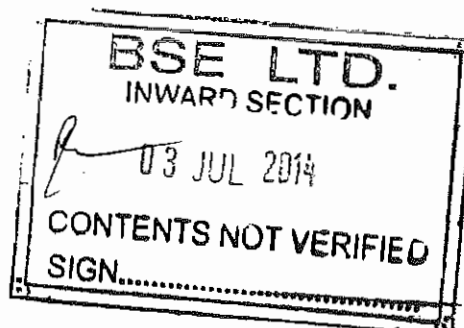
For Digital Satellite Holdings Private Limited

Authorised Signatory



Encl: As above.

CC: Siti Cable Network Ltd
Continental Building, 135,
Dr. A. B. Road,
Worli, Mumbai - 400018.



(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance / invocation of shares / release of encumbrance / release of shares 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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	30.06.2014
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Private Limitd (formerly Known as Agmesh Builders Private Limited)
	Bioscope Cinemas Private Limited
	Direct Media Solutions Private Limited

Details creation of encumbrance :

Name of Promoter (s) or PACs with them (**)	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	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	
Direct Media Solutions Pvt. Ltd.	140,000,000	22.79	N. A.	135,475,000	22.06	Release	23.06.2014	Pledge	5,200,000	0.85	Kotak Mahindra Prime Ltd	130,275,000	21.21
Bioscope Cinemas Private Ltd	50,670,529	8.25	N. A.	-	-	Creation	23.06.2014	Pledge	17,500,000	2.85	ECL Finance Ltd	17,500,000	2.85
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	51,100,000	8.32	Creation	23.06.2014	Pledge	10,100,000	1.64	ECL Finance Ltd	61,200,000	9.96
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	61,200,000	9.96	Creation	25.06.2014	Pledge	7,800,000	1.27	JIL & FS Trust Co Ltd	69,000,000	11.23

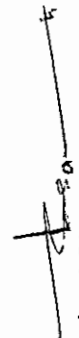


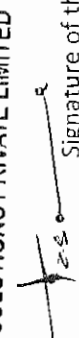
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	69,000,000	11.23	Release	26.06.2014	Pledge	7,000,000	1.14	ECL Finance Ltd	62,000,000
Direct Media Solutions Pvt. Ltd.	140,000,000	22.79	N. A.	130,275,000	21.21	Creation	25.06.2014	Pledge	6,200,000	1.01	IL & FS Trust Co Ltd	136,475,000
Direct Media Solutions Pvt. Ltd.	140,000,000	22.79	N. A.	136,475,000	22.22	Release	27.06.2014	Pledge	8,600,000	1.40	Aditya Birla Finance Ltd	127,875,000
Direct Media Solutions Pvt. Ltd.	140,000,000	22.79	N. A.	127,875,000	20.82	Release	30.06.2014	Pledge	4,000,000	0.65	IDBI Trusteeship Services Ltd	123,875,000

For Bioscope Cinemas Pvt. Ltd. For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDING PRIVATE LIMITED

Place : Mumbai
Date : 30.06.2014


Authorised Signatory / Director


Director / Authorised Signatory

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether 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 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.

June 30, 2014

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 Bioscope Cinemas Private Limited

Authorised Signatory



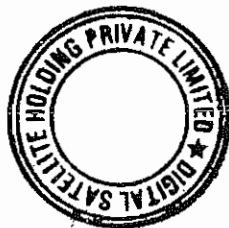
For Direct Media Solutions Private Ltd

Authorised Signatory



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.

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance / invocation of shares / 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 Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	30.06.2014
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Digital Satellite Holdings Private Limited (formerly Known as Agmesh Builders Private Limited)
	Bioscope Cinemas Private Limited
	Direct Media Solutions Private Limited

Details creation of encumbrance :

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	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 /release of encumbrance	Type of encumbrance (pledge/lien/non disposal /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	
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Bioscope Cinemas Private Ltd	50,670,529	8.25	N. A.	-	-	Creation	23.06.2014	Pledge	17,500,000	2.85	ECL Finance Ltd	17,500,000	2.85
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	51,100,000	8.32	Creation	23.06.2014	Pledge	10,100,000	1.64	ECL Finance Ltd	61,200,000	9.96
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	61,200,000	9.96	Creation	25.06.2014	Pledge	7,800,000	1.27	IL & FS Trust Co Ltd	69,000,000	11.23



Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	69,000,000	11.23	Release	26.06.2014	Pledge	7,000,000	1.14	ECL Finance Ltd	62,000,000	
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	130,275,000	21.21	Creation	25.06.2014	Pledge	6,200,000	1.01	IL & FS Trust Co Ltd	136,475,000	22.22
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	136,475,000	22.22	Release	27.06.2014	Pledge	8,600,000	1.40	Aditya Birla Finance Ltd	127,875,000	20.82
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	127,875,000	20.82	Release	30.06.2014	Pledge	4,000,000	0.65	IDBI Trusteeship Services Ltd	123,875,000	20.17

For **Bioscope Cinemas Pvt. Ltd,**

Place : Mumbai
Date : 30.06.2014

Director / Authorised Signatory

Director / Authorised Signatory

For **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

For **DIGITAL SATELLITE HOLDING PRIVATE LIMITED**

(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

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SENDING REPORT

2 Jul. 2014 9:36PM

DDO : ZEE ENTERTAINMENT INT LTD WORLI
Fax NO. : 02224900450

NO.	OTHER FACSIMILE	START TIME	USAGE
01	Fax Server	2 Jul. 9:34PM	01'40"

MODE	PAGES	RESULT
FID	03	OK

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TO TURN OFF REPORT, PRESS 'MENU' #04.
THEN SELECT OFF BY USING '+' OR '-'.