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

OLDING

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	Yes
	higher by more than 25% of the price computed in point 6 or point 7 as applicable	
9.	i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the	Yes Yes
	date of proposed acquisition) / will comply with applicable disclosure	

	Ta (co rep	quirements in Chapter V of the keover Regulations, 2011 prresponding provisions of the pealed Takeover Regulations 97)		4-2	\$J. 7-476.15	
	du da	The aforesaid disclosures made ring previous 3 years prior to the te of proposed acquisition to be rnished.			ade by Digital Sate erewith as Annexur	
10.	the re	claration by the acquirer that all e conditions specified under gulation 10(1)(a) with respect to emptions has been duly complied th.	Yes			
11.	Sh	areholding details	Before the proposed After the proposed transaction			d 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
	а	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
	С	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

(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 JAPTION Fotal INWART!	\\1,90,00,000 64,15,28,140	2.18 73.57

CONTENTS NOT VERIFIED

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

Name of the Target Company (TC)		Siti Networks Limited (formerly known as Siti Cable Network Limited)		
Name(s) of the stock exchange(s) where the shares of the TC are listed	BSE Limited National Stock	BSE Limited National Stock Exchange of India Limited		
Particulars of the shareholder(s):				
a. Name of person(s) together with Persons Actir 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) more than 25% of the voting rights of the TC.	ng le			
b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solu	utions LLP (former utions Private Limit	•	
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	
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	Whether the person belongs to	PAN of the Person and PACs
in Concert (PAC) with the person	Promoter/ Promoter group	
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

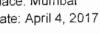
Part-A- Details of Shareholding

Name of the Target Compar	Siti Networks Limited (formerly known as Siti Cable Network Limited)			
Name(s) of the stock exchange(s) where the		1. BSE Limited		
shares of the TC are listed		2. National Stock	Exchange of India	Limited
3. Particulars of the shareholde	er(s):			
a. Name of person(s) toget in Concert (PAC) whose that in the form of share securities and any other entitle the holder to recember than 25% of the vor	total holding (including is, warrants, convertible instrument that would ive shares in the TC) is ting rights of the TC.			
b. Name(s) of promoter(s), group and PAC with him.		Digital Satellite Holdings Private Limited		
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 31st 2017, holdi	ng of:			
 a) Shares b) Voting Rights (otherwise c) Warrants d) Convertible Securities e) Any other instrument that holder to receive shares 	t would entitle the	7,13,69,898 NIL NA NA NA	8.18 NIL NA NA NA	8.18 NA 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:

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.	Name of the Promoter	Number of Shares	% of total share
No.			capital
1	Direct Media Solutions LLP	12,10,00,000	13.88
	(formerly known as Direct		
	Media Solutions Private		
	Limited)		
2	Ashok Mathai Kurien	10,21,000	0.12
3	Digital Satellite Media &	5,14,28,571	5.90
	Broadband Private Limited		
4	Arrow Media & Broadband	5,71,42,857	6.55
	Private Limited		
5	Direct Media & Cable Private	8,57,14,285	9.83
	Limited		
6	Digital Satellite Holdings	7,13,69,898	8.18
	Private Limited		
7	Bioscope Cinemas Private	11,20,08,946	12.84
	Limited		
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	64,15,28,14 0	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 Mumbai - 400 001

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

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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

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

Name of the Target Company (TC)	Siti Networks Lim Network Limited)	ited (formerly knov	vn as Siti Cable
Name(s) of the stock exchange(s) where the shares of the TC are listed	BSE Limited National Stock Exchange of India Limited		
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.			
b. Name(s) of promoter(s), member of the promoter group and PAC with him.		utions LLP (formerl utions Private Limit	
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
Total	12,10,00,000	13.88	13.88 SOLU

Part-B**

Name of the Target Company: Siti Cable Network Limited

Name(s) of the person and Persons Acting	Whether the person belongs to	PAN of the Person and PACs
in Concert (PAC) with the person	Promoter/ Promoter group	
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 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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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	1. BSE Limited		
	shares of the TC are listed	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.			
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 31st 2017, holding of:			
a) b) c) d) e)	Voting Rights (otherwise than by shares) Warrants Convertible Securities	7,13,69,898 NIL NA NA NA	8.18 NIL NA NA NA	8.18 NA NA NA NA
Tota	T	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 17:14 **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

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.	Name of the Promoter	Number of Shares	% of total share
No.			capital
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	(formerly known as Direct		
	Media Solutions Private		
	Limited)		
2	Ashok Mathai Kurien	10,21,000	0.12
3	Digital Satellite Media &	5,14,28,571	5.90
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4	Arrow Media & Broadband	5,71,42,857	6.55
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	Limited		
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	Private Limited		
7	Bioscope Cinemas Private	11,20,08,946	12.84
	Limited		
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

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

Authorised Signatory

For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

CC: Siti Networks Limited (formerly known as Siti G

4th Floor, Madhu Industrial Estate, Pandurang Budhkar Marg, Worli,

Mumbai - 400013.

For Direct Media Solutions LLP (formerly

known as Direct Media Solutions Pvt. Ltd.)

Authorised Signatory

BSELTD.

20 FEB 2017

CONTENTS NOT VERIFIED

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(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 T	Name of the Target Company (TC)								Siti Network	s Limited (for	nerly known a	s Siti Cable Ne	Siti Networks Limited (formerly known as Siti Cable Network Limited)	
Name of the stock	Name of the stock exchanges where the shares of the target company are listed	re the shares of	the target	company are list					17th Eabrany 2017	7000				
Date of vehou	2 m				-				ייי ווי רבטו טמ	, 2017				
Name of the F	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	ሃትose shares en	cumbrance	s has been create	d /invoke	d /released			Bloscope Cir	Bloscope Cinemas Private Limited	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited			
									Direct Medi	Direct Media Solutions Pri	vate Limited (converted to [Direct Media Solutions Private Limited (converted to Direct Media Solutions LP weef. 11th January 2017)	tions L.P
Name of	Name of Description Leading in the teams of the comment of the teams o	4.00	(1)	December of profession of profession and Electron Cartes and Cartes (2)	- Ironda	Dotails of	ajei chion acid		(E) obucan				Doet event holding of	1000
Promoter (s) or PACs with him (**)		en ger co		encumbered (2)									Fost exercitionalisms of encumbered shares (Creation {{2}+{3}}/release {{2}-{3}}/invocation{{2}-{3}}	rres ses sion[(2)-
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/rele ase invocation)	Date of creation invocation release of encumbrance	Type of encumbranc eproperties (pledge/lien) non dispussl undertaking /other)	Reasons for encumbranc e	No of Shares	% of total share	Name of the entity in whose favor shares encumbered	No of Shres	% of total share capital
Bioscope	11,20,08,946	14.10	12.85	9,76,60,335	12.30	Release	14-Feb-2017 Pledge	Pledge	Coliateral	1,62,33,000	2.04	IBCI	8,14,27,335	10.25
Cinemas Pvt.									Release for			Trusteeship		
Ltd.		_							Facility of			Services		
						70		-	group					
Bioscope	11,20,08,946	14.10	12.85	8,14,27,335	10.25	Creation	16-Feb-2017	Pledge	Collateral	1,33,72,000	1.68		9,47,99,335	11.94
Cinemas Pvt. Ltd.									Facility of Promoter Promoter					
									Company	000	6	ā	000 96 19 9	70.9
Digital Satellite Holdings Pvt	7,13,69,898	8.99	8.19	7,13,69,000	th 51, 80	Release	13-reb-201/ /ledge	989	Collateral Release for Facility of Promoter group Company	000,55,50,000	50.7	Trusteeship Services Limited	טייים מילים מיסיים מילים	
Digital	7,13,69,898	8.99	8.19	5,51,36,000	6.94	Creation	14-Feb-2017 Pledge	Pledge	Collateral	1,62,33,000	2.04		7,13,69,000	8.99
Satellite Holdings Pvt.			_						Pledge tor Facility of			Services Services Limited		
166.									group					
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Solutions Solutions Private Limited Converted to Direct Media Solutions LLP w.e.f. 11th January, 2017)	4,00,000	FQ.71	16.05	1,81,00,000	2.28	Creation	16-Feb-2017 Pledge		Coliateral Pledge for Facility of Promoter group Company	1,11,45,600	1.40	4.40 L&T Finance Umited	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	'	,	1	*				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			1		Ł		,	3,08,00,000	3.88
Essel Media Ventures Ltd	7,58,28,755	9.55	0.70		,			•		1	ŧ	į.	,	1
Essei International Ltd	4,70,13,828	5.92	5.39	1	,	i	•	1	1		1	1	1	,
Ashok Mathai Kurien	10,21,000	0.13	0.12	·		,		1	,	1		. 7		,
Place : Date :	Mumbai 17th February, 2017				1070H 3	A DELOIM OF A DELO		Signature	CON ETTAS CON ET	Signature (Pigre Authorised Signatory	STOILUS	DIRECT		
Ē	7 7 4		-			\ }		-		1	1/2			

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

promoters

From:

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, \shok Sanghavi Direct: 022 -71061437

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 Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

Authorised Signatory

For Direct Media Solutions LLP (formerly

known as Direct Media Solutions Pvt. Ltd.)

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

4th Floor, Madhu Industrial Estate, Pandurang Budhkar Marg, Worli,

Mumbai - 400013.

encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} % of total share capital 10.25 11.94 8.99 (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 6.94 Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP Post event holding of 8,14,27,335 9,47,99,335 5,51,36,000 7,13,69,000 Siti Networks Limited (formerly known as Siti Cable Network Limited) No of Shares L&T Finance IDBI Trusteeship IDBI Trusteeship Name of the entity in whose favor shares encumbered **Frusteeship** Services Limited Services Services Limited Limited Umited SPICE IDBI Digital Satellite Holdings Private Limited 2.04 1,68 % of total share capital 2.04 2.04 Bioscope Cinemas Private Limited w.e.f. 11th January, 2017) Reasons for No of Shares 1,62,33,000 1,33,72,000 1,62,33,000 1,62,33,000 17th February, 2017 emas Pu Release for Release for Pledge for Promoter holding already Details of Even pertaining to encumbrance (3) Promoter Pledge for Collateral acility of Collateral NSE /BSE acility of romoter Collateral Facility of Collateral Facility of Company отрапу гототег Company Promoter group roup group group O edoose (pledge/lien/ non disposal undertaking /other) Pledge 14-Feb-2017 Pledge 14-Feb-2017 Pledge 16-Feb-2017 Pledge 13-Feb-2017 Date of creation encumbrance Type of Date of creati event invocation (creation/rele release of Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released invocation) Release Creation Creation Release 12.30 10.25 8,99 6.94 % of total ATAL SATELLITE HOLO share Capital Name of the stock exchanges where the shares of the target company are listed encumbered (2) 9,76,60,335 8,14,27,335 5,51,36,000 7,13,69,000 No of Shares THEO TO 8,19 12,85 12.85 8.19 % w.r.t. dijuted share capital (*) Promoter Holding in the target company(1) PRIVATE 14.10 14,10 8,99 8.99 % of total share Capital Name of the Target Company (TC) Details creation of encumbrance: 11,20,08,946 11,20,08,946 7,13,69,898 7,13,69,898 No of Shares Date of Reporting Name of Promoter (s) or PACs with him Holdings Pvt. Cinemas Pvt. Cinemas Pvt. Holdings Pvt. Bioscope Bioscope Digital Satellite Digital Satellite Ë

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2.28	10.79	3.88		,	-	S ON HIL
1,81,00,000	8,57,14,285	3,08,00,000	•	,		No.
16.06	9.83	3.53	8.70	5.39	0.12	\
17.63	10.79	3.88	9.55	5.92	0.13	
14,00,00,000	8,57,14,285	3,08,00,000	7,58,28,755	4,70,13,828	10,21,000	Mumbai
Direct Media Solutions Private Limited (converted to Direct Media Solutions LLP w.e.f. 11th	Direct Media & Cable Pvt. Ltd.	Digital Satellite Media & Broadband Pvt. Ltd.	Essel Media Ventures Ltd	Essel international	Ashok Mathai Kurien	Place : I

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

promoters

From:

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 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,

Authorised Signatory

For Bioscope Cinemas Private Limited

Authorised Signatory

For Direct Media Solutions Private Limited

INWARD SECT

19 DEC 2013

Authorised Signatory

Admonsed organically

Encl: As above.

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

4th Floor, Madhu Industrial Estate, Pandurang Budhkar Marg, Worli,

Mumbai - 400013.

Name of the stock exchanges where the shares of the target company are listed Date of Reporting Name of the Promoter or PAC on whose shares encumbrance has been created /invoked Details creation of encumbrance: Name of Promoter Holding in the target company(1) PACS with him (**) No of Shares So of total share Capital Shares So of total share So of total share	the shares of the ose shares encural terret comparate Capital Share Capi	mbrance has mbrance has ny(1) Pr er er diluted share capital (*)	mpany are listed as been created /invoked encumbered (2) No of Shares share Capital 6,30,04,335 7.93		/released Details of Ev	NSE/BSE released 16th Dece Digital Sat Direct Me Details of Even pertaining to encumbrance (3)	T D Encumbi	NSE /BSE 16th December, 2016 Bloscope Cinemas Prh Digital Satellite Holdir Direct Media Solution	NSE /BSE 16th December, 2016 Bloscope Cinemas Private Limited Digital Satellite Holdings Private Limited	Limited rivate Limited			
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- F	12.32	11.22	6,30,04,335	194	Type of Eevent (creation/rel ii ease rinvocation)	Date of Treation of invocation of release of encumbrance	Type of encumbranc e. e (pledge/lien/ non disposal undertaking /other)	Reasons for N encumbranc e	No of Shares	% of total share capital	Name of the entity in whose favor shares encombered	No of Stares 9%	% of total share capital
	100			7.93	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group	1,54,84,000	1.95	IDB! Trusteeship Services Limited	7,84,88,335	9.88
		8.19	5,56,55,000	7.01	Creation	9-Dec-2016	Pledge	Collateral Pledge for Facility of Promoter group	1,57,14,000	1.98	IDBI Trusteeship Services Limited	7,13,69,000	8.59
Direct Media 14,00,00,000 Solutions Pvt. Ltd.	17.63	16.06	4,96,50,000	6.25	Release	9-Dec-2016	Pledge	Collateral Release for Facility of Promoter group	3,15,50,000	3.97	IDBI Trusteeship Services Limited	1,81,00,000	2.28
Direct Media 8,57,14,285	10.79	9.83	8,57,14,285	10.79	,	,	,			,		8,57,14,285	10.79
Media & 3,08,00,000 Media & Broadband Pvt. Ltd.	3.88	3.53	3,08,00,000	3.88	,			. "	E HOLOW			3,08,00,000	3.88
Essel Media 9,00,00,000	11.33	10.32	٠.		,	•		191		RIV	/01/	ON	X

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International	4,70,23,020	25.5	5.39	•	•	•	;	•	•		1	,	'	,
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	Mumbai)	A N	<u> </u>	LIN			V LC	LIA	/			
Date : 16	16th December, 2016						IS .	ignature of th	the Authorited Sign	Merk			*//	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\

(**) The names of all the promoters their shareholding in the target company and their planeted 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:

Sent:

16/12/2016 17:49

To:

'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011

Subject: 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

96

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

For Direct Media Solutions Private Limited

uthorised Signatory

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.

, egoc % of total share capital 3.88 2.28 10,79 9.88 8.99 (Creation [(2)+(3)]/release (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)-(3)]/ invocation[(2)-Post event holding of encumbered shares 7,84,88,335 7,13,69,000 1,81,00,000 8,57,14,285 3,08,00,000 Siti Networks Limited (formerly known as Siti Cable Network Limited) No of Shares (3)]} Name of the entity in whose favor shares encumbered Trusteeship Services Limited rrusteeship **Irusteeship** B PRI Services Services Limited NO, Limited IBGI 1081 IDBI DIA SOF 1.95 1.98 Digital Satellite Holdings Private Limited % of total share capital 3.97 Direct Media Solutions Private Limited Bioscope Cinemas Private Limited DIB 1,54,84,000 1,57,14,000 3,15,50,000 No of Shares 16th December, 2016 Pledge for Reasons for encumbranc Release for Promoter holding already Details of Even pertaining to encumbrance (3) Pledge for Collateral Collateral Collateral group Сотрапу NSE /BSE Facility of Promoter Company Facility of Promoter Facility of Promoter MILIM group group (pledge/lien/ non disposal undertaking /other) Type of encumbranc OLDING Pledge Pledge 9-Dec-2016 Pledge 9-Dec-2016 9-Dec-2016 encumbrance TAS invocation release of Date of creation (creation/rel nvocation) Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Creation Creation Release Type of event ase 6.25 7.93 7.01 10.79 3.88 % of total share Capital Name of the Target Company (TC)
Name of the stock exchanges where the shares of the target company are listed encumbered (2) 6,30,04,335 5,56,55,000 4,96,50,000 8,57,14,285 3,08,00,000 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) No of Shares % w.r.t.
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capital (*) 11.22 8.19 16.06 9.83 3.53 10.32 Promoter Holding in the target company(1) 12.32 17.63 10.79 11.33 8.99 3.88 % of total share Capital 14,00,00,000 9,78,37,701 7,13,69,898 8,57,14,285 000'00'00'6 3,08,00,000 Details creation of encumbrance: No of Shares Date of Reporting Name of Promoter (s) or PACs with him Digital Satellite Digital Satellite Direct Media Solutions Pvt. Direct Media & Cable Pvt. Holdings Pvt. Cinemas Pvt. Ventures Ltd Essel Media Broadband Pvt. Ltd. Bioscope Media & Ë ġ Ë

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4,70,13,828	10,21,000	Mumbai 16th December, 2016
		Mumbai 16th Dece
Essel International Ltd	Ashok Mathai Kurien	Place :

(**) The names of all the promoters their shareholding in the target company and their photographe holding as on the reporting date should appear in the interpretative 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:

Sent: To: 16/12/2016 17:53 '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

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.

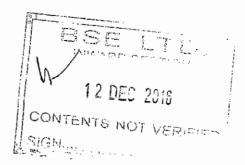
CC:

Siti Networks Limited

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

For Direct Media Solutions Private Limited

Authorised Signatory



me of the	Name of the Target Company (TC)							<i>w</i> 1	Siti Network	s Limited (for	rmerly known a	35 Siti Cable N	Siti Networks Limited (formerly known as Siti Cable Network Limited)	
ıme of the :	Name of the stock exchanges where the shares of the target	he shares of th	e target co	company are listed	_			_	NSE /BSE					
Date of Reporting	rting								9th December, 2016	er, 2016				
ime of the	Name of the Promoter or PAC on whose shares encumbrance	ose shares enc	umbrance	has been created /invoked /released	/invoked	/released			Digital Satel Direct Medi	Digital Satellite Holdings Pvt. Ltd. Direct Media Solutions Private Li	Digital Satellite Holdings Pvt. Ltd. Direct Media Solutions Private Limited			
tails creati	Details creation of encumbrance :													
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the targat company(1)	e targat compa		Promoter holding already encumbered (2)	_	Details of I	Details of Even pertaining to encumbrance (3)	g to encum!	brance (3)				Post event holding of encumbered shares (Creation {{2}+{3}}/release {{3}}, invocation{{3}}	ng of ires ()]/release tion[(2)-
	No of Shares	% of tutis share Capital	% w.r.t dibuted share capital (*)	No of Shares	% of total Share	Type of event (creation/rele asc invocation)	Date of creation invocation referse of encumbrance	ilen/	Ressons for beacumbrance	No of Shares	% of total share capital	Name of the entity in whose favor chares encumbered	No of Shares	% of total share capital
Bloscope 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	61.9	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.	7,13,69,898	8.99	8.19	6,99,41,000	8.81	R 600 800 800 800 800 800 800 800 800 800	2-Dec-2016 Pledge		Collateral Release for Facility of Promoter group	1,42,86,000	1,80	Bajaj Finance Umited	5,56,55,000	7.01
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	7.26	6.25
	5,76,50,000	4,96,50,000
	7 JM Financial Products Umited	1.03 (DBI Trusteeship Services Limited
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	29,14,800	80,00,000
	Collateral Release for Facility of Promoter group Company	Collateral Release for Facility of Promoter group Company
	Pledge	Pledge
	2-Dec-2016 Pledge	2-Dec-2016 Pledge
	Release	Release
_	7,63	7.26
	6,05,54,800	5,76,50,000
	16.06	16.06
_	17,63	17.63
	14,00,00,000	14,00,00,000

Direct Media Solutions Put. Ltd.

Direct Media Solutions Pvt. Ltd.

Direct Media & Cable Pvt,	8,57,14,285	10.79	9.83	8,57,14,285	10.79	1	•	•	•	•	•	•	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	000'00'80'E	82 83 87	3.53	3,08,00,000	88.6	•					1	•	3,08,00,000	e.
Essel Medla Ventures Ltd	000'00'00'6	11.33	10.32	•			•	,	1			,	,	
Essei International Ltd	4,70,13,828	5.92	5.39	•	•	,	•	,	1	1	,	,	,	
Ashok Mathai Kurlen	10,21,000	0.13	0.12	•	•	•	SNIN		•	,	1	,	1	
Place : Date :	Mumbal 9th December, 2016					2/131		JATE LIMINES	of the Auth	Signatury of the Authorised Signatory	1	1		WEDIA SO
(**) The nareporting on (*) Total shit 2016. Dilute	(**) 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 white the 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.	s their shareho t. s per the latest neans the total	dding in ti filing do	g in the target company and their pledged shareholds again the reporting date should appear in the table irrespective of whether an advantage of the state of the state of the state of the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) maker of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.	ny and the	eir pledged Stock Exch ning full co	shareholding nange under	Regulation	reporting o	late should a I (Listing Ob- tible securiti	ppear in the tab	ole irrespecti Disclosure R to equity sha	defiling a continuous date should appear in the table irrespective of whythen the date and the capability of whythen the content of SEBI (Listing Obligations and Disclosure Requirements) Regulation of the outstanding convertible securities /warrants into equity shares of the TC.	gulations,

promoters

From:

Sent: 09/12/2016 18:34

To: 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com' Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 Subject:

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

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 Limited

4th Floor, Madhu Industrial Estate, Pandurang Budhkar Marg, Worli,

Mumbai - 400013.

For Direct Media Solutions Private Limited

Authorised Signatory

EDIA SOLUTIONS S

WEG (1962) West of the target company are litted State of the target company State of t	ame of the I	Name of the Target Company (TC)								Siti Networ	ks Limited (fo	rmerfy known	as Siti Cable	Network Limited)	
State Stat	ame of the s	stock exchanges where	the shares of t	he target c	ompany are liste	_				NSE /BSE					
Principle of PAC on whose planes encumbrance is a few final of the same Principle Pr	ate of Repor	rting								9th Decemi	ber, 2016				
Promoter Holding in the breath company Areasy promoter A	ame of the l	Promoter or PAC on wi	hose shares enc	cumbrance	has been created	d /invoked	d /released			Digital Sate Direct Med	ilite Holdings ia Solutions P	Pvt. Ltd. Private Limited			
Promoter Holding in the target company 21 Promoter Holding Promo	etails creation	on of encumbrance :	k												
No of Shares Sed feat share Sed fe			the target comp	any(1)	Promoter holdin already encumb	ig ered (2)	Details of E	even pertainln	g to encum	ibrance (3)				Post event hold encumbered sh {Creation [(2)+([(2)-(3)]) invoca (3)]}	ing of ares 3)]/release ition{(2)-
278,27701 1122 6,39,04,335 7.93 -			% of lost share Capital	% w.c.t. diluted share capital (*)		% of total share Capital	12 m	Date of creation invocation release of eacumbrance	Type of encumbranc e (pledge/lien/ non disposal undertaking /other)	Rezons for encumbranc e	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered		% of total share capital
7,13,69,888 6.99 8.19 6,37,05,000 8.02 Creation 2.Dec.2016 Pledge Colleteral 82,33,000 0.78 [DBI France Facility of Facility of Facility of Promoter group 14,00,00,000 17,63 16,06 6,05,64,000 7.68 Release C.2-Dec.2016 Pledge Colleteral 24,12,56,000 0.37 M Financial 5,75,50,000 17,63 16,06 5,75,50,000 7.88 Release C.2-Dec.2016 Pledge Colleteral 24,12,56,000 0.37 M Financial 5,75,50,000 17,63 16,06 5,75,50,000 7.88 Release C.2-Dec.2016 Pledge Colleteral 24,14,50,00,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,63 16,06 5,75,50,000 17,03 16,06 5,	scope nemas Pvt. 1.	9,78,37,701		11	6,30,04,335	7.93			,	1	,	,	,	6,30,04,335	7.93
Tiling T	gital Satellite Idings Pvt. J.					8.02	_	2-Dec-2016		Collateral Pledge for Facility of Promoter group	82,33,000		, -: <u>-</u>	6,99,41,000	8.8
14,00,00,000 17.63 16.05 6,05,64,800 7.63 Release 2-Dec-2016 Pledge Collateral 29,14,800 0.37 IM Financial 5,76,50,000	gital Satellite Ildings Pvt. 5.			100		8.81			Pledge	Collateral Release for Facility of Promoter group	1,42,86,000	1.80	_		7.01
14,00,000 17,63 16,05 5,76,50,000 7,26 Release 2-Dec-2016 Pledge Collateral 80,00,000 1.01 IDBI 4,96,50,000 Trusteeship Facility of Facility of Services Umited Umited	ect Media lutions Pvt. J.	14,00,00,000		191	6,05,64,800	7.63	_		Pledge	Collateral Release for Facility of Promoter group	29,14,800			<u></u>	7.26
	ect Media Lutions Pvt.	14,00,00,000	,	16	5,76,50,000	7.26			Pledge All Phyllip	Collateral Release for Facility of Promoter Eroup	80,00,000			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		ı	ŧ	1	,	•	£	8,57,14,285	10.79	
Digital Satellite Media & Broadband Pvt. Ltd.	9,00,000,000,000	88.8	8.5.8 8.5.8	3,08,00,000	8. 8. 8.	1	ı		1	1	,		3,08,00,000	3.88	
Essel Media Ventures Ltd	000'00'00'6	11.29	10.32	1			1		1	,	,	,	1		
Essel International Ltd	4,70,13,828	5,92	5.39	,		r	٠	t	1	1	,	t	,	1	
Ashok Mathai Kurien	10,21,000	0.13	0.12	· //	3	1	1	,	3	1	,	3			
i		200	TO THE PARTY OF TH		-	10	1				1	1	ON THE PARTY OF TH	SADINEC.	ger in a second
Place : Date :	Mumbai 9th December, 2016		1100	面本				Signature o	if the Autho	Signature of the Authorised Signatory	ځ		M17 33	20,7	0.00
(**) The na reporting on	(**) The names of all the promoters their shareholding in it reporting on the date of event or not.	rs their shareho	ding in t	the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of Wil	ny and the	sir pledged	shareholding	; as on the r	reporting da	ate should aj	pear in the tat	ole irrespectiv	e of whether h	W. W. C.	St.
(*) Total sh	(*) 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, 2015. District convertible securities (Marrants into conjust shares of the TC assuming full conversion of the outstanding convertible securities (Marrants into conjust shares of the TC).	as per the latest	t filing do	one by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) of schoose in the TC securation full conversion of the outstanding convertible eventties (warrants into equity shares of the TC	ny to the	Stock Exch	nange under I	Regulation P. Outstandi	31 of SEBI	l (Listing Ot ible seemritie	ligations and I	Disclosure Re	quirements) Rè res of the TC	gulations,	

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 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.

ING PA

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

16 AUG 2016

Note of the principle of the study where the planes of the larget Company and listed Note of the principle of the study and the study of the study	ame of the	Name of the Target Company (TC)	(TC)							Siti Networks Limited	cs Limited				
Transfer or PAC on whose shares encountrance has been created frowked frelessed of company (3) Original control of the target control of the company (3) See Shares (1) and the target control of the c	ame of the	stock exchanges	where the shan	res of the ta	rget company	are listed				NSE /BSE					
Other PAC on whose shares enrumbrance has been created finowhead freelessed only and provided freelessed finowhead freelessed only and interestication of enrumbrance (2) Other Indicates the target of provided freelessed from the target of provided freelessed freel	ate of Repo	rting								12th August	t, 2016				
Promoter holding in the target Promoter holding Promoter holding Promoter holding in the target Promoter holding Promoter holding Promoter holding in the target Promoter holding Promoter Promoter holding Promoter holdin	ame of the	Promoter or PAC	C on whose shar	res encumb	rance has beer	ר created /	invoked /rı	eleased	'	Digital Satel Direct Medi	lite Holdings l a Solutions Pr	Private Limited ivate Limited			
Promoter holding in the target Promoter holding	stails creati	on of encumbrar	nce :												
Po of Shares Po o	me of moter (s) or Cs with him	Promoter Holdi company(1)	ing in the target	۳	Promoter hold already encum	ling nbered (2)	Details of I	Even pertainii	ng to encum	brance (3)				Post event ho encumbered : (Creation [[2]+(3)]/relea	lding of hares se [(2)- in[(2)-(3)]
# 773,53,54,255 9.17 8.36 475,60,000 5.99				% w.r.l. diluted share capital (*)		% of total share Capilal	Type of event (creation/rele age invocation)	활	'type of encumbranc e (pledge/lien/ uon disposal undertaking	Ressons for encumbranc e		% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	9% of total share capital
13,00,000 17,63 16,06 739,64,800 8,26 10,79 10,7	scope emas Pvt.	728,51,529	9.17		475,60,000	5.99					1	•		475,60,000	5.99
tt Media 1400,00,000 17.63 16.06 739,64,800 9.31 Release 05-08-2016 Pledge Collateral 6,30,000 0.08 Axis Finance 733,14,800 limited limited 733,14,800 limited 733,14	ital ellite dings Pvt.	713,69,898	6.60 6.00 6.00		656,08,000	8.26	_	04-08-2016	Pledge	Collateral Release for Facility of Promoter group	19,00,000	0.24		637,08,000	B.02
able Pvt.	ect Media utions Pvt.		17.63		739,64,800	13.3		05-08-2016		Collateral Release for Facility of Promoter group	6,50,000	0.03			9.23
THE HOLDING OF THE PARTY OF THE	ect Media able Pvt.	857,14,285	10.79		857,14,285	10.79	1	•	1	1	. 1		1 1	857,14,285	10.79
						TE HOLDING					33010 × 0311	SOLUTIONS SELECTIONS			

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Digital Satellite Medla & Broadband pvt. Ltd.	308,00,000	93.88	es Ri	000'00'805	3.88	1	•		t	ı	•	1	000'00'806	3.88
Essel Media Ventures Ltd	1000,00,000	12.59	11.47		,	ì					,		•	•
Esse) International Ltd	620,00,000	7.8.1	7.11		'	,		1	F	1				
Ashok Mathai Kurien	10,21,000	0.13	0.12	•	. //		,		î.			1	,	4
				1	150 m	E OING	J		, d		11/53	A WEDIA SO	(31)	
Place : Date :	Mumbai 121h August, 2016	16			11910	PRIVA	o1	ignature o	f the Author	Signature of the Authorised Signatory	× 018 £		ONS P	
(**) The names of they are reporting (*) Total share can Regulations, 2010	(**) The names of all the promoters their shareholding in the large to Many and Weir pledged shareholding as on the reporting date should appose in the table trespective of whether they are reporting on the date of event or not. (*) Total share capital to be taken as per the latest filling done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligation and Afschoure 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	omoters their s e of event or n taken as per th hare/voting ca	shareholdi iot. e latest fil pital mear	ng in the large ling done by the rs the total numers	re companion of s	append their pledged shareholding as on the reporting date should appear. Interior 3. Ching is a sample in pany to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disconsers in the TC assuming full conversion of the outstanding convertible securities /w.	edged share c Exchange C assuming	sholding a under Re	s on the reg gulation 31 ersion of th	oorting date s of SEBI (Li	sting Obligati	Anthe table in All Miles in Securities /w	(respective of whether schools (Requirements) rarrants into equity	f whether rements) quity

promoters

From:

Sent:

12/08/2016 20:10

To: Subject: 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com' 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 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

% of total share capital 9.23 10.79 [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) 99.99 8.02 (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) Post event holding of encumbered shares 475,60,000 637,08,000 733,14,800 857,14,285 COLUTIONS PRIVATES No of Shares (Creation WITEO A OPPLEA Axis Finance entity in whose favor shares encumbered Name of the JL & FS Securities Services Umited Limited 0.08 % of total share capital 0.24 Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited 6,50,000 Type of Reasons for No of Shares encumbranc encumbranc 19,00,000 Siti Networks Limited NSE /BSE 12th August, 2016 Details of Even pertaining to encumbrance (3) Release for Facillty of Release for Promoter group Company Collateral Promoter Collateral Facility of Согорапу group (pledge/lien/ non disposal underlaking /other) 04-08-2016 Pledge 05-08-2016 Pledge encumbrance (creation/rele invocation Date of creation Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released avocation) Release Release Type of 8.25 9.31 Name of the stock exchanges where the shares of the target company are listed Promoter holding already encumbered (2) % of total share Capital 5.99 10.79 HOLOING PRIVATE 857,14,285 475,60,000 656,08,000 739,64,800 No of Shares ¥ 03 15.06 9.83 % w.r.l.
diluted
share
capital (*) 8.35 8.19 Details creation of encumbrance :

Name of Promoter Holding in the target PACs with him company(1) 9.17 8.99 17,63 10.79 % of total share Capital Name of the Target Company (TC) 728,51,529 713,69,898 1400,00,000 857,14,285 No of Shares Date of Reporting Direct Media Solutions Pvt. Direct Media & Cable Pvt. Ltd. Haldings Pvt. **Cinemas Pvt.** Bioscope Satellite Digital Ę

Digitai	308,00,000	3,85	3.53	308,00,000	3,88	,	•	•	,		•	•	308,00,000	3.88
Satellite Media								_						
& Broadband														
Pvt. Ltd.														
Essel Medla	1000,00,0001	12.59	11.47	٠			ı	,		1	1	£		,
Ventures Ltd														
Essel	620,00,000	7.81	7.11	,		•			٠	'				,
International														
1.14														
Ashok Mathai	10,21,000	0.13	0.12		•	ı	,			·	,			
Kurien					1				_					
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		}	-	11/4	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	127	,				NO. WILLIAM			
			<u>}</u>	· č.	/ 15	וס		_	1 4	ļ)s		1.	
Place	Mumbai			10		N G	Gui					131.	<u></u>	
Date	12th August, 2016	2		سم	/ _{#1}	P		gnature of	the Authorls	Signature of the Authorised Signatory	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	/	; .	
					3	1010					2	ć.		
(**) The nan	(**) The names of all the promoters their shareholding in the target to	noters their s	hareholdir	up in the targe		v arki limir nic	edged share	holding as	on the repo	rting date s	hould appear	in the table	the fund and inpr niedged shareholding as on the reporting date should appear in the table irrespective of whether	whether
(how ore read)	they are reporting on the close of event or not	of event or to						0		B	,			

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

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street

Mumbai - 400 001

National Stock Exchange of India Limited

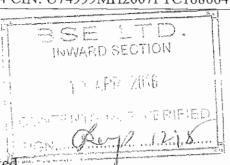
Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

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



April 6, 2016



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

Name of the Target Company (TC)	Siti Cable Networ	k Limited	
Name(s) of the stock exchange(s) where the shares of the TC are listed	BSE Limited National Stock	Exchange of India	Limited
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.			
b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solu	itions Private Limit	ted .
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	Whether the person belongs to	PAN of the Person and PACs
in Concert (PAC) with the person	Promoter/ Promoter group	
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. N	lame of the Target Company (TC)	Siti Cable Networ	k Limited	
1	lame(s) of the stock exchange(s) where the hares of the TC are listed	BSE Limited National Stock	Exchange of India	Limited
3. P	Particulars of the shareholder(s):			
a. b.	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 Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite H	oldings Private Lin	nited
l n	Particulars of the shareholding of persons(s) nentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As	s of March 31st 2016, holding of:			
a) b) c) d) e)	Shares Voting Rights (otherwise than by shares) Warrants Convertible Securities Any other instrument that would entitle the holder to receive shares in the TC.	7,13,69,898 NIL NA NA NA	8.99 NIL NA NA NA	8.19 NA 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:

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.	Name of the Promoter	Number of	% of total	Number of	% of total
No.		Shares	share capital	Convertible	diluted
				Securities	share
					capital
1	Ashok Mathai Kurien	10,21,000	0.13	-	0.12
2	Digital Satellite Media &	3,08,00,000	3.88	2,06,28,571	2.37
	Broadband Private Limited				
3	Arrow Media & Broadband	-	-	5,71,42,857	6.55
	Private Limited				
4	Direct Media & Cable	8,57,14,285	10.79	-	9.83
	Private Limited				
5	Direct Media Solutions	14,00,00,000	17.63	-	16.06
	Private Limited				
6	Digital Satellite Holdings	7,13,69,898	8.99	-	8.19
	Private Limited				
7	Bioscope Cinemas Private	5,06,70,529	6.38	-	5.81
	Limited				
8	Essel Media Ventures	11,64,31,000	14.66	-	13.35
	Limited				
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.	Name of the Promoter	Number of	% of total	Number of	% of total
No.		Shares	share capital	Convertible	diluted
				Securities	share
					capital
1	Ashok Mathai Kurien	10,21,000	0.13		0.12
2	Digital Satellite Media &	3,08,00,000	3.88	2,06,28,571	2.37
	Broadband Private Limited				
3	Arrow Media &	-	-	5,71,42,857	6.55
	Broadband Private Limited				
4	Direct Media & Cable	8,57,14,285	10.79	-	9.83
	Private Limited				
5	Direct Media Solutions	14,00,00,000	17.63	-	16.06
	Private Limited				
6	Digital Satellite Holdings	7,13,69,898	8.99	-	8.19
	Private Limited				
7	Bioscope Cinemas Private	5,06,70,529	6.38	**	5.81
	Limited				
8	Essel Media Ventureș	11,64,31,000	14.66	-	13.35
	Limited				
9	Essel International Limited	6 <i>,</i> 77 , 5 0 ,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. Na	ame of the Target Company (TC)	Siti Cable Network	k Limited	
1	ame(s) of the stock exchange(s) where the nares of the TC are listed	BSE Limited National Stock	Exchange of India	Limited
3. Pa	articulars 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.			
b.	Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solu	itions Private Limit	red .
1	articulars of the shareholding of persons(s) entioned 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 31st 2016, holding of:			
a) b) c) d) e)	Shares Voting Rights (otherwise than by shares) Warrants Convertible Securities 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	Whether the person belongs to	PAN of the Person and PACs
in Concert (PAC) with the person	Promoter/ Promoter group	
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

Name of the Target Company (TC)	Siti Cable Networ	k Limited	
Name(s) of the stock exchange(s) where the shares of the TC are listed	BSE Limited 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	Digital Satollita H	oldings Brivato Lig	sitod
b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite H	oldings Private Lim	irtea
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 31st 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. 	7,13,69,898 NIL NA NA NA	8.99 NIL NA NA NA	8.19 NA 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

То:

'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; Di

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

12

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 010

Date:31.03.2016

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Bioscope Cinemas Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory

INWARD SECTION

1 1 APR 2016

Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

\$	Direct Media & Cable Private Imited	Direct Media Solutions Pvt. Ltd.	Digital Satellite Holdings Private Ltd	Bioscope Cinemas Private Ltd		Name of Promoter (s) or PACs with him (**)	Details crea	Name of th	Date of Reporting	Name of th	Name of th	(Format for Regulation
	85,714,285	140,000,000	71,369,898	50,670,529	No of Shares	Promoter Hold company(1)	Details creation of encumbrance	e Promoter or F	orting	e stock exchang	Name of the Target Company (TC)	Disclosure by t 31 (1) and 31 (2)
	10.793	17.629	8.987	6.380	% of total share Capital	Promoter Holding in the target company(1)	rance:	AC on whose s		ges where the s	any (TC)	he Promoter (s) SEBI (Substant
		N. A.	N. A.	N. A.	% w.r.t. diluted share capital (*)	ř		hares encı		hares of th		to the stoc ial Acquisi
	85,714,285	75,665,000	51,322,000	29,910,000	No of Shares	Promoter holding already encumbered (2)		Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released		Name of the stock exchanges where the shares of the target company are listed		(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)
	10.79	9.53	6.46	3.77	% of total share Capital	ding nbered		een create		any are list		. to the Tar nd Takeov
	ı	Release	Creation	•	Type of event (creation/rele ase invocation)	Details of		ed /invoked		ed		get Compa ers) Regula
		23.03.2016	28.03.2016	ŧ	Date of creation e invocation release of encumbrance	Details of Even pertaining to encumbrance (3)		d /released				ny for encum ations, 2011)
		Pledge	Pledge		Type of encumbranc e (pledge/lien/non disposal undertaking /other)	ing to encu						brance of sh
į		Collateral release for Facility of Promoter group Company	Collateral release for Facility of Promoter group Company	1	Reasons for encumbranc e	mbrance (3)		Direct Mec Digital Sate	31.03.2016	NSE /BSE	Siti Cable N	lares / invoc
-	-	130,200	14,286,000	1	No of Shares		1	Direct Media Solutions Pvt. Ltd. Digital Satellite Holdings Private Ltd			Siti Cable Network Limited	ation of encur
SEALET CHIMITES	ELECTION OF THE STREET	0.016	1.80	ŧ.	% of total share capital			vt. Ltd. Private Ltd			ă	ıbrance / relea
ATINO S	VIOTUTA .	JM Finance Products Limited	Bajaj Finance Ltd	1	Name of the entity in whose favor shares encumbered							se of encumbr
	85,714,28	75,534,800	55,608,000	29,910,000	No of Shares	Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}						ance, in terms
SON ON CO.	85,714,285 NG 0,10,793	9.511	8.261	3.766	% of total share capital	olding of shares ase [(2)- on[(2)-(3)]}						of

Digital	30,800,000	3.878 N. A.	.A.	1	,	_	_			'	-			-	1
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Broadband													····		***************************************
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Essel Media	116,431,000	14.661 N. A.	. A.	1	ι	'	,	'	,	١,	١		,	_	,
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Essel	000'052'/9	8.531 N. A.	- A	•	•	1	1	1	ī	•	•		·····	-	,
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Ita															
Ashok	1,021,000	0.129 N.A.	. A.	,	1	١	'	'	١	•	t		,		,
Mathai															
Kurien															
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٠.	Murnhai			* O:	DIA		7			}	P	= \	010	Ú þ	
				71	S								H	0	
Date :	31.03,2016			OLUM	OLU			Signature	of the Authol	Signature of the Authorised Signatory	٨			GIA	- Carlona and a same
(**) The n	(**) The names of all the promoters their shareholding	romoters their	shareholdi	ing of transarger	Z	any and the	ir pledged	shareholdin	g as on the	reporting da	npany and their pledged shareholding as on the reporting date should appear in the table irrespec	ear in the ta	ble irrespect	rive of whether	ther
they are rer	they are reporting on the date of event or not.	ate of event or n	of.	'		•	1		1	,	:				
Car car Carry	DOLLARS OLI LES EL	TO 01 01 01 01 01	:01:		i										_

(*) 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:

Sent:

06/04/2016 21:43

To: Subject: corp.compliance@bseindia.com; corp.relations@bseindia.com 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 Limite

Authorised Signatory

For Bioscope Cinemas Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory

Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

1973-016 State of the target company are litted 31,03-2016 State of the target company are litted 31,03-2016 State of the target company are litted State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased State of the promoter of PAC on whose shares encumbance has been created / Involved / Policiased /	Vame of th	Name of the Target Company (TC)	iny (TC)						-1	Siti Cable Ne	Siti Cable Network Limited	9			
Reporting Table Permoter of an universal content Permoter of a partie serior of an universal content Permoter of a partie Per	Name of th	he stock exchang	ges where the sh	ares of the	target compar	η are liste	þ			NSE /BSE					
Promoter of PAC on whose shares encumbrance has been created finwoked freleased Digital Statellite Holdings Private Ltd	Jate of Re	porting								31.03.2016					
Promoter Holding in the target Promoter holding Promoter holding	Name of th	he Promoter or F	AC on whose sh	hares encul	mbrance has be	en create	1 /invoked	/released		Direct Medi Digital Satel	a Solutions P lite Holdings	vt. Ltd. Private Ltd			
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Digital Satellite Media & Broadband Private Itd.	Essel I Ventu Ltd	Essel Interr	Ashok Mathai Kurien	ace

(*) 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 (**) The names of all the promoters their shareholding in their product of their pledged shareholding as on the reporting date should appear in the table irrespondence of whether total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC. they are reporting on the date of event or not.

Promoters

From:

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.

DING

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.

THE LEAD OF THE LE % of total share capital 3.918 6.723 10.056 11.229 (3)]/ invocation[(2)-(3)]} Post event holding of [(2)+(3)]/release [(2)encumbered shares (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 29,910,000 51,322,000 85,714,285 76,765,000 No of Shares (Creation ANS Name of the entity in whose favor shares encumbered Yes Bank Ltd 0.155 % of total share Digital Satellite Holdings Private Ltd capital Siti Cable Network Limited 1,180,000 Reasons for No of Shares 17.03,2016 Details of Even pertaining to encumbrance (3) ncumbranc Pledge for NSE /BSE Facility of Promoter Collateral group non disposal undertaking encumbranc (pledge/lien/ Pledge Type of (other) 09.03,2016 encumbrance Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released (creation/rele invocation release of Date of creation invocation) 6.88 Release Type of event Name of the stock exchanges where the shares of the target company are listed 3.92 10.06 11.23 % of total share Capital already encumbered Promoter holding 29,910,000 85,714,285 52,502,000 76,765,000 No of Shares (2) % w.r.t.
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(**) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should applied in the table irrespective of whether (*) 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 they are reporting on the date of event or not.

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.

lame of the	Name of the Target Company (TC)	ıny (TC)						5,1	Siti Cable Ne	Siti Cable Network Limited	p:			
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Digital Satellite Holdings Private Ltd	71,369,898	9.350	Ä.	52,502,000	6.88	Refease	09.03.2016	Pledge P	Collateral Pledge for Facility of Promoter group	1,180,000	0.155	Yes Bank Ltd	51,322,000	6.723
Direct Media Solutions	140,300,000	18.340	ď ż	76,765,000	10.06	,	1	,	1	1		,	76,765,000	10.056
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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.

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

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

INWARD SECTION

08 MAR 2016

SILVA RUMITED * % of total share capital 3.92 6.52 6.88 10.06 [3]]/ invocation[(2)-(3)]} Spranos Post event holding of [(2)+(3)]/release [(2)encumbered shares 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 SHOW 29,910,000 49,802,000 52,502,000 76,765,000 No of Shares (Creation OIBEC Name of the entity in whose 2.79 IL & FS Trust 0.97 IL & FS Trust **Frusteeship** encumbered favor shares Private Ltd Services Co Ltd 奉 DIG Co Ltd IDBI 0.35 Digital Satellite Holdings Private Limited % of total share capital Direct Media Solutions Private Limited Siti Cable Network Limited 21,300,000 2,700,000 7,400,000 No of Shares 04.03.2016 Reasons for encumbranc Details of Even pertaining to encumbrance (3) NSE /BSE Collateral Pledge for Facility of Collateral Pledge for Facility of Promoter Pledge for Facility of Promoter Promoter Collateral Company group group group non disposal undertaking /other) епситрганс pledge/lien/ Type of Pledge 26,02,2016 | Pledge 29.02.2016 Pledge 01.03.2016 encumbrance egulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released (creation/rele invocation release of Date of creation nvocation) Creation Type of Release Release event ase Name of the stock exchanges where the shares of the target company are listed 9.31 6.52 11.03 % of total share Capital 3.92 already encumbered Promoter holding 29,910,000 71,102,000 49,802,000 84,165,000 No of Shares 2 capital (*) % w.r.t. diluted share Ä.A. N.A. 18.340 N. A. 9.350 N. A. 9.350 Promoter Holding in the target 6.638 % of total share Capital Name of the Target Company (TC) Details creation of encumbrance: 50,670,529 71,369,898 140,000,000 71,369,898 or PACs with company(1) No of Shares Date of Reporting Promoter (9) Private Ltd Digital Private Ltd Private Ltd Bioscope Satellite Holdings Holdings Solutions **Ginemas** Name of Pvt. Ltd. Satellite him (**) Digital Media Direct

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(*) 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 comoters@esselgroup.com>

Sent:

04/03/2016 21:28

To: Subject: corp.compliance@bseindia.com; corp.relations@bseindia.com 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

GPRIVA

2 1AT/2

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.

For Direct Media Solutions Private Ltd

ECT MEDIA

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Authorised Signatory

TO A THEO A 103 M 103 Ma % of total share capital 10.06 3.92 6.52 6.88 [3]]/ invocation[{2]-{3}]} Post event holding of (2)+(3)]/release [(2)encumbered shares (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 29,910,000 52,502,000 49,802,000 76,765,000 No of Shares (Creation * DIGIT ON 10 TO TO Name of the entity in whose favor shares encumbered 2,79 IL & FS Trust IL & FS Trust Trusteeship Private Ltd Services Co Ltd Co Ltd 1081 % of total share capital 0.35 0.97 Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited Siti Cable Network Limited 21,300,000 2,700,000 7,400,000 No of Shares Reasons for Reacumbranc 04.03.2016 Details of Even pertaining to encumbrance (3) NSE /BSE Promoter group Collateral Pledge for Pledge for Pledge for Collateral acility of Promoter Facility of Pacility of romoter Colfateral group group Type of encumbranc (pledge/lien/ non disposal undertaking Pledge 26.02.2016 Pledge Pledge other) 01.03.2016 release of encumbrance 29.02.2016 Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released (creation/rele invocation Date of creation ase invocation) Creation Release Type of Release event Name of the stock exchanges where the shares of the target company are listed 6.52 9.31 % of total share Capital 3.92 11.03 already encumbered Promoter holding 29,910,000 71,102,000 49,802,000 84,165,000 No of Shares share capital (*) % w.r.t. diluted N. A. Ä.Ä Z. A. 18.340 N. A. Promoter Holding in the target 6.638 9.350 9.350 % of total share Capital Name of the Taiget Company (TC) Details creation of encumbrance: 50,670,529 71,369,898 71,369,898 140,000,000 company(1) No of Shares Date of Reporting Promoter (s) or PACs with Private Ltd Private Ltd Private Ltd Bioscope Name of Holdings Solutions Cinemas Holdings Satellite Satellite Pvt. Ltd. him (**) Digital Digital Medla Direct

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Promoters

From:

Promoters promoters@esselgroup.com>

Sent: To: 04/03/2016 21:28 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:26.02.2015

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

EG PRIVA

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

INWARD SECTION

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ame of the	e Promoter or P	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	ares encur	nbrance has be	en create	d /invoked	/released		Bioscope Ci Digital Sate Direct Medi	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Li Direct Media Solutions Private Lim	Bioscope Cinemas Private Limited Digital Satellite Holdings Private Limited Direct Media Solutions Private Limited			
etails crea	Details creation of encumbrance	rance :												
Name of Promoter (s) or PACs with him (**)	Promoter Holdi cornpany(1)	Promoter Holding in the target company(1)		Promoter holding already encumbered (2)	ing ibered	Details of L	Details of Even pertaining to encumbrance (3)	ing to encun	nbrance (3)				Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)])	iding of hares see [(2)- in [(2)-(3)])
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share	Type of Date of event creation (creation/rele invocation) encumbrar invocation)	Date of creation invocation release of encumbrance	Type of encumbranc e (pledge/lien/ non disposal undertaking /other)	Reasons for encumbranc e	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.	3,810,000	0.50	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	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	A.	57,652,000	7.55	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	13,450,000	1.76	IDBI Trusteeship Services Private Ltd	71,102,000	9.31
Direct Media Solutions Pvt. Ltd.	145,000,000	18.340 N. A.	N. A.	73,315,000	9.60	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	31,550,000	4.13	Trusteeship Services Private Ltd	104,865,000	13.74 W DIKE
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	Ϋ́ z	104,865,000	13.74	Release	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter	for confidence of the particular of the particul	PVI.	1 SA 14.	PRIVATE	OS AIGH

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		26.02.2016							Signature	of the Author	rised Signatory	MED		18	
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(**) The names of all the promoters their shareholding in the target company and their pledbed shareholding as on the reporting date. Should appear in the table irrespective of subserved. (*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC. they are reporting on the date of event or not.

Promoters

From:

Sent:

26/02/2016 20:45

To: Subject: corp.compliance@bseindia.com; corp.relations@bseindia.com 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:26.02.2016

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

ame of the	Name of the Target Company (TC)	ny (TC)							Siti Cable N	Siti Cable Network Limiled				
ame of the	stock exchang	Name of the stock exchanges where the shares of the target company are listed	ares of the	target compan	y are list	p.			NSE /BSE					
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etails crea	Details creation of encumbrance:	rance :												
Name of Promoter (s) or PACs with him (**)		Promoter Holding in the target company(1)		Promoter holding already encumbered (2)	ing	Details of E	Details of Even pertaining to encumbrance (3)	ng to encun	nbrance (3)				Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	ding of hares use [(2)- nn[(2)-(3)]
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Bioscope Cinemas Private Ltd	50,670,529	6.638	A.	3,810,000	0.50	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter group	4,800,000	0.63	Trusteeship Services Private Ltd	0,610,000	1.1.3
Digital Satellite Holdings Private Ltd	71,369,898	9.350	r. A.	57,652,000	7.55	Creation	18.02.2016	Pledge	Collateral Pletge for Loan of Promoter group	13,450,000	1.76	6 1081 Trusteeship Services Privale Ltd	71,102,000	9.31
Direct Media Solutions Pvt. Ltd.	140,000,000	18.340	A. A.	73,315,000	9.60	Creation	18.02.2016	Pledge	Collateral Pledge for Loan of Promoter	31,550,000	4.13	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	Release	18.02.2016	Pledge	Collateral Pledge for Loan of Promoten(C)	Oct of the pool	719.	AN ATE UN	84,165,000	South States

Bioscope	50,670,529	6.638 N.A.	8,610,000	1.13 Cre	Creation	25.02.2016	Pledge	Collateral	21,300,000	2.79 IDBI	IDBI	29,910,000	3,92
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Private Ltd								Loan of		66° Y - "YY, Standar	Services		
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Date :	26.02.2016					57	Signature	Signature of the Authorised	rised \$650cry	RIV		501	
						1,00	102/20		1	17.00			9

(**) The names of all the promoters their shareholding in the target company and their pleased shareholding as on the reporting decimal 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: Subject: takeover@nse.co.in

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

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 NULDINGS PRIVATE LIMITED

Authorised Signatory

Authorized Signifory/Director

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

Still Glie Newcork United Still Control of Still College	Kegulation	31 (1) and 31 (2)	kegulation 31 (1) and 31 (2) SEBL (Substantial Acquisition of Shares and Takeovers)	al Acquisiti	on of Shares an	d Takeove	us) Regulati	Regulations, 2011)								-
100 100	Name of th	e Target Compa	any (TC)						υ,	iti Cable Ne	atwork Limite	g				-
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71,369,898 10.53 N.A. 59,552,000 8.79 Release 23.09.2015 Pledge Collateral 1,900,000 0.28 ECL Finance from the company of the collateral 1,900,000 0.258 ECL Finance from the company of the collateral 1,900,000 0.258 ECL Finance group (Company Company Company Company Company Company Company Company (Company Company Co	,		% of total share Capita!	% w.r.t. diluted share capital (*)			Type of event (creation/rele ase invocation)	Date of reation nvocation elease of incumbrance	Type of e e e e (pledge/lien/ non disposal undertaking			% of lotal share capital	350		% of total share capital	
S0,670,529 7.48 N. A. 17,500,000 2.58 Release 23.09.2015 Pledge Collateral 17,500,000 2.58 ECL Finance Itd	Digital Satellite Holdings Private Ltd	71,369,898		N. A.	59,552,000	1	Release			collateral elease for can of romoter roup	1,900,000	0.28		57,652,000	. 8.51	
140,000,000 20.67 N. A. 90,700,000 13.39 Release 23.09.2015 Pledge Collateral 4,100,000 0.61 ECL Finance Italy Promoter Rromoter Release 28.09.2015 Pledge Collateral 15,800,000 2.33 ECL Finance Italy Release 28.09.2015 Pledge Collateral 15,800,000 2.33 ECL Finance Italy Rromoter	Bloscope Clnemas Private Ltd	50,670,529		Ä.	17,500,000		Release			collateral elease for coan of romoter roup	17,500,000	2.58	ECL Finance Ltd	Ī.	·	
140,000,000 20.67 N. A. 86,600,000 12.78 Release 28.09.2015 Pledge Collateral 15,800,000 2.39 ECL Finance Ltd Loan of Promoter	Direct Media Solutions Pvt. Ltd.	140,000,000			90,700,000		Release			Collateral selease for can of romoter roup	4,100,000	0.61	ECL Finance Ltd	86,500,000	12.78	
	Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	z	86,600,000 TO FARENCE OF	12.78	lease (1.7)			- i	or Ciose	2.33 10.0 (20.1.51) 10.0 (20.1.51)	3411	70,800,000	10.45 10.45 10.65 PEIPAR	£ LIMITED

Direct Media Solutions Pvt. Ltd.	140,000,000	20.67 N. A.	Ä	70,800,000	10.45 Release	Release	28.09.2015	Pledge	Collateral release for Loan of Promoter group Company:	4,100,000	0.61	Edelweiss Finance Investments Ltd		9.85
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67 N	Ą,	66,700,000	9.85	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group	20,200,000	2.98	ECL Finance Ltd	86,900,000	12.83
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	Z. A.	86,900,000	12.83	Creation	28.09.2015	Pledge	Collateral pledge for Loan of Promoter group	1,615,000	0.24	JM Financial Products Umited	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	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	Edelwelss Finance Investments Ltd	85,315,000	12.59
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	. А.	85,315,000	12.59	Release	30.09.2015	Pledge	Collateral Release for NCD redeem of Promoter Group	12,000,000	1.77	Co Ltd	73,315,000	10.82
Place :	. Mumbai	i i						99	S Crews	For Diseases Cinemas Put, Ltd.		AL SATELLUX	For D-GITAL SATELLINY AT LEASES PREATER LEALITY	

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30.09.2015

Date

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(**) 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 in espective 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:

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 SITT 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 Lts

Thanks & Regards, Ashok Sanghavi Direct: 022 -24831437

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 FRINTE HMITEO

Authorised Signatory

Authorized Sign~fory/Director

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

11 2 OCT 2015

CONTENTALC

% of total share capital [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} 8.51 12.78 Post event holding of encumbered shares Ė (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 57,652,000 86,600,000 No of Shares (Creation Ē Name of the entity in whose favor shares encumbered ECL Finance Ltd ECL Finance ECL Finance Ęť ţţ 0.28 2,58 0.61 % of total share capital Direct Media Solutions Private Limited Bioscope Cinemas Private Limited Digital Satellite Holdings Private Ltd Siti Cable Network Limited 1,900,000 17,500,000 4,100,000 Reasons for No of Shares encumbranc 30,09,2015 Details of Even pertaining to encumbrance (3) release for release for release for Collateral NSE /BSE Promater Company Colfateral romoter Collateral Company Loan of Loan of oan of group group Type of cncumbranc (pledge/lien/ non disposal undertaking Pledge other) Pledge Pledge encumbrance 23.09.2015 23.09.2015 23.09.2015 Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) (creation/rele | invocation release of creation Dale of invocation) Release Release Release Type of event 3.5e Name of the stock exchanges where the shares of the target company are listed 8.79 2.58 13.39 % of total. Capilai aiready encumbered share Promoter holding 59,552,000 17,500,000 90,700,000 No of Shares (2) % w.r.t. diluled share capital (*) N.A. N.A. Ñ.A. Promoter Holding in the target 10.53 7.48 20.67 % of total share Capital Name of the Target Company (TC) Details creation of encumbrance: 71,369,898 50,670,529 140,000,000 company(1) No of Shares Date of Reporting Promoter (s) or PACs with him (**) Private Ltd Private Ltd Bloscope Cinemas Holdings Solutions Pvt. Ltd. Satellite Name of Digitaí Media Direct

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2	100000	72 00	2	66 700,000	9.85	Creation	28.09.2015	Pledge	Collateral	20,200,000	2.98	ECL Finance	000,000,08	12.83
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Direct	140 000 000	20.67	Z. A.	86,900,000	12.83	Creation	28.09.2015	Pledge	Collateral	1,615,000	0.24	JM Financial	88,515,000	13.07
Media									pledge for			Products Limited		
Solutions									Promoter					
									group					
Direct	140,000,000	20.67	N.A.	88,515,000	13.07	Release	30.09.2015	Pledge	Collateral	2,680,000	0.40		85,835,000	12,67
Media									release for			LLO	_	
Solutions									Promoter					
Pvt. Ltd.									group	_		_		
							-		Company					
Direct	140,000,000	20.67	N.A.	85,835,000	12.67	Release	30.09.2015	Pledge		520,000	0.08		85,315,000	12.59
Media									release for			investments		
Solutions									Promoter			Ltd		
									group Company					
Direct	140,000,000	20.67	N. A.	85,315,000	12.59	Release	30.09.2015	Pledge		12,000,000	1.77	IL & FS Trust	73,315,000	10.82
Media									Release for			Co Ltd		
Solutions								_	NCD					
Pvt. Ltd.									redeem of					
									Groun					
									Company					

Director / Authortised Cig 15/03/

Place Date

: Mumbai : 30.09.2015

科(北) 八: -:Signature of the Authorised Signatory

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

(*) 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

of strant:

a 07/10/2015 19:25 cmlist@nse.co.in

ين bject:

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

ŕ

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

Jame of the		() (::						-	JULY CALLIC MENTINGER	VOIN COM			
10 711	Name of the stock exchanges where the shares of the target	es where the st	ares of the		company are listed	ed			NSE /BSE				
Date of Reporting	orting								28.08.2015				
lame of the	Name of the Promoter or PAC on whose shares encumbranc	AC on whose st	nares encu	mbrance has be	een create	e has been created /invoked /released	/released		Direct Media Digital Satellit	Solutions F	Media Solutions Private Limited Satellite Holdings Private Ltd	- Co	
etails creat	Details creation of encumbrance:	rance :											
$\overline{}$	Promoter Holding in the target	ing in the targe	٠	Promoter holding	ling	Details of E	Details of Even pertaining to encumbrance (3)	ing to encum	ibrance (3)			Post event holding of	ding of
Promoter (s) or PACs with him (**)	company(1)			already encumbered (2)	. pered							encumbered shares {Creation [(2)+(3)]/release [(2)-	hares
					°, ←							(3)]/ invocation[(2)-(3)])	n[(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 encombranc e (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings	71,369,898	10.53	N. A.	59,572,000	8.79	Refease	20.08.2015	Pledge	20,000	0.00	0.00 Yes Bank Ltd	59,552,000	8.79
Private 1td Direct Media Solutions	140,000,000	20.67 N. A.	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
Port 1td Direct Media Solutions	140,000,000	20.67 N. A.	Z. 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 DIRE	CT MEDIA	For DIRECT MEDIA COLUTIONS PRIVATE LIMITED	RIWTEL	IMITED	υ. 196.	y Digital S	For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED	.Dikies PPI	IVATE LIMITE	Q	
Place : I Date : 7	Mumbaí 28.08.2015 ;		Direc	Director / Authortised Sigantory	ised Sig	antory		Signature o	Signature of the AuthAthBeaglishary Director	WE CARLOW	~ Yoʻsiy/Direct	Of	

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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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 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

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 terms of Re	(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)	ne Promoter (s) t nd 31 (2) SEBI (5	o the stock substantial	exchange and t Acquisition of S	o the Targ	et Company [Takeovers)	y for encumb	rance of shar , 2011)	es / invocatio	n of encum	nbrance / rele	sase of encumb	ancê, in
Name of th	Name of the Target Company (TC)	ny (TC)							Siti Cable Net	Cable Network Limited	ed		
Name of th	Name of the stock exchanges where the shares of the target company are listed	es where the sh	ares of the	e target compa	ny are list	ed			NSE /BSE				
Date of Reporting	orting								28.08.2015				
Name of th	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	AC on whose sh	nares encur	mbrance has be	en create	d /invoked	/released		Direct Media	Solutions P	Direct Media Solutions Private Limited	7	
	į,								Digital Satellit	e Holdings	Satellite Holdings Private Ltd		
Details crea	Details creation of encumbrance :	rance:											
Name of Promoter (s) or PACs with		Promoter Holding in the target company(1)		Promoter holding already encumbered	ing ibered	Details of E	Details of Even pertaining to encumbrance (3)	ng to encum	brance (3)			Post event holding of encumbered shares	ling of ares
him (**)			•	(2)								{Creation [(2)+(3)]/release [(2)- (3)]/ invocation[(2)-(3)]}	e [(2)-
									Γ	ľ			
	No of Shares	% of total share Capital	% w.r.t. dillated share capital (*)	No of Shares	% of total share Capital	lype ok event (creation/rel ease invocation)	Date of creation invocation release of encumbrance	lype of encumbranc e (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 1td	71,369,898	10.53	N. A.	59,572,000	8.79	Release	20.08.2015	Piedge	20,000	0.00	Yes Bank Ltd	59,552,000	8.79
Direct Media Solutions	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. Itd	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 DIRE	OT MEDIA	For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED	RIVATE LI	MITED	0%	r Digital SA	TELLITE ALL	D:NG3 PPI	For Digital Satellite holdings private limited 	0	
Place : Date :	Mumbai 28.08.2015		Direc	Director / Authortised Sigantory	sed Sig	antory		Signature of	the Author	शस्त्रधान्त्रका	Signature of the Authan Beltsagn Signature of the Authan Signat	_	-

(*) 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 (**) 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.

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.

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

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

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CONTENTS NOT VERIFIED	
SIGN	

(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

Pyt. Ltd.	Solutions	Media	Direct	Pvf. Itd	Solutions	Media	Direct	Private 1td	Holdings	Satellite	Digital							70.00	***************************************		him (**)	or PACs with	Name of	Details cr		Name of i	Date of Reporting	Name of 1	Name of	encumbra
			140,000,000		anam		140,000,000				71,369,898		ARAFAA	····		CAC OHERECO	No of Shares		Nu V			company(1)	Promoter Holding in the target	Details creation of encumbrance		Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	eporting	Name of the stock exchanges where the shares of the target company are listed	Name of the Target Company (TC)	encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)
	•••		20.67				20.67		-19112		10.53	•			Capital	share	% of foral						ding in the	brance :		PAC on wh		ges where	any (TC)	Regulation ?
			N. A.				N. A.				N. A.			cupicus ()	share	diluted	% w . f									ose shares		the shares	1,000	81 (1) and 3
			83,000,000				84,500,000				62,810,000						No of Shares				(2)	already encumbered	Promoter holding			encumbrance	34 A A A A A A A A A A A A A A A A A A A	of the target co	からのです。 のは、 ので	1 (2) SEBI (Sub
			12.25				12.47				9.27				Capital	share .	% of total				-	nbered	ë _{Në}			has been c		ompany ar		stantial Ac
			Creation				Release				Release			invocation)	(creation/rel	event	Type of		-			· · ·	Details of I			reated/inv		e listed		quisition of
			29.06.2015	•			26.06.2015				26.06.2015			encumbrance	invocation	creation	Date of						Details of Even pertaining to encumbrance			oked/releas				Shares and T
			Pledge				Piedge				Pledge	/other)	undertaking	non disposal	e (mladas/lish/	encumbranc							ng to encum							(akeovers) R
			5,900,000				1,500,000				3,238,000					Calman	Vn of Shares						ibrance (3)		Digital Satellite Holdings Private Ltd	Direct Media	30.06.2015	NSE /BSE	Siti Cable Network Limited	egulations, 20
			0.87				0.22				0.48				capital	share	% of total								te Holding	Solutions			work Limit)11)
		Ltd	Axis Finance			Company Ltd	IL&FS Trust				0.48 Yes Bank Ltd			encumbered	whose favor	entity in	Name of the								s Private Ltd	Direct Media Solutions Private Limited	ĺ	:	red	
			88,900,000				83,000,000				59,572,000						No of Shares		(3)]/ invocation[(2)-(3)]}	[(2)+(3)]/rclease [(2)-	{Creation	encumbered shares	Post event holding of			d				
			13.12				12.25				8.79					share capital	% of total		n[(2)-(3)]}	1se [(2)-	_	hares	lding of							

Director / Authortised Signin Ti

For DIRECT MEDIA SOLUTIONS PRIVATE LIF

Place

: Mumbai 30.06.2015

Signature of the Author Asta Sign - tory/Director

FOR DIGITAL SATELLITE HULDINGS PRIVATE LIMITED

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

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. (*) 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 (SENDING REPORT]

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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

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

encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) (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

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 Dromoter H											
(5)	Promoter Holding in the target		Promoter holding	ling	Details of E	Details of Even pertaining to encumbrance (3)	ng to encun	nbrance (3)			Post event holding of
him (**)			(2)	i ({Creation
		A10-2550									[(2)+(3)]/release [(2)- (3)]/ invocation[(2)-(3)]}
No of Shares	% of total of share	% w.r.t.	No of Shares	% of total	Type of event	Date of creation	Type of encumbranc	No of Shares	% of total share	Name of the entity in	No of Shares
		share capital (*)			on/rel ation)	invocation release of encumbrance	e (pledge/lien/ non disposal		capital	whose favor shares encumbered	
							undertaking /other)				
Digital 71,369,898 Satellite Holdings	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
Direct 140,000,000 Media Solutions	20.67	N. A.	84,500,000	12.47	Release	26.06.2015	Pledge	1,500,000	0.22	0.22 IL&FS Trust Company Ltd	83,000,000
Direct 140,000,000 Media Solutions	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
	ت م م	RECT ME	SAM DIRECT MEDIA SOLUTIONS PROVIDE LA LIC	NS PSIVE		63	S TVIIBIG	עופררזענ אמו	DINES PR	FOR DIGITAL SATELLITE MULDINGS PRIVATE LIMITED	0

Director / Authortised Signification Signature of the Authorised Signatory

Place

: Mumbai : 30.06.2015

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

share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares (*) 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 [SENDING REPORT]

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DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

April 7, 2015

"BSÉ 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%
	TION TOTAL	44,72,42,427	66.00%

Regd. Orifice Continental Building, T35, 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

17.	Name of the Target Company (TC)	Siti Cable Networ	k Limited	
2.	Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd, 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.			
	 Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him. 	Direct Media Solu	itions Private Limit	ed
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%
t) Voting Rights (otherwise than by shares)	NIL	NIL	NA
C) Warrants	NA	NA	NA
) 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

Com.

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	Whether the person belongs	PAN of the person and PACs
in Concert (PAC) with the person	to Promoter/ Promoter group	
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. Na	ame of the Target Company (TC)	Siti Cable Networ	k Limited		
2. Na	ame(s) of the Stock Exchange(s) where the	1. BSE Ltd.			
	nares of the TC are listed	2. National Stock	Exchange of India	Limited	
1	articulars of the shareholder(s): 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.				
b.	promoter group and Persons Acting in Concert (PAC) with him.	Digital Satellite H	oldings Private Lin	nited	
ı	articulars of the Shareholding of persons	Number of	% w.r.t .total	% of total	
m _i	ention∩d at (3) above	Shares .	share /voting capital wherever applicable	diluted share/voting capital of TC (*)	
As	of March 31, 2015 holding of:				
а)	Shares	7,13,69,898	10.53%	10.53%	
b)	Voting Rights (otherwise than by shares)	NIL	NIL NA		
c)	Warrants	NA	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:

30(1) is required.

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

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,

CONTEST WAR THE

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 SateIlite Holdings Pvt. Ltd.	7,13,69,898	10.53%
-	Total	44,72,42,427	66.00%

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. Na	ame of the Target Company (TC)	Siti Cable Networ	k Limited	
2. Na	ame(s) of the Stock Exchange(s) where the	1. BSE Ltd.		
sh	nares of the TC are listed	2. National Stock	Exchange of India	Limited
а.	Articulars of the shareholder(s): 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.			
b.	Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Direct Media Solu	itions Private Limit	red
	articulars of the Shareholding of persons	Number of	% w.r.t .total	% of total
mı	entioned at (3) above	Shares	share /voting capital wherever applicable	diluted share/voting capital of TC (*)
As	of March 31, 2015 holding of:			
a)	Shares	14,00,00,000	20.66%	20.66%
p)	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	Whether the person belongs	PAN of the person and PACs
in Concert (PAC) with the person	to Promoter/ Promoter group	
<u>Promoters</u>		
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. N	lame of the Target Company (TC)	Siti Cable Networ	k Limited	_	
1	lame(s) of the Stock Exchange(s) where the	1. BSE Ltd.			
	hares of the TC are listed	2. National Stock	Exchange of India	Limited	
3. P a.	articulars of the shareholder(s): 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.				
b.	Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.		oldings Private Lim	nited	
4. P	articulars of the Shareholding of persons	Number of	% w.r.t .total	% of total	
m	nentioned at (3) above	Shares	share /voting capital wherever applicable	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:

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 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

716

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

Encl: As above.

CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

Authorised Signatory





% of total share capital 10.23 13.75 12.90 [3)]/ invocation[(2)-(3)]} Post event holding of [(2)+(3)]/release [(2)encumbered shares 62,810,000 87,380,000 93,180,000 (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 No of Shares Creation FOR DIGITAL SATELLITE NULDINGS PRIVATE LIMITED Authorized Signatory Discotor Direct Media Solutions Private Limited 0.31 | Yes Bank Ltd 0.16 STC! Finance Digital Satellite Holdings Private Ltd Services Ltd Name of the Trusteeship encumbered whose favor entity in shares 0.86 IDBI Ltd Siti Cable Network Limited % of total capital share encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) 1,900,000 1,100,000 5,800,000 07.04.2015 Details of Even pertaining to encumbrance (3) No of Shares NSE /BSE Type of encumbranc non disposal undertaking (pledge/lien/ Pledge Pledge 26.03.2015 |Pledge (other) Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released encumbrance 26.03.2015 26.03.2015 invocation creation Date of en highert media solutions private limited Director / Authorlised Sigantory (creation/rel ease invocation) Creation Type of event 13.75 Release Name of the stock exchanges where the shares of the target company are listed Release 10.54 13.59 % of total share Capital already encumbered Promoter holding 64,710,000 92,080,000 93,180,000 No of Shan 29 (2) share capital (*) % w.r.t. diluted Promoter Holding in the target A.A. A.A. Z.A 11.62 20.67 20.67 Name of the Target Company (TC) % of total Details creation of encumbrance: Capital share 71,369,898 140,000,000 140,000,000 Promoter (s) company(1) : 07.04.20:15 No of Shares : Mumbai Date of Reporting Private 1td Solutions Solutions Holdings Name of Satellite Pvt Ltd Media Digital Media Direct Direct Place Date

T. A.

....

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

share/voting capital means the total number of shares in the TC accuming £.11

Date:07.04.2015

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001

Mational 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

JATE LIAIT

NEDIN SO

Authorised Signatory

Encl: As above.

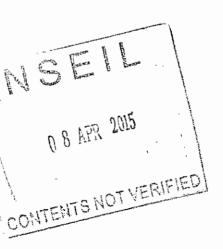
CC: Siti Cable Network Ltd

Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

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 th	Name of the Target Company (TC)	any (TC)		-				•	Siti Cable Network Limited	work Limit	pa	-	
Name of th	Name of the stock exchanges where the shares of the	ges where t	he shares		target company are listed	re listed			NSE /8SE				
Date of Reporting	porting								07.04.2015				
Name of th	Name of the Promoter or PAC on whose shares encum	PAC on who	se shares	encumbrance !	has been o	reated /inv	brance has been created /invoked /released		Direct Media	Solutions	Direct Media Solutions Private Limited	q	
:									Digital Satellite Holdings Private Ltd	e Holding	s Private Ltd		
Details cre	Details creation of encumbrance:	brance:											
Name of Promoter (s)	Promoter Holding in the target	ding in the t	arget	Promoter holding	ling	Details of E	Details of Even pertaining to encumbrance (3)	ng to encum	ıbrance (3)			Post event holding of	ding of
or PACs with	company(1)			afready encumbered	pered						View	encumbered shares	nares
him (**)				(2)							WART - JAT	{Creation	
												[(2)+(3)]/release [(2)-	se [(2)-
											ALLANDA ATTERNATION	(3)]/ invocation[(2)-(3)]}	n[(2)-(3)]}
1720-2-11114-2-1-2-1-2-1-2-1-2-1-2-1-2-1-2-1	No of Shares	% of total share Capital	% w.r.t. diluted share	No of Shares	% of total share Capital	Type of event (creation/rel	Date of creation invocation	Type of accumbranc e	No of Shares	% of total share capital	Name of the entity in whose favor	No of Shares	% of total share capital
			capital (*)			ease invocation)	encumbrance	(pledge/lien/ non disposal undertaking /other)			shares encumbered		
Digital	71.369.898	11.62 N.A.	4	64.710.000	10.54	10.54 Release	26.03.2015	Pledge	1.900.000	0.31	0.31 Yes Bank Ltd	62.810.000	10.23
Satellite Holdings		-						<u> </u>					- Persona entry (4 gr.)
Direct	140,000,000	20.67 N. A.	N. A.	92,080,000	13.59	13.59 Creation	26.03.2015	Pledge	1,100,000	0.16	0.16 STCI Finance	93,180,000	13.75
Media Solutions								F 80 91.2000	-		Ltd		
Pvt. 1td	400,000,000		2	000 001 00	7, 7,	0	_		000 000	0	-	000 005 70	7
Media	140,000,000	79.07	ť Ż	93,180,000	13.75	Kelease	ZP.03.Z015	Piedge egge	5,800,000	U.86 (UB)	rustees h ip	000,038,78	12.90
Solutions							.,,,,,,,,				Services Ltd		le Cili Traditana
EVI. LTG									474				

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authortised Sigantory

: Mumbai : 07.04.2015

Plac**e** Date

Signature of the Authoritation in Signatory Director

for digital satellite holdings 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.

share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares. (*) 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

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.

CONTENTS IN VERYERED

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

												, c ^e	
Name of	Name of the Target Company (TC)	any (TC)							Siti Cable Network Limited	work Limite	pa	1	
Name of t	Name of the stock exchanges where the shares of the target company are listed	ges where t	he shares	of the target o	ompany ar	e listed			NSE /BSE				
Date of Reporting	eporting							,	31.12.2014				Ź
Name of	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	PAC on who	se shares	encumbrance	has been c	reated /inv	oked /releas		Digital Satellite Holdings Private Ltd	e Holdings	Private Ltd		
Details cr	Details creation of encumbrance:	brance :											1
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)	ding in the t		Promoter holding already encumbere (2)	ding nbered	Details of E	Details of Even pertaining to encumbrance (3)	ig to encum	brance (3)			Post event holding of encumbered shares (Creation	ding of hares
			-									[(2)+(3)]/release [(2)- (3)]/ invocation[(2)-(3)]}	se [(2)- n[(2)-(3)]}
	No of Shares	% of total % w.r.t. share Capital diluted share capital (•	No of Shares	% of total share Capital	Type of Date of event creation (creation/rele invocation ase invocation) encumbran	901	Type of encombrance (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

For DIGITAL SATELLITE HULDINGS PRIVATE LIMITED

10.54

64,710,000

0.83 Yes Bank Ltd

5,090,000

Pledge

29.12.2014

11.36 Release

69,800,000

z Y

11.62

71,369,898

Private Ltd Holdings Satellite Digital

Authorized Signatory/Director Signature of the Authorised Signatory

31.12.2014 Date

: Mumbai

Place

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

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

(SENDING REPORT)

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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.

in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) (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,

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 Holding in the target	ling in the ta	arget	Promoter holding	ling	Details of E	Details of Even pertaining to	ng to encum	encumbrance (3)			Post event holding of	ing of
or PACs with	company(1)			already encumbered	bered							encumbered shares	lares
him (**)	py (Annual Control Con			(2)						,		{Creation	
												[(2)+(3)]/release [(2)-	se [(2)-
			<u>,</u>					,				(3)]/ invocation[(2)-(3)]}	ո[(2)-(3)]}
NO PERMIT	No of Shares	% of total % w.r.t. share Capital diluted share	% w.r.t. diluted share	No of Shares	% of total share Capital	Type of Date of creation (creation/rele invocation)		Type of lencumbrance (pledge/lien/	No of Shares	% of total share capital	Name of the lentity in whose favor shares	No of Shares	% of total share capital
100-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1			capital (*)			ase invocation)	release of encumbrance	non disposal undertaking /other)			encumbered		
Digital Satellite Holdings Private 1td	71,369,898	11.62	N. A.	69,800,000	11.36	Release	29.12.2014	Pledge	5,090,000	0.83	0.83 Yes Bank Ltd	64,710,000	10.54
Colum													

For DIGITAL SATELLITE HOLISHIGS PRIVATE LIMITED

Authorized Signatory/Director

Signature of the Authorised Signatory

Place Date 31.12.2014

Mumbai

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

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 (*) 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 the TC

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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 /mvocation 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

HOLDI

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

COLUTION

Authorised Signatory

Encl: As above.

CC: Siti Cable Network Ltd Continental Building, 135,

Dr. A. B. Road,

Worli, Mumbai - 400018.

Authorised Signatory

(Format for Disclosure by the Promoter (s) to	stock exchange and to the Target Company for encumbrance of	of 'es/invocation of encumbrance / release of
encumbrance, in terms of Regulation 31 (1) and	I) a1 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Reg.	,ions, 2011)
Name of the Target Company (TC)	Siti	able Network Limited

Direct Media Solutions Private Limited

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

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

Date of Reporting

12.12.2014 NSE /BSE

Dotaile cros	Dataile creation of anomalysacs	. 000							Digital Satellite Holdings Private Ltd	e Holdings	Private Ltd		
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)	ding in the 1		Promoter holding already encumbered (2)	ing ibered	Details of E	Details of Even pertaining to encumbrance (3)	ng to encun	nbrance (3)			Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	ding of hares se [(2)-
	No of Shares	% of total % w.r.t. share Capital diluted share capital (-	No of Shares	% of total	Type of event (creation/rele ase invocation)	Date of creation invocation release of encumbrance	Type of encumbranc e (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	71,369,898	11.62	Ä. Ä.	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	140,000,000	22.79 N. A	Ä.	122,200,000	19.90	Release	04,12.2014	Piedge	4,900,000	08.0	SICOM Ltd	117,300,000	19.10
Direct Media Solutions	140,000,000	22.79	л. А. А.	117,300,000	19.10	Release	08.12.2014	Piedge	20,000	0.01	STCI Finance Ltď	117,250,000	19.09
Direct Media Solutions	140,000,000	22.79 N. A	Ą.	117,250,000	19.09	19.09 Creation	08.12.2014	Pledge	3,030,000	0.49	SICOM Ltd	120,280,000	19.58
Direct Media Solutions	140,000,000	22.79 N.A	Ä.A.	120,280,000	19.58	19.58 Release	11.12.2014	Pledge	3,000,000	0.49	IL & F5 Trust Co. Ltd	117,280,000	19.09
		For DIGITAL		SATELLITE HULDINGS PRIVATE LIMITED	GS PRIV	ATE LIMIT		RECT ME	For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED	ONG PR	NATE LIMIT	ہ ہے	

Authorized Signatory/Director

: 12.12.2014 : Mumbai

Place Date

Director / Authortised Sigantory

Signature of the Authorised Signatory

share/vcting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of (**) 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 (*) 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 irrespective of whether they are reporting on the date of event or not.

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Date:12.12.2014

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001

Mational 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

LDING

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.

For Direct Media Solutions Private Ltd

SOLUTIONS

Authorised Signatory

encumbran Name of th	encumbrance, in terms of Regulation 31 Name of the Target Company (TC)	Regulation 3	31 (1) and 5.		ostantial Ac	equisition o	(2) SEBI (Substantial Acquisition of Shares and Takeovers) Regula.	Takeovers) F	3 2	011)	is, 2011)		
Name of th	Name of the stock exchanges where the	ges where	shares	of the target company are listed	ompany a	re listed			MYF /RCF	WOLK CASH	2		
Date of Reporting	orting			200	a fundament	200			12.12.2014				
Name of th:	Name of tt Promoter or PAC on whose	PAC on who	ose shares	shares encumbrance has been created /invoked /released	has been	created /in	voked /relea		Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd	Solutions P	rivate Limite		
Details crea	Details creation of encumbrance:	brance:								b			
Name of Promoter (s) or PACs with him (**)	Name of . Promoter Holding in the target Promoter (s) or PACs with him (**)	ding in the	target	Promoter holding already encumbered (2)	ding nbered	Details of	Details of Even pertaining to encumbrance (3)	ing to encum	ibrance (3)			Post event holding of encumbered shares (Creation [[2]+(3)]/release [[2]-(3)]/ invocation[[2]-(3)]]	ding of hares se [(2)- n[(2)-(3)]}
	No of Shares	% of total % w.r.r. share Capital diluted share capital	% wit diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/rele ase invocation)	Date of creation invocation release of encumbrance	Type of tencumbranc e (płedge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shar es	% of total share capital
Digital Satellite Holdings	71,369,898	11.62	Ä,	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	140,000,000	22.79	N. A.	122,200,000	19.90	Release	04.12.2014	Piedge	4,900,000	0.80	SICOM Ltd	117,300,000	19.10
Direct Media Solutions	140,000,000	22.79	N. A.	117,300,000	19.10	Release	08.12.2014	Pledge	20,000	0.01	STCI Finance Ltd	117,250,000	19.09
Direct Media Solutions	140,000,000	22.79	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 Pyt. 11d	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 J	r DIGITAL	IGITAL SATELLITE HULDINGS PRIVATE LIMITED	IULDINGS	PRIVATE	LIMITED	Enr DIR	ECT MEDIA	SOLUTIO	ONS PRIVA	Enr DIRECT MEDIA SOLUTIONS PRIVATE LIMITED	V. 2.
	, december 1			\ A	uthorized	Authorized Signatory/Director	7. Director	Cignosting	Director Aut	ctor At	thortised	Director Authortised Sigantory	7,50
	: 12.12.2014							o a ringira			×.		
(**) Tr > n irrespectiv (*) Total sl	(**) The names of all the promoters their shareholding in the target coircespective 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	promoters hey are rep be taken a	s their shar orting on s per the l	neir shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table ting on the date of event or not. The facts of event of event or not. The stock Exchange under Clause 35 of the listing agreement. Diluted	he target c ent or not. ne by the	company ar	nd their pled	ged shareho	olding as on nder Clause	the report	ng date shoi	ıld appear in ment. Diluted	he table
share/votin	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.	ns the total	l number o	of shares in the	e TC assuı	ming full e	onversion o	f the outstar	iding conver	tible secu	ities /wапа	ıts into equity	shares of

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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

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

ANNIAN SAUTULOS AND THE MANAGER AND THE MANAGE

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(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)

		6	(-			C	,			
Name of the	Name of the Target Company (TC)	any (TC)							Siti Cable Network Limited	work Limit	ed		
Name of the	stock exchan	ges where th	ne shares	Name of the stock exchanges where the shares of the target company are listed	ompany ai	e listed			NSE /BSE				
Date of Reporting	orting								09.07.2014				
Name o	f the Promote	r or PAC on v	whose sha	Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	nce has be	en created	/invoked/re		Digital Satelli Agmesh Build	:llite Holdings Private L ilders Private Limited)	Private Limít Limited)	Illite Holdings Private Limitd (formerlly Known as ilders Private Limited)	own as
;									Direct Media	Solutions f	ia Solutions Private Limited	16	
crea	Details creation of encumbrance :	prance:			•						5		
	Promoter Holding in the target company(1)	ling in the ta	arget	Promoter holding already encumbered	ding nbered	Details of E	Details of Even pertaining to encumbrance (3)	ng to encum	ibrance (3)			Post event holding of encumbered shares	ding of hares
or PACs with him (**)	(-) (d			(2)								(Creation	
												[(2)+(3)]/release [(2)- (3)]/ invocation[(2)-(3)]}	se [(2)- n[(2)-(3)])
	No of Shares	% of total % w.r.t. share Capital diluted share capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of Date of creation (creation/rele invocation ase invocation) encumbras	ice	Type of encumbranc e (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	71,369,898	11.62	.z. .>	62,000,000	10.09	Creation	01.07.2014	Pl_dge	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	2.28 IL & FS Trust Co Ltd	109,875,000	17.89
Direct Media Solutions Pvt. Ltd.	140,000,000	22.79 N. A.	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 DIGIT	al satel	¥or DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED	S PRIVATI	LIMITED	For DI	For DIRECT MEDIA SOLUTI	IA SOLUTIO	NS PRIVA	IONS PRIVATE LIMITED		

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

Date

: Mumbai : 09.07.2014

Authorized Signatory/Director

Signatur **Direction** மிக்**பந்தை** ந்தேர்

of the TC. (*) Total share capital to be taken as Tr the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted [SENDING REPORT]

Jul. 09 2014 09:13PM

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		Jul. 09 09:12PM					

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	OTHER CONCINT S	START TUME	USAGE TIME	<u> </u>	<u>FAGES</u>	RESULT
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21	22723121	Jul. 09 09:13PN	4 61.66	DOM	21	<u> </u>

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

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

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The of the Stock exchanges where the shares of the target company (TC) Reporting Barne of the Stock exchanges where the shares of the target company are listed Reporting Barne of the Stock exchanges where the shares of the target company are listed Reporting	bbrance, in terms of Regulation 31 (2) and 31 (2) SEBI (Substantial Acquisition of Shares and Takcovers) Regulations, 2011) of the Target Company (TC) of the Stock exchanges where the shares of the target company are listed frequently from of the Promoter of PAC on whose shares encumbrance is greation of encumbrance: Promoter Holding in the target Promoter holding in the target company (1) Promoter holding already encumbrance has been created /invoked /released Quitted Solutions Private Limited			thorised Signatory Authortised Sigantory	sed Signato nortised	of the Authorise ector / Authorise	Signature of the Au		Director	Signatory	Authorized Signatory/Director			Mumbai 09.07.2014	Place : Date :
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for the stock exchanges where the shares of the target company are listed Stric Cable Network Limited Post PKE	brance, in terms of Regulation 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) of the 1arget Company (TC) The stock exchanges where the shares of the target company are listed Freporting ready encumbrance: Promoter Holding in the target Promoter holding company(1) Promoter Holding in the target Promoter holding already encumbered Promoter Holding in the target Promoter holding already encumbered Promoter Holding in the target Promoter Holding in the target Promoter holding already encumbered Promoter Holding in the target Promoter holding Promoter holdi	17.89	109,875,000	IL & FS Trust Co Ltd	2.28	14,000,000	Pledge		Release	20.17	123,875,000	N. A.	22.79	140,000,000	Direct Media Solutions Pvf. Ltd.
of the Target Company (TC) If the stock exchanges where the shares of the target company are listed Treation of encumbrance: Promoter Holding in the target Company(1) No of Shares No of Shares No of Shares No of Shares Share Capital diluted Share Share Capital diluted brance, in terms of Regulation 31 (2) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) of the Target Company (TC) of the stock exchanges where the shares of the target company are listed resulting fithe stock exchanges where the shares of the target company are listed or promoter of PAC on whose shares encumbrance has been created /invoked / released resulting No of Shares or promoter holding in the target already encumbered lready encumbered or promoter holding in the target already encumbered already encumbered or promoter holding in the target already encumbered already encumbered or promoter holding in the target already encumbered already enc	11.56	71,000,000	IL & FS Trust Co Ltd	1.47	9,000,000	Pledge			10.09	62,000,000	N. A	11.62	71,369,898	Digital Satellite Holdings Private 1rd	
of the Target Company (TC) Siti Cable Network Limited NSE /BSE O9.07.2014 O9.07.2014 Digital Satellite Holdings Private Limited Agmesh Builders Private Limited) Creation of encumbrance: Promoter Holding in the target Promoter holding company(1) Promoter Holding in the target already encumbered Promoter Holding in the target already encumbered O9.07.2014 Digital Satellite Holdings Private Limited Agmesh Builders Private Limited Direct Media Solutions Private Limited Direct Media Solutions Private Limited Ompany(1)	brance, in terms of Regulation 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) of the Target Company (TC) of the stock exchanges where the shares of the target company are listed me of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Agmesh Builders Private Limited Agmesh Builders Private Limited) creation of encumbrance: promoter Holding in the target already encumbered company(1) promoter Holding in the target already encumbered company(1) promoter Holding in the target already encumbered company(1) Siti Cable Network Limited NSE /BSE Op.07.2014 Agmesh Builders Private Limited Details of Even pertaining to encumbrance (3)	% of total share capital			otal		ranc /lien/ posal lking	Date of creation invocation release of encumbrance	e of nt ation/rele ocation)	% of total share Capital		%w.r.t. diluted share capital (*)	% of total share Capital		
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exchanges where the shares of the target company are listed romoter or PAC on whose shares encumbrance has been created /invoked /released	erms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) of Company (TC) exchanges where the shares of the target company are listed romoter or PAC on whose shares encumbrance has been created /invoked /released		d	rivate Limited	Solutions f	Direct Media									
exchanges where the shares of the target company are listed	Incumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Vame of the Target Company (TC) Vame of the stock exchanges where the shares of the target company are listed Date of Reporting One of Shares and Takeovers) Regulations, 2011 Siti Cable Network Limited NSE /BSE One of Reporting	own as	d (formerlly Kn	s Private Limit : Limited)	te Holdings lers Private	Digital Satelli Agmesh Build		/invoked/re	en created	nce has be	ares encumbra	whose sha	r or PAC on	of the Promote	Name (
	Incumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Vame of the Target Company (TC) Siti Cable Network Limited NSE /BSE					09.07.2014								porting	Date of Rep
	Encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011) Vame of the Target Company (TC) Siti Cable Network Limited					NSE /BSE			re listed	ompany ai	of the target c	the shares	ges where	e stock exchan	Name of th
	encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)			ed	work Limit	Siti Cable Net							any (TC)	e Target Comp	Name of th

share/voting capital means the total (*) 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 irrespective of whether they are reporting on the date of event or not. (**) 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 uber of shares in the TC assuming full conversion of the standing convertible securities /warrants into equity shares

of the TC.

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Jul. 09 2014 09:09PM

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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

HOTOH

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

Thanking you,

Yours faithfully,

For Bioscope Cinemas Private Limited

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.

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 / relea

The stock exchanges where the shares of the target company are listed New Section New New Section New Section New	Name of th	o Tarret Compa	(_) (_)	}		70 70 70 70 70 70 70 70 70 70 70 70 70 7	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Tidate of otigins and rawcovers) 1008 and 1011	, , , , , , , , , , , , , , , , , , , ,	(1)				
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ns		No of Shares	% of total share Capita	% w.r.t. I diluted share capital (*)	No of Shares	otal	of ion/rele ation)	Date of creation invocation release of encumbrance			च	Se		% of total share capital
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T1,369,898 11.62 N. A. 51,100,000 8.32 Creation 23.06.2014 Pledge 10,100,000 1.64 ECL Finance 61,200,000 1.15	Sioscope Sinemas	50,670,529			1		Creation	23.06.2014	Pledge	17,500,000		ECL Finance .td	17,500,000	2.85
71,369,898 11.62 N. A. 61,200,000 9.96 Creation 25.06.2014 Pledge 7,800,000 1.27 II. & FS Trust 69,000,000 e Co Ltd	ligital atellite loldings	71,369,898			51,100,000	8.32	Creation	23.06.2014	Pledge	10,100,000		ccl Finance td	61,200,000	9.96
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irrespective of whether they are reporting on the date of event or not.

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 (*) 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 the TC. SENDING REPORT

2 Jul. 2014 8:55PM

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June 30, 2014

Bombay Stock Exchange Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001

Mational 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

PRIVAT

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

Thanking you,

Yours faithfully,

For Bioscope Cinemas Private Limited

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.

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)

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Name of th	Name of the Target Company	any (TC)						V1	Siti Cable Network Limited	work Limite	ρ		
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								<u> </u>	Bioscope Cinemas Private Limited Direct Media Solutions Private Lin	solutions P	Bioscope Cinemas Private Limited		
Details crea	Details creation of encumbrance	brance :											
Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)	ding in the	target	Promoter holding already encumbered (2)	ling `	Details of E	Details of Even pertaining to encumbrance (3)	ng to encum	brance (3)			Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	ling of nares e [(2)-
	No of Shares	% of total % w.r.t. share Capital diluted share capital	% w.r.t. 1 diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/rele ase invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	No of Shares	% of total l	Name of the rentity in whose favor shares encumbered	No of Shares	% of total share capital
Direct Media Solutions	140,000,000	22.79	Ä.	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	50,670,529	8.25	Ä.	1	: '	Creation	23.06.2014	Pledge	17,500,000	2.85	ECL Finance Ltd	17,500,000	2.85
Digital Satellite Holdings	71,369,898	11.62	Ä.	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	71,369,898	11.62	ż	G (*	9:96	Creation RECT #	25.06.2014	Pledge 7,800	7,800,000	1.27	IL & FS Trust Co Ltd	69,000,000	11.23
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Private Ltd													
Direct	140,000,000	22.79 N. A.	4. A.	130,275,000	21.21	Creation	25.06.2014	Pledge	6,200,000	1.01	1.01 IL & FS Trust	136,475,000	22.22
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Solutions													
Pvt. Itd.													
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Direct	140,000,000	22.79 N. A.	J. A.	127,875,000	20.82	Refease	30.06.2014	Pledge	4,000,000	0.65 IDBI	IDBI	123,875,000	20.17
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Date :	30.06.2014			ילול הופכנסו									
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(**) 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.

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 (*) 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

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2 Jul. 2014 9:36PM

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