

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

July 7, 2017

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,
For Direct Media Solutions LLP
(Formerly known as Direct Media Solutions Private Limited)


Authorised Signatory



Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	7th July, 2017
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter holding already encumbered (2)				Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}		
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release/invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal/underwriting/other)	Reasons for encumbrance	No of Shares	% of total share capital		Name of the entity in whose favor shares encumbered	No of Shares
Bioscope Cinemas Pvt. Ltd.	11,20,08,946	12.84	N.A.	10,26,59,718	11.77	-	-	-	-	-	-	-	10,26,59,718	11.77
Digital Satellite Holdings Pvt. Ltd.	15,10,45,816	17.32	N.A.	9,36,79,000	10.74	-	-	-	-	-	-	-	9,36,79,000	10.74
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88	N.A.	8,02,85,000	9.21	Creation	30-Jun-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,69,00,000	1.94	ECL Finance Limited	9,71,85,000	11.14
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88	N.A.	9,71,85,000	11.14	Release	30-Jun-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,69,00,000	1.94	ECL Finance Limited	8,02,85,000	9.21



Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88	N.A.	8,02,85,000	9.21	Creation	6-Jul-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	5,00,000	0.06	Family Credit Limited	8,07,85,000	9.26
Direct Media & Cable Pvt. Ltd.	8,57,14,285	9.83	N.A.	8,57,14,285	9.83	-	-	-	-	-	-	-	8,57,14,285	9.83
Digital Satellite Media & Broadband Pvt. Ltd.	5,14,28,571	5.90	N.A.	5,14,28,571	5.90	-	-	-	-	-	-	-	5,14,28,571	5.90
Arrow Media and Broadband Private Limited	5,71,42,857	6.55	N.A.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	4,31,66,665	4.95	N.A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.12	N.A.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,90,00,000	2.18	N.A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 7th July, 2017



[Signature]
Signature of the Authorised Signatory

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

(*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.