

# 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

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Date: 10<sup>th</sup> July, 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**

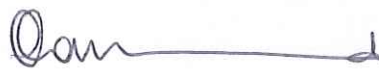
Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) propose to acquire up to 4,31,66,565 shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 17<sup>th</sup> day of July, 2017 or any day thereafter within a period of 90 days by way of on-market inter-se transfer of shares amongst the promoter group. In this connection, please find enclosed the disclosure as per regulation 10(5) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

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



**Dinesh Kanodia**  
Authorised Signatory



**Encl:** As above.

**CC:**

Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> 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)                                                                                                                                                                                                                                               | Direct Media Solutions LLP (Formerly known as Direct Media Solutions 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                                                          |
|    | b. Proposed date of acquisition                                                                                                                                                                                                                                       | 17 <sup>th</sup> July, 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 4,31,66,565 equity shares                         |
|    | d. Total shares to be acquired as % of share capital of TC                                                                                                                                                                                                            | up to 4.95%                                                                           |
|    | 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. 29.35/-                                                                           |
| 7. | If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8                                                                                                                                                         | Not Applicable                                                                        |
| 8. | Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable                                                                                                                | Yes                                                                                   |
| 9. | i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will                                                                                                                    | Yes                                                                                   |



|     |                                                                                                                                                                    |                                                                                                                                                             |                                   |                                |                                   |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------------------------|-----------------------------------|
|     | comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997) |                                                                                                                                                             |                                   |                                |                                   |
|     | ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.                                              | Copies of the disclosures made by Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) are attached herewith as Annexure 1 |                                   |                                |                                   |
| 10. | Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.                    | Yes                                                                                                                                                         |                                   |                                |                                   |
| 11. | Shareholding details                                                                                                                                               | Before the proposed transaction                                                                                                                             |                                   | After the proposed transaction |                                   |
|     |                                                                                                                                                                    | No. of shares /voting rights                                                                                                                                | % w.r.t total share capital of TC | No. of shares /voting rights   | % w.r.t total share capital of TC |
| a   | Acquirer(s) and PACs (other than sellers)(*)                                                                                                                       | 12,10,00,000                                                                                                                                                | 13.88                             | 16,41,66,565                   | 18.83                             |
| b   | Seller(s) - Essel Media Ventures Limited                                                                                                                           | 4,31,66,665                                                                                                                                                 | 4.95                              | 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 Direct Media Solutions LLP  
(Formerly known as Direct Media Solutions Private Limited)**

  
Dinesh Kanodia  
Authorised Signatory



Place: **Mumbai**  
Date: **10<sup>th</sup> July, 2017**

## 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)  
4<sup>th</sup> 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)

|                                                                                                    |                                                                                       |
|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                                                                             |
| <b>Date of Reporting</b>                                                                           | 7th July, 2017                                                                        |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | 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/under taking /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.

Promoters

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**From:** Promoters  
**Sent:** 07/07/2017 17:42  
**To:** 'corp.relations@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLISURE DMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# 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

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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)  
4<sup>th</sup> 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)

|                                                                                                    |                                                                                       |
|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                                                                             |
| <b>Date of Reporting</b>                                                                           | 7th July, 2017                                                                        |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | 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 of the Authorised Signatory



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

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

Promoters

---

**From:** Promoters  
**Sent:** 07/07/2017 17:35  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLISURE DMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

o/l

## 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

June 2, 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,

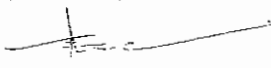
Ref: Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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.

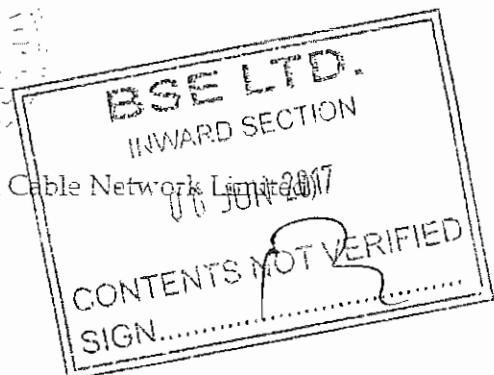
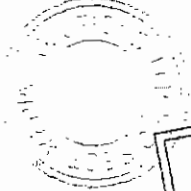
Thanking you,

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)  
4<sup>th</sup> 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 /Invitation of encumbrance / release of encumbrance, in terms of Regulation 11(1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

**Name of the Target Company (TC)**  
 Sati Networks Limited (formerly known as Sati Cable Network Limited)  
**Name of the stock exchanges where the shares of the target company are listed**  
 NSE / BSE  
**Date of Reporting**  
 2nd June, 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 of creation of encumbrance :                                                  |                                           |                          |                                        |                                         |                          |                                               |                                               |                                                                    |                                                          |              |                          |                                                        |                                                                                                           |       |
|---------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|----------------------------------------|-----------------------------------------|--------------------------|-----------------------------------------------|-----------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|--------------|--------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------|
| Name of Promoter (s) or PACs with him (**)                                            | Promoter Holding in the target company(1) |                          |                                        | Promoter holding already encumbered (2) |                          |                                               | Details of Even pertaining to encumbrance (3) |                                                                    |                                                          |              |                          |                                                        | Post event holding of encumbered shares<br>{(1)-(2)+(3)} / release<br>{(1)-(3)} / invocation{(2)-<br>(4)} |       |
|                                                                                       | No of Shares                              | % of total share Capital | % w.r.t. affiliated share capital (**) | No of Shares                            | % of total share Capital | Type of event (evolution/rel ease invocation) | Date of creation /release of encumbrance      | Type of encumbrance (pledge/loan non dispensal undertaking /other) | Reasons for encumbrance                                  | No of Shares | % of total share capital | Name of the entity in whose name shares are encumbered |                                                                                                           |       |
| 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.                                                  | 10,13,69,898                              | 11.62                    | N.A.                                   | 7,13,69,000                             | 8.18                     |                                               |                                               |                                                                    |                                                          |              |                          |                                                        | 7,13,69,000                                                                                               | 8.18  |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000                              | 13.88                    | N.A.                                   | 7,17,65,000                             | 8.23                     | Creation                                      | 26-May-2017                                   | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company | 42,00,000    | 0.48                     | 100% Trusteeship Services Limited                      | 7,17,65,000                                                                                               | 8.21  |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000                              | 13.88                    | N.A.                                   | 7,59,65,000                             | 8.71                     | Creation                                      | 30-May-2017                                   | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company | 43,20,000    | 0.50                     | Family Credit Limited                                  | 8,07,85,000                                                                                               | 9.21  |
| 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                      | 7,98,48,755 | 8.70 | N.A. | -           | -    | - | - | - | - | - | - | -           | -    |
| Essel International Ltd                       | 1,70,13,878 | 1.95 | N.A. | -           | -    | - | - | - | - | - | - | -           | -    |
| Ashok Mathai Kurien                           | 10,21,000   | 0.12 | N.A. | -           | -    | - | - | - | - | - | - | -           | -    |
| Manaaska Fashions LLP                         | 1,00,00,000 | 2.18 | N.A. | -           | -    | - | - | - | - | - | - | -           | -    |

Place : Mumbai

Date : 2nd June, 2017

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 FC assuming full conversion of the outstanding convertible securities/arrangements into equity shares of the FC.

Arkit Shah

---

From: Promoters

Sent: 02/06/2017 15:42

To: 'corp.relations@bseindia.com' <corp.relations@bseindia.com>

Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011

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

Thanks & Regards,

Ashok Sanghavi

Direct: 022 -71061437

d/c

## 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

---

June 2, 2017

BSE Limited  
Pharozee 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,

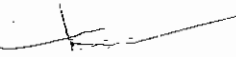
Ref: Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013



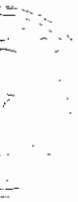


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance. In terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

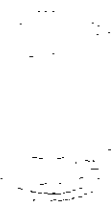
|                                                                                                    |                                                                                       |
|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Sill Networks Limited (formerly known as Sill Cable Network Limited)                  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                                                                             |
| <b>Date of Reporting</b>                                                                           | 2nd June, 2017                                                                        |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

**Details creation of encumbrance :**

| Name of Promoter (p) or PACs with him (**)                                            | Promoter Holding in the target company(1) |                          | Promoter holding already encumbered (2) |                          | Details of Even pertaining to encumbrance (3) |                                                    |                                                                    |                                                          |              |                          |                                                    |                          |
|---------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------------|--------------------------|-----------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|--------------|--------------------------|----------------------------------------------------|--------------------------|
|                                                                                       | No of Shares                              | % of total share Capital | No of Shares                            | % of total share Capital | Type of event (creation/rel ease; invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                  | No of Shares | % of total share capital | Name of the entity in whose name shares encumbered | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                                                            | 11,20,00,906                              | 12.84                    | 10,26,59,718                            | 11.77                    | -                                             | -                                                  | -                                                                  | -                                                        | -            | -                        | -                                                  | 11.77                    |
| Digital Satellite Holdings Pvt. Ltd.                                                  | 10,13,69,098                              | 11.62                    | 7,13,69,000                             | 8.18                     | -                                             | -                                                  | -                                                                  | -                                                        | -            | -                        | -                                                  | 8.18                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 17,10,00,000                              | 13.88                    | 7,17,65,000                             | 8.23                     | Creation                                      | 26-May-2017                                        | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company | 42,00,000    | 0.48                     | ICSI Trusteeship Services Limited                  | 8.71                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000                              | 13.88                    | 7,59,65,000                             | 8.71                     | Creation                                      | 30-May-2017                                        | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company | 43,20,000    | 0.50                     | Family Credit Limited                              | 9.21                     |
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285                               | 9.83                     | 8,57,14,285                             | 9.83                     | -                                             | -                                                  | -                                                                  | -                                                        | -            | -                        | -                                                  | 9.83                     |



|                                               |             |      |      |             |      |   |   |   |   |   |   |   |   |   |   |   |   |   |             |      |
|-----------------------------------------------|-------------|------|------|-------------|------|---|---|---|---|---|---|---|---|---|---|---|---|---|-------------|------|
| Digital Satellite Media & Broadband Pvt. Ltd. | 5,14,78,571 | 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                      | 7,58,28,755 | 8.70 | N.A. | -           | -    | - | - | - | - | - | - | - | - | - | - | - | - | - | -           | -    |
| Essel International Ltd                       | 1,70,13,828 | 1.95 | N.A. | -           | -    | - | - | - | - | - | - | - | - | - | - | - | - | - | -           | -    |
| Ashok Mathai Kurien                           | 10,71,000   | 0.12 | N.A. | -           | -    | - | - | - | - | - | - | - | - | - | - | - | - | - | -           | -    |
| Manasika Fashions LLP                         | 1,90,00,000 | 2.18 | N.A. | -           | -    | - | - | - | - | - | - | - | - | - | - | - | - | - | -           | -    |



Signature of the Authorized Signatory

Place : Mumbai  
Date : 2nd June, 2017

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

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

Ankit Shah

---

**From:** Promoters  
**Sent:** 02/06/2017 15:42  
**To:** 'takeover@nse.co.in' <takeover@nse.co.in>  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# 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

---

May 19, 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,

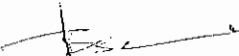
Ref: Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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.

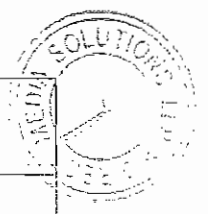
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013

(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)

|                                                                                                    |                                                                                       |
|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE /BSE                                                                              |
| <b>Date of Reporting</b>                                                                           | 19th May, 2017                                                                        |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (*)                                             | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                      |                         |              |                          |                                                     |              |                          | Post event holding of encumbered shares {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 | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |                                                                                                     |
| Bioscope Cinemas Pvt. Ltd.                                                            | 11,20,08,946                              | 12.84                    | N.A.                               | 10,26,59,718 | 11.77                                   | -                        | -                                           | -                                                  | -                                                                  | -                       | -            | -                        | -                                                   | 10,26,59,718 | 11.77                    |                                                                                                     |
| Digital Satellite Holdings Pvt. Ltd.                                                  | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000  | 8.18                                    | -                        | -                                           | -                                                  | -                                                                  | -                       | -            | -                        | -                                                   | 7,13,69,000  | 8.18                     |                                                                                                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000                              | 13.88                    | N.A.                               | 6,90,65,000  | 7.92                                    | Creation                 | 11-May-2017                                 | Pledge                                             | Collateral Pledge for Facility of Promoter group Company           | 27,00,000               | 0.31         | Family Credit Limited    | 7,17,65,000                                         | 8.23         |                          |                                                                                                     |
| 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                     |                                                                                                     |





Promoters

---

**From:** Promoters  
**Sent:** 19/05/2017 17:14  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE DMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# 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

May 19, 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

008281

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.

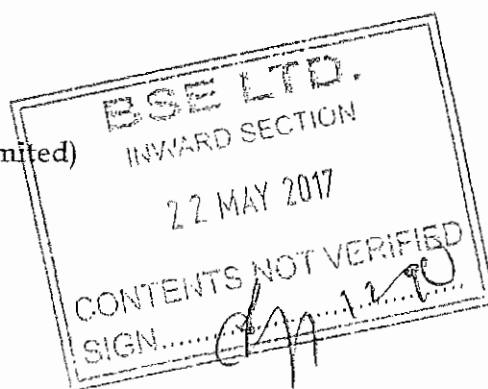
Thanking you,

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)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013



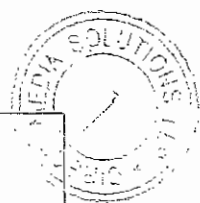


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                               |                                                                                       |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 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                                                                             | 19th May, 2017                                                                        |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)                                            | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                          |                                             |                                                      | Details of Even pertaining to encumbrance (3)                |                         |              |                          | Post event holding of encumbered shares [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)] |
|---------------------------------------------------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|--------------------------|---------------------------------------------|------------------------------------------------------|--------------------------------------------------------------|-------------------------|--------------|--------------------------|------------------------------------------------------------------------------------------|
|                                                                                       | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation / release of encumbrance | Type of encumbrance (pledge/hypothecation/undertaking/other) | Reasons for encumbrance | No of Shares | % of total share capital |                                                                                          |
| Bioscope Cinemas Pvt. Ltd.                                                            | 11,20,08,945                              | 12.84                    | N.A.                               | 10,26,59,718 | 11.77                                   | -                        | -                                           | -                                                    | -                                                            | -                       | 10,26,59,718 | 11.77                    | -                                                                                        |
| Digital Satellite Holdings Pvt. Ltd.                                                  | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000  | 8.18                                    | -                        | -                                           | -                                                    | -                                                            | -                       | 7,13,69,000  | 8.18                     | -                                                                                        |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000                              | 13.88                    | N.A.                               | 6,90,65,000  | 7.92                                    | Creation                 | 11-May-2017                                 | Pledge                                               | Collateral Pledge for Facility of Promoter Group Company     | 27,00,000               | 0.31         | Family Credit Limited    | 8.23                                                                                     |
| 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                     | -                                                                                        |





Promoters

---

**From:** Promoters  
**Sent:** 19/05/2017 17:07  
**To:** 'corp.relations@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE DMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

May 12, 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

007917

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

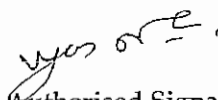
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

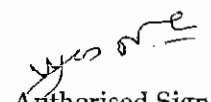
Yours faithfully,

For Bioscope Cinemas Private Limited

  
Authorized Signatory



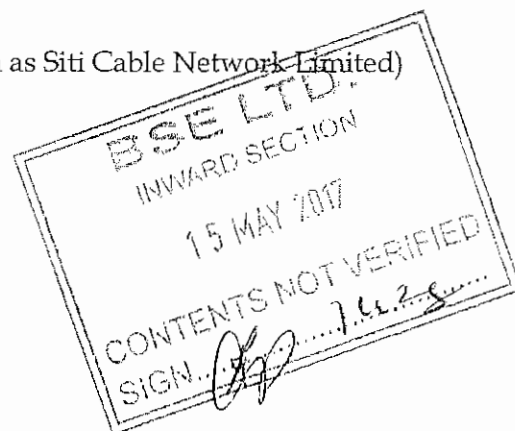
For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

  
Authorized Signatory



Encl: As above.

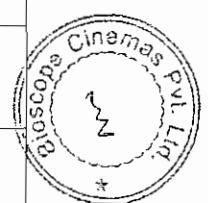
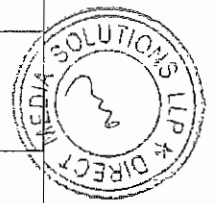
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.



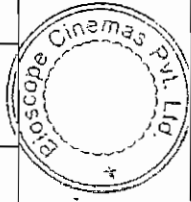
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |  |                                                                                       |  |
|---------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------|--|
| 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                                                                           |  | 12th May, 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) |  |
|                                                                                             |  | Bioscope Cinemas Private Limited                                                      |  |

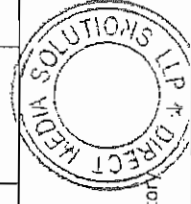
| Details creation of encumbrance :                                            |                                           |                          |                                    |                                         |                          |                                             |                                                    |                                                                   |                                                          |                                                                                                     |                          |                                                     |              |                          |
|------------------------------------------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|
| Name of Promoter (s) or PACs with him (**)                                   | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                   |                                                          | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |                          |                                                     |              |                          |
|                                                                              | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                  | No of Shares                                                                                        | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                                                   | 11,20,08,946                              | 12.84                    | N.A.                               | 8,97,49,335                             | 10.29                    | Creation                                    | 9-May-2017                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 1,29,10,383                                                                                         | 1.48                     | IDBI Trusteeship Services Limited                   | 10,26,59,718 | 11.77                    |
| Digital Satellite Holdings Pvt. Ltd.                                         | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000                             | 8.18                     | -                                           | -                                                  | -                                                                 | -                                                        | -                                                                                                   | -                        | -                                                   | 7,13,69,000  | 8.18                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private | 12,10,00,000                              | 13.88                    | N.A.                               | 2,70,75,000                             | 3.10                     | Creation                                    | 5-May-2017                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 2,14,00,000                                                                                         | 2.45                     | IDBI Trusteeship Services Limited                   | 4,84,75,000  | 5.56                     |



| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 4,84,75,000 | 5.56 | Creation | 8-May-2017 | Pledge | Collateral Pledge for Facility of Promoter group Company | 16,90,000   | 0.19 | Family Credit Limited             | 5,01,65,000 | 5.75 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|----------|------------|--------|----------------------------------------------------------|-------------|------|-----------------------------------|-------------|------|
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 5,01,65,000 | 5.75 | Creation | 9-May-2017 | Pledge | Collateral Pledge for Facility of Promoter group Company | 1,89,00,000 | 2.17 | IDBI Trusteeship Services Limited | 6,90,65,000 | 7.92 |
| Direct Media & Cable Pvt. Ltr.                                                        | 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                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Essel International                                                                   | 4,70,13,828  | 5.39  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Ashok Mathai (Kurien)                                                                 | 10,21,000    | 0.12  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Manasika Fashions LLP                                                                 | 1,90,00,000  | 2.18  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |



*Signature*



*Signature*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 12th May, 2017

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

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

## promoters

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 12/05/2017 19:30  
**To:** 'corp.relations@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BCPL DMSLLP 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. and Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Dinesh Kanodia  
irect: 022 -71061437

May 12, 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

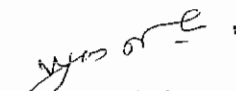
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

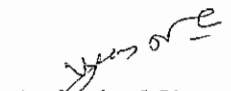
Yours faithfully,

For Bioscope Cinemas Private Limited

  
Authorized Signatory



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

  
Authorized Signatory



Encl: As above.

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

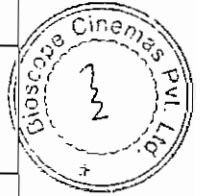
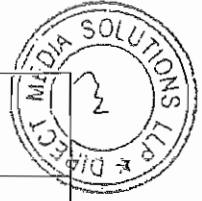


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                                    |  |                                                                                       |  |
|----------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------|--|
| <b>Name of the Target Company (TC)</b>                                                             |  | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               |  | NSE /BSE                                                                              |  |
| <b>Date of Reporting</b>                                                                           |  | 12th May, 2017                                                                        |  |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> |  | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |  |
|                                                                                                    |  | Bioscope Cinemas Private Limited                                                      |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)                                   | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                                     | Details of Even pertaining to encumbrance (3)                     |                                                          |              |                          | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |              |                          |
|------------------------------------------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                                                              | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation /release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                  | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                                                   | 11,20,08,946                              | 12.84                    | N.A.                               | 8,97,49,335                             | 10.29                    | Creation                                    | 9-May-2017                                          | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 1,29,10,383  | 1.48                     | IDBI Trusteeship Services Limited                                                                   | 10,26,59,718 | 11.77                    |
| Digital Satellite Holdings Pvt. Ltd.                                         | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000                             | 8.18                     | -                                           | -                                                   | -                                                                 | -                                                        | -            | -                        | -                                                                                                   | 7,13,69,000  | 8.18                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private | 12,10,00,000                              | 13.88                    | N.A.                               | 2,70,75,000                             | 3.10                     | Creation                                    | 5-May-2017                                          | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 2,14,00,000  | 2.45                     | IDBI Trusteeship Services Limited                                                                   | 4,84,75,000  | 5.56                     |



| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 4,84,75,000 | 5.56 | Creation | 8-May-2017 | Pledge | Collateral Pledge for Facility of Promoter group Company | 16,90,000   | 0.19 | Family Credit Limited             | 5,01,65,000 | 5.75 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|----------|------------|--------|----------------------------------------------------------|-------------|------|-----------------------------------|-------------|------|
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 5,01,65,000 | 5.75 | Creation | 9-May-2017 | Pledge | Collateral Pledge for Facility of Promoter group Company | 1,89,00,000 | 2.17 | IDBI Trusteeship Services Limited | 6,90,65,000 | 7.92 |
| 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                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Essel International Ltd                                                               | 4,70,13,828  | 5.39  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Ashok Mathai Kurien                                                                   | 10,21,000    | 0.12  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |
| Manaska Fashions LLP                                                                  | 1,90,00,000  | 2.18  | N.A. | -           | -    | -        | -          | -      | -                                                        | -           | -    | -                                 | -           | -    |



*[Handwritten Signature]*

Signature of the Authorised Signatory



Place : Mumbai  
Date : 12th May, 2017

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

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

**promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 12/05/2017 19:30  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BCPL DMSLLP 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. and Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Thanks & Regards,  
Dinesh Kanodia  
Direct: 022 -71061437

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

April 6, 2017

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

005077

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

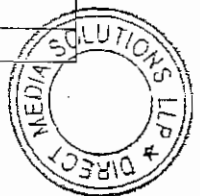
Dear Sir,

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

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

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

07 APR 2017  
CONTENTS NOT VERIFIED  
SIGN..... 14.20



# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

---

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

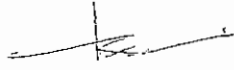
Request you to kindly take the same on record and oblige.

Thanking you.

Yours faithfully,

For Direct Media Solutions LLP

(formerly known as Direct Media Solutions Private Limited)



Director/ Authorized Signatory



Encl: As above.

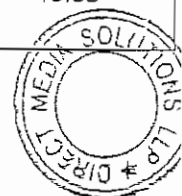
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)

4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013

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

**Part-A- Details of Shareholding**

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

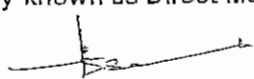


Part-B\*\*

Name of the Target Company: Siti Cable Network Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person             | Whether the person belongs to Promoter/ Promoter group | PAN of the Person and PACs |
|---------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| <u>Promoters</u>                                                                      |                                                        |                            |
| Ashok Mathai Kurien                                                                   | Yes                                                    | AADPK4942J                 |
| Digital Satellite Media and Broadband Private Limited                                 | Yes                                                    | AAFCD5148J                 |
| Arrow Media and Broadband Private Limited                                             | Yes                                                    | AANCA9920F                 |
| 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                 |
| <u>PACs</u>                                                                           |                                                        |                            |
| Nil                                                                                   | Nil                                                    | Nil                        |

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

  
Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2017

Note:

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

(\*) 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.

promoters

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

Dear Sir,

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

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

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

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)  
Legal Office: 18th Floor, 2-20, G. Vasthkar Park, P. M. Jeebhoy, Lower Parel, Mumbai - 400015  
Tel: +91 22 4213-1313-1314-1315-1316-1317

SSE Limited  
18th Floor, 2-20, G. Vasthkar Park  
Lower Parel  
Mumbai - 400 001

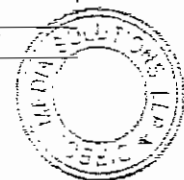
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

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

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

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



## DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, 44 wing, Marathon Etcetera, Pt. M. Joshi Marg, Lower Parel, Mumbai - 400013  
Tel: +91 22 71061234 LLPIN: AAD-2477

---

In the regard, please find enclosed our responses as per Regulation 10(2) of Securities and Exchange Board of India (Parliamentary Companies) (Transfer of Shares) Regulations, 2011 as corrected and amended including to you.

Regard you to kindly find the same on return of this copy.

Thanking you.

Yours faithfully,

For Direct Media Solutions LLP

(formerly known as Direct Media Solutions Private Limited)



Director/ Authorized Signatory



Encl. As above.

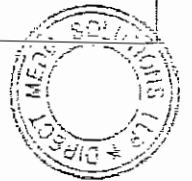
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)

4<sup>th</sup> 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-#- Details of Shareholding

|                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                                                                      |                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                             |  | Direct Media Solutions (formerly known as DMS Pvt. Ltd.) (India) Limited                                             |                                                       |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                      |  | <input type="checkbox"/> BSE Limited<br><input checked="" type="checkbox"/> 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.<br><br>or<br><br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. |  | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)                                |                                                       |
| 4. Particulars of the shareholding of persons(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                        |  | Number of Shares                                                                                                     | % of total share / voting capital wherever applicable |
| As of March 31 <sup>st</sup> 2017, holding of:                                                                                                                                                                                                                                                                                                                                                 |  |                                                                                                                      | % of total diluted share/voting capital of TC (*)     |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                      |  | 12,10,00,000                                                                                                         | 13.88                                                 |
| b) Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                                                                                    |  | NIL                                                                                                                  | NA                                                    |
| c) Warrants                                                                                                                                                                                                                                                                                                                                                                                    |  | NA                                                                                                                   | NA                                                    |
| d) Convertible Securities                                                                                                                                                                                                                                                                                                                                                                      |  | NA                                                                                                                   | NA                                                    |
| e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                                                                                                                             |  | NA                                                                                                                   | NA                                                    |
| Total                                                                                                                                                                                                                                                                                                                                                                                          |  | 12,10,00,000                                                                                                         | 13.88                                                 |

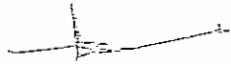


Part-B\*\*

Name of the Target Company: Sit Cable Network Limited

| Name(s) of the person and Persons Acting in Concert (PAC) for the target              | Whether the person belongs to PAC of the Person and PACs Promoter/Promoter group |            |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|------------|
| <u>Promoters</u>                                                                      |                                                                                  |            |
| Ashok Mahesh Kumar                                                                    | Yes                                                                              | LAEP11942  |
| Digital Satellite Media and Broadband Private Limited                                 | Yes                                                                              | AAFCDS148J |
| Arrow Media and Broadband Private Limited                                             | Yes                                                                              | AAACA9920F |
| Direct Media and Cable Private Limited                                                | Yes                                                                              | AAFCDS147H |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | Yes                                                                              | AAAFD1373N |
| Digital Satellite Holdings Pvt. Ltd.                                                  | Yes                                                                              | AAKCA7162Q |
| Bioscope Cinemas Pvt. Ltd                                                             | Yes                                                                              | AAOCS7160K |
| Essel Media Ventures Limited                                                          | Yes                                                                              | AABCD7273Q |
| Essel International Limited                                                           | Yes                                                                              | AABCL2192A |
| Manaaska Fashions LLP                                                                 | Yes                                                                              | AAZFM0850B |
| <u>PACs</u>                                                                           |                                                                                  |            |
| Nil                                                                                   | Nil                                                                              | Nil        |

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



Director/ Authorised Signatory



Place: Mumbai

Date: April 4, 2017

Note:

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

(\*) 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.

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

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

April 03, 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:** Corrigendum to Disclosure made 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 on March 31, 2017

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 note that we had filed Disclosure in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 on 31<sup>st</sup> March, 2017 wherein under Promoter Holding already encumbered and Post event holding of encumbered shares for Arrow Media and Broadband Private Limited is inadvertently shown as 3,08,00,000 (3.53%) instead of Nil (Nil %). However, there has been no change in the events reported in the said Disclosure.

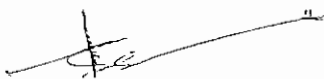
In this regard, we are hereby submitting the Revised Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/ release of encumbrance in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 for creation/ release of encumbrance on the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited) and request to reflect the updated position on your portal.

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

Thanking you,

Yours faithfully,

For Bioscope Cinemas Private Limited



Authorised Signatory

Encl: As above.



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



Authorised Signatory

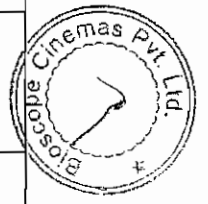
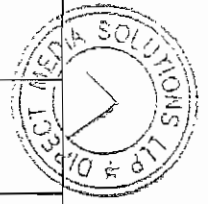


CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.

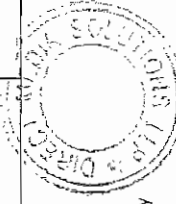
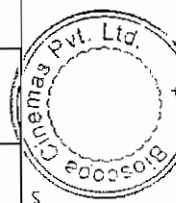
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                                      |                                                                                                                           |  |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|--|
| <b>Name of the Target Company (TC)</b>                                                               | Siti Networks Limited (formerly known as Siti Cable Network Limited)                                                      |  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>                 | NSE / BSE                                                                                                                 |  |
| <b>Date of Reporting</b>                                                                             | 31st March, 2017                                                                                                          |  |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b> | Bioscope Cinemas Private Limited<br>Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |  |

| Details creation of encumbrance :          |                                           |                          |                                    |                                         |                          |                                             |                                                    |                                                                    |                                                           |                                                                                          |                          |                                                     |              |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                    |                                                           | Post event holding of encumbered shares ((2)+(3))/release ((2)-(3))/ invocation((2)-(3)) |                          |                                                     |              |                          |
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release/Invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares                                                                             | % of total share Capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,47,99,335                             | 10.87                    | Release                                     | 29-Mar-2017                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 8,50,000                                                                                 | 0.10                     | Family Credit Limited                               | 9,39,49,335  | 10.77                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,39,49,335                             | 10.77                    | Release                                     | 29-Mar-2017                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 15,00,000                                                                                | 0.17                     | L&T FinCorp Limited                                 | 9,24,49,335  | 10.60                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,24,49,335                             | 10.60                    | Release                                     | 30-Mar-2017                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 27,00,000                                                                                | 0.31                     | IDBI Trusteeship Services Limited                   | 9,24,49,335  | 10.29                    |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000                             | 8.18                     | -                                           | -                                                  | -                                                                  | -                                                         | -                                                                                        | -                        | -                                                   | 7,13,69,000  | 8.18                     |



| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 2,89,45,000 | 3.32 | Release | 29-Mar-2017 | Pledge | Collateral Release for Facility of Promoter group Company | 18,70,000 | 0.21 | L&T Finance Limited | 2,70,75,000 | 3.10 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|---------|-------------|--------|-----------------------------------------------------------|-----------|------|---------------------|-------------|------|
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285  | 9.83  | N.A. | 8,57,14,285 | 9.83 | -       | -           | -      | -                                                         | -         | -    | -                   | 8,57,14,285 | 9.83 |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571  | 5.90  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857  | 6.55  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essei Media Ventures Ltd                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essei International Ltd                                                               | 4,70,13,828  | 5.39  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Ashok Mathai Kurien                                                                   | 10,21,000    | 0.12  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Manaska Fashions LLP                                                                  | 1,90,00,000  | 2.18  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |



Place : Mumbai  
Date : 31st March, 2017

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, 2015. 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:** 03/04/2017 19:20  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BCPL DMSLLP SITI SAST.PDF

Dear Sir,

Ref: Corrigendum to Disclosure made 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 on March 31, 2017

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 note that we had filed Disclosure in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 on 31<sup>st</sup> March, 2017 wherein under Promoter Holding already encumbered and Post event holding of encumbered shares for Arrow Media and Broadband Private Limited is inadvertently shown as 3,08,00,000 (3.53%) instead of Nil (Nil %). However, there has been no change in the events reported in the said Disclosure.

In this regard, we are hereby submitting the Revised 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 for creation/ release of encumbrance on the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited) and request to reflect the updated position on your portal.

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

April 03, 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

004705

Dear Sir,

Ref: Corrigendum to Disclosure made 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 on March 31, 2017

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 note that we had filed Disclosure in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 on 31<sup>st</sup> March, 2017 wherein under Promoter Holding already encumbered and Post event holding of encumbered shares for Arrow Media and Broadband Private Limited is inadvertently shown as 3,08,00,000 (3.53%) instead of Nil (Nil %). However, there has been no change in the events reported in the said Disclosure.

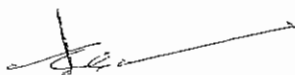
In this regard, we are hereby submitting the Revised Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 for creation/ release of encumbrance on the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited) and request to reflect the updated position on your portal.

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

Thanking you,

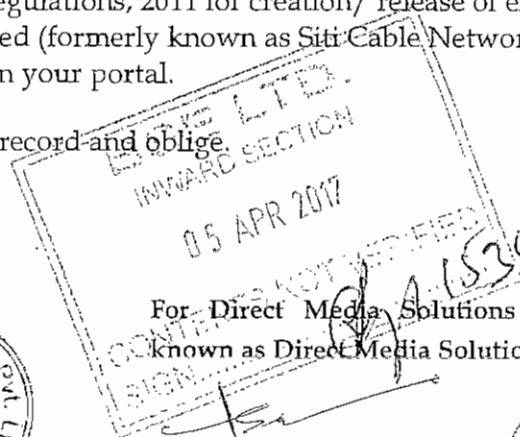
Yours faithfully,

For Bioscope Cinemas Private Limited



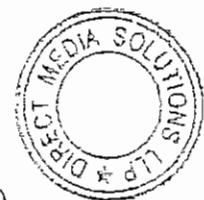
Authorised Signatory

Encl: As above.



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

Authorised Signatory

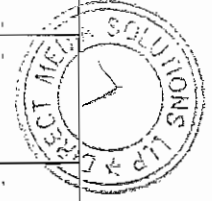


CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.

(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)

|                                                                                                      |                                                                                       |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                               | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>                 | NSE / BSE                                                                             |
| <b>Date of Reporting</b>                                                                             | 31st March, 2017                                                                      |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b> | Bioscope Cinemas Private Limited                                                      |
|                                                                                                      | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

| Details creation of encumbrance :          |                                           |                          |                                    |                                         |                          |                                             |                                                    |                                                                  |                                                           |              |                          |                                                     |                                                                                                     |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                    |                                                           |              |                          |                                                     |                                                                                                     |
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking/other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,47,99,335                             | 10.87                    | Release                                     | 29-Mar-2017                                        | Pledge                                                           | Collateral Release for Facility of Promoter group Company | 8,50,000     | 0.10                     | Family Credit Limited                               | 9,39,49,335                                                                                         |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,39,49,335                             | 10.77                    | Release                                     | 29-Mar-2017                                        | Pledge                                                           | Collateral Release for Facility of Promoter group Company | 15,00,000    | 0.17                     | L&T Fincorp Limited                                 | 9,24,49,335                                                                                         |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,24,49,335                             | 10.60                    | Release                                     | 30-Mar-2017                                        | Pledge                                                           | Collateral Release for Facility of Promoter group Company | 27,00,000    | 0.31                     | IDBI Trusteeship Services Limited                   | 8,97,49,335                                                                                         |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000                             | 8.18                     | -                                           | -                                                  | -                                                                | -                                                         | -            | -                        | -                                                   | 7,13,69,000                                                                                         |



| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 2,89,45,000 | 3.32 | Release | 29-Mar-2017 | Pledge | Collateral Release for Facility of Promoter group Company | 18,70,000 | 0.21 | L&T Finance Limited | 2,70,75,000 | 3.10 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|---------|-------------|--------|-----------------------------------------------------------|-----------|------|---------------------|-------------|------|
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285  | 9.83  | N.A. | 8,57,14,285 | 9.83 | -       | -           | -      | -                                                         | -         | -    | -                   | 8,57,14,285 | 9.83 |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571  | 5.90  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857  | 6.55  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essel Media Ventures Ltd                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essel International Ltd                                                               | 4,70,13,828  | 5.39  | 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 : 31st March, 2017



Signature of the Authorised Signatory

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

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

## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 03/04/2017 19:19  
**To:** 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BCPL DMSLLP SITI SAST.pdf

Dear Sir,

**Ref:** Corrigendum to Disclosure made 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 on March 31, 2017

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 note that we had filed Disclosure in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 on 31<sup>st</sup> March, 2017 wherein under Promoter Holding already encumbered and Post event holding of encumbered shares for Arrow Media and Broadband Private Limited is inadvertently shown as 3,08,00,000 (3.53%) instead of Nil (Nil %). However, there has been no change in the events reported in the said Disclosure.

In this regard, we are hereby submitting the Revised 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 for creation/ release of encumbrance on the equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited) and request to reflect the updated position on your portal.

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

March 31, 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 Bioscope Cinemas Private Limited.

Authorised Signatory



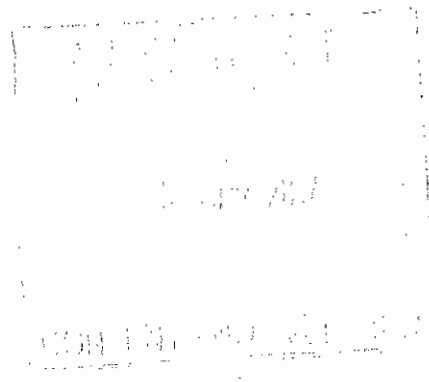
For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Authorised Signatory



Encl: As above.

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

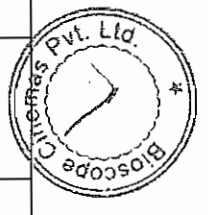
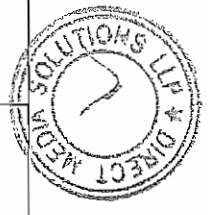


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                               |                                                                                       |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 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                                                                             | 31st March, 2017                                                                      |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released | Bioscope Cinemas Private Limited                                                      |
|                                                                                               | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

**Details creation of encumbrance :**

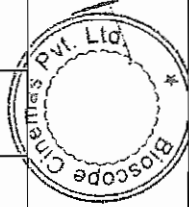
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                     |                                                           |              |                          | Post event holding of encumbered shares {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 | No of Shares                            | % of total share Capital | Type of event (creation/release/invocation) | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,47,99,335  | 10.87                                   |                          | Release                                     | 29-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 8,50,000     | 0.10                     | Family Credit Limited                                                                               | 9,39,49,335  | 10.77                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,39,49,335  | 10.77                                   |                          | Release                                     | 29-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 15,00,000    | 0.17                     | L&T Fincorp Limited                                                                                 | 9,24,49,335  | 10.60                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,24,49,335  | 10.60                                   |                          | Release                                     | 30-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 27,00,000    | 0.31                     | IDBI Trusteeship Services Limited                                                                   | 8,97,49,335  | 10.29                    |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,828                               | 8.18                     | N.A.                               | 7,13,69,000  | 8.18                                    |                          | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                                                                   | 7,13,69,000  | 8.18                     |



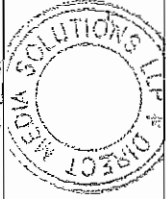
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 2,89,45,000 | 3.32 | Release | 29-Mar-2017 | Pledge | Collateral Release for Facility of Promoter group Company | 18,70,000 | 0.21 | L&T Finance Limited | 2,70,75,000 | 3.10 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|---------|-------------|--------|-----------------------------------------------------------|-----------|------|---------------------|-------------|------|
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285  | 9.83  | N.A. | 8,57,14,285 | 9.83 | -       | -           | -      | -                                                         | -         | -    | -                   | 8,57,14,285 | 9.83 |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571  | 5.90  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857  | 6.55  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Essel Media Ventures Ltd                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essel International Ltd                                                               | 4,70,13,828  | 5.39  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Ashok Mathal Kurien                                                                   | 10,21,000    | 0.12  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Manasaka Fashions LLP                                                                 | 1,90,00,000  | 2.18  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |

Place : Mumbai

Date : 31st March, 2017



Signature of the Authorised Signatory



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

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



## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 31/03/2017 20:50  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BIOSCOPE DMSLLP 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 Private Limited & Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited).

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

March 31, 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

004402

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).

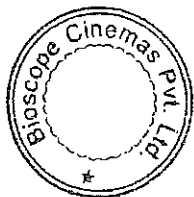
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

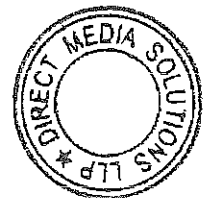
For Bioscope Cinemas Private Limited

Authorised Signatory



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

Authorised Signatory



Encl: As above.

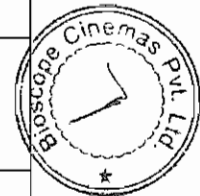
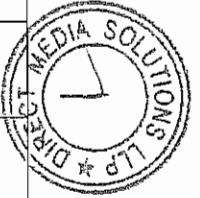
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.

(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                                                                             |  | 31st March, 2017                                                                                                          |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released |  | Bioscope Cinemas Private Limited<br>Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |  |

**Details creation of encumbrance :**

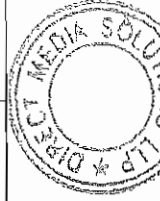
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                   |                                                           |              |                          | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |              |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release/invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,47,99,335                             | 10.87                    | Release                                     | 29-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 8,50,000     | 0.10                     | Family Credit Limited                                                                               | 9,39,49,335  | 10.77                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,39,49,335                             | 10.77                    | Release                                     | 29-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 15,00,000    | 0.17                     | L&T Fincorp Limited                                                                                 | 9,24,49,335  | 10.60                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 12.84                    | N.A.                               | 9,24,49,335                             | 10.60                    | Release                                     | 30-Mar-2017                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 27,00,000    | 0.31                     | IDBI Trusteeship Services Limited                                                                   | 8,97,49,335  | 10.29                    |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.18                     | N.A.                               | 7,13,69,000                             | 8.18                     | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                                                                   | 7,13,69,000  | 8.18                     |



| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 12,10,00,000 | 13.88 | N.A. | 2,89,45,000 | 3.32 | Release | 29-Mar-2017 | Pledge | Collateral Release for Facility of Promoter group Company | 18,70,000 | 0.21 | L&T Finance Limited | 2,70,75,000 | 3.10 |
|---------------------------------------------------------------------------------------|--------------|-------|------|-------------|------|---------|-------------|--------|-----------------------------------------------------------|-----------|------|---------------------|-------------|------|
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285  | 9.83  | N.A. | 8,57,14,285 | 9.83 | -       | -           | -      | -                                                         | -         | -    | -                   | 8,57,14,285 | 9.83 |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571  | 5.90  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857  | 6.55  | N.A. | 3,08,00,000 | 3.53 | -       | -           | -      | -                                                         | -         | -    | -                   | 3,08,00,000 | 3.53 |
| Essel Media Ventures Ltd                                                              | 7,58,28,755  | 8.70  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Essel International Ltd                                                               | 4,70,13,828  | 5.39  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Ashok Mathai Kurien                                                                   | 10,21,000    | 0.12  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |
| Manaska Fashions LLP                                                                  | 1,90,00,000  | 2.18  | N.A. | -           | -    | -       | -           | -      | -                                                         | -         | -    | -                   | -           | -    |



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.

Place : Mumbai

Date : 31st March, 2017

## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 31/03/2017 20:50  
**To:** 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE BIOSCOPE DMSLLP 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 Private Limited & Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited).

Thanks & Regards,  
Ashok Sanghavi  
irect: 022 -71061437

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013

Tel: +91 22 71061234 LLPIN: AAI-2417

Date: 28<sup>th</sup> March, 2017

✓ **BSE Limited**

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

**National Stock Exchange of India Limited**

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

004027

Dear Sir,

**Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India  
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) have sold 19,000,000 equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 27<sup>th</sup> day of March, 2017 by way of on-market transfer of shares. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

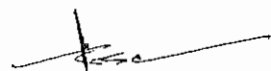
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For **Direct Media Solutions LLP**

(Formerly known as Direct Media Solutions Private Limited)



**Ashok Sanghavi**  
**Authorised Signatory**

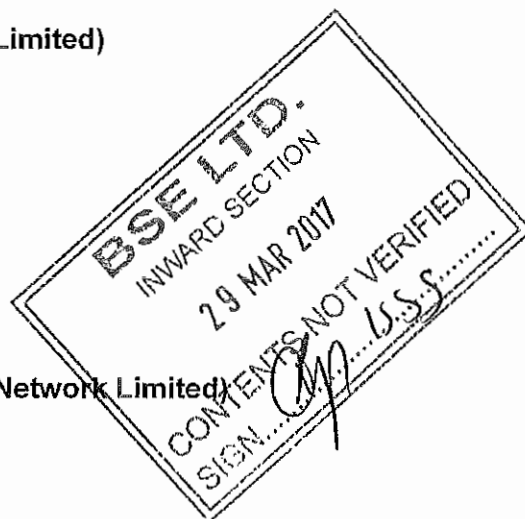


Encl: As above.

CC:

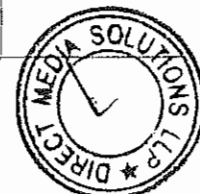
**Siti Networks Limited (formerly known as Siti Cable Network Limited)**

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



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

|                                                                                                                                                                                         |                                                                                       |                                                            |                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|
| Name of the Target Company (TC)                                                                                                                                                         | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |                                                            |                                                            |
| Name(s) of the seller and Persons Acting in Concert (PAC) with the seller                                                                                                               | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |                                                            |                                                            |
| Whether the seller belongs to Promoter/Promoter group                                                                                                                                   | Yes                                                                                   |                                                            |                                                            |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed                                                                                                                      | National Stock Exchange of India Limited and BSE Limited                              |                                                            |                                                            |
| Details of the acquisition / disposal as follows                                                                                                                                        | Number                                                                                | % w.r.t. total share/voting capital wherever applicable(*) | % w.r.t. total diluted share/voting capital of the TC (**) |
| <b>Before the sale under consideration, holding of :</b>                                                                                                                                |                                                                                       |                                                            |                                                            |
| a) Shares carrying voting rights                                                                                                                                                        | 140,000,000                                                                           | 16.05                                                      | 16.05                                                      |
| b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)                                                                                                  | NA                                                                                    | NA                                                         | NA                                                         |
| c) Voting rights (VR) otherwise than by shares                                                                                                                                          | NA                                                                                    | NA                                                         | NA                                                         |
| d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)              | Nil                                                                                   | Nil                                                        | Nil                                                        |
| e) Total (a+b+c+d)                                                                                                                                                                      | 140,000,000                                                                           | 16.05                                                      | 16.05                                                      |
| <b>Details of acquisition/sale</b>                                                                                                                                                      |                                                                                       |                                                            |                                                            |
| a) Shares carrying voting rights acquired/sold                                                                                                                                          | 19,000,000                                                                            | 2.18                                                       | 2.18                                                       |
| b) VRs acquired /sold otherwise than by shares                                                                                                                                          | NA                                                                                    | NA                                                         | NA                                                         |
| c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold | NA                                                                                    | NA                                                         | NA                                                         |
| d) Shares encumbered / invoked/released by the acquirer                                                                                                                                 | NA                                                                                    | NA                                                         | NA                                                         |
| e) Total (a+b+c+/-d)                                                                                                                                                                    | 19,000,000                                                                            | 2.18                                                       | 2.18                                                       |

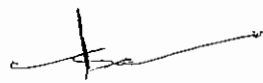


|                                                                                                                                                                                             |                                                       |       |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------|-------|
| <b>After the acquisition/sale, holding of:</b>                                                                                                                                              |                                                       |       |       |
| a) Shares carrying voting rights                                                                                                                                                            | 121,000,000                                           | 13.88 | 13.88 |
| b) Shares encumbered with the acquirer                                                                                                                                                      | NA                                                    | NA    | NA    |
| c) VRs otherwise than by shares                                                                                                                                                             | NA                                                    | NA    | NA    |
| d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition | Nil                                                   | Nil   | Nil   |
| e) Total (a+b+c+d)                                                                                                                                                                          | 121,000,000                                           | 13.88 | 13.88 |
| Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).                                                  | Open market                                           |       |       |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable                                                                  | 27 <sup>th</sup> March, 2017                          |       |       |
| Equity share capital / total voting capital of the TC before the said acquisition/ sale                                                                                                     | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale                                                                                                      | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |
| Total diluted share/voting capital of the TC after the said sale                                                                                                                            | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

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

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

  
**Ashok Sanghavi**  
Authorised Signatory  
Place: Mumbai  
Date: 28<sup>th</sup> March, 2017





## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 28/03/2017 18:06  
**To:** 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'  
**Subject:** Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011  
**Attachments:** DISCLOSURE DMSLLP SITI 29[2].pdf

Dear Sir,

**Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) have sold 19,000,000 equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 27<sup>th</sup> day of March, 2017 by way of on-market transfer of shares. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

Date: 28<sup>th</sup> March, 2017

**BSE Limited**

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

✓ **National Stock Exchange of India Limited**

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

Dear Sir,

**Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

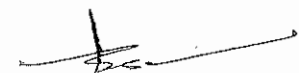
Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) have sold 19,000,000 equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 27<sup>th</sup> day of March, 2017 by way of on-market transfer of shares. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanking you,

Yours faithfully,

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



**Ashok Sanghavi**  
Authorised Signatory

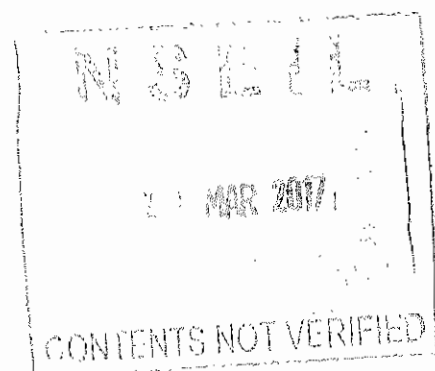


Encl: As above.

CC:

**Siti Networks Limited (formerly known as Siti Cable Network Limited)**

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



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

|                                                                                                                                                                                         |                                                                                       |                                                            |                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------|
| Name of the Target Company (TC)                                                                                                                                                         | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |                                                            |                                                            |
| Name(s) of the seller and Persons Acting in Concert (PAC) with the seller                                                                                                               | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |                                                            |                                                            |
| Whether the seller belongs to Promoter/Promoter group                                                                                                                                   | Yes                                                                                   |                                                            |                                                            |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed                                                                                                                      | National Stock Exchange of India Limited and BSE Limited                              |                                                            |                                                            |
| Details of the acquisition / disposal as follows                                                                                                                                        | Number                                                                                | % w.r.t. total share/voting capital wherever applicable(*) | % w.r.t. total diluted share/voting capital of the TC (**) |
| <b>Before the sale under consideration, holding of :</b>                                                                                                                                |                                                                                       |                                                            |                                                            |
| a) Shares carrying voting rights                                                                                                                                                        | 140,000,000                                                                           | 16.05                                                      | 16.05                                                      |
| b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)                                                                                                  | NA                                                                                    | NA                                                         | NA                                                         |
| c) Voting rights (VR) otherwise than by shares                                                                                                                                          | NA                                                                                    | NA                                                         | NA                                                         |
| d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)              | Nil                                                                                   | Nil                                                        | Nil                                                        |
| e) Total (a+b+c+d)                                                                                                                                                                      | 140,000,000                                                                           | 16.05                                                      | 16.05                                                      |
| <b>Details of acquisition/sale</b>                                                                                                                                                      |                                                                                       |                                                            |                                                            |
| a) Shares carrying voting rights acquired/sold                                                                                                                                          | 19,000,000                                                                            | 2.18                                                       | 2.18                                                       |
| b) VRs acquired /sold otherwise than by shares                                                                                                                                          | NA                                                                                    | NA                                                         | NA                                                         |
| c) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold | NA                                                                                    | NA                                                         | NA                                                         |
| d) Shares encumbered / invoked/released by the acquirer                                                                                                                                 | NA                                                                                    | NA                                                         | NA                                                         |
| e) Total (a+b+c+/-d)                                                                                                                                                                    | 19,000,000                                                                            | 2.18                                                       | 2.18                                                       |




|                                                                                                                                                                                             |                                                       |       |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------|-------|
| <b>After the acquisition/sale, holding of:</b>                                                                                                                                              |                                                       |       |       |
| a) Shares carrying voting rights                                                                                                                                                            | 121,000,000                                           | 13.88 | 13.88 |
| b) Shares encumbered with the acquirer                                                                                                                                                      | NA                                                    | NA    | NA    |
| c) VRs otherwise than by shares                                                                                                                                                             | NA                                                    | NA    | NA    |
| d) Warrants /convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition | Nil                                                   | Nil   | Nil   |
| e) Total (a+b+c+d)                                                                                                                                                                          | 121,000,000                                           | 13.88 | 13.88 |
| Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).                                                  | Open market                                           |       |       |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable                                                                  | 27 <sup>th</sup> March, 2017                          |       |       |
| Equity share capital / total voting capital of the TC before the said acquisition/ sale                                                                                                     | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale                                                                                                      | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |
| Total diluted share/voting capital of the TC after the said sale                                                                                                                            | 872,053,848 fully paid up equity shares of Rs. 1 each |       |       |

(\* Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016.

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

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

  
**Ashok Sanghavi**  
**Authorised Signatory**  
**Place: Mumbai**  
**Date: 28<sup>th</sup> March, 2017**



## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 28/03/2017 18:07  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011  
**Attachments:** DISCLOSURE DMSLLP SITI 29[2].pdf

Dear Sir,

**Ref: Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) have sold 19,000,000 equity shares of Siti Networks Limited (formerly known as Siti Cable Network Limited), a company listed on your stock exchange, on the 27<sup>th</sup> day of March, 2017 by way of on-market transfer of shares. In this connection, please find enclosed the disclosure as per regulation 29(2) of the SEBI (SAST), 2011

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

March 24, 2017

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

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

Dear Sir,

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

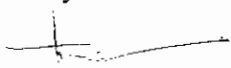
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,

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

  
Authorised Signatory



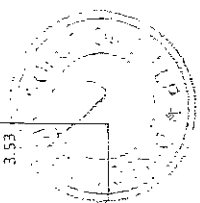
Encl: As above.

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

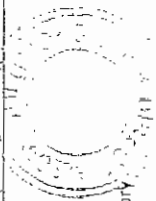
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |                                                                                       |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| Name of the stock exchanges where the shares of the target company are listed               | NSE/BSE                                                                               |
| Date of Reporting                                                                           | 24th March, 2017                                                                      |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

| Details creation of encumbrance :                                                     |                                            |                          |                                    |              |                          |                                             |                                                    |                                                                    |                                                           |               |                                               |                                                      |                          |
|---------------------------------------------------------------------------------------|--------------------------------------------|--------------------------|------------------------------------|--------------|--------------------------|---------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|---------------|-----------------------------------------------|------------------------------------------------------|--------------------------|
| Name of Promoter (s) or PACs with bin (*)                                             | Promoter Holding in the target company (1) |                          |                                    |              |                          | Promoter holding already encumbered (2)     |                                                    |                                                                    |                                                           |               | Details of Even pertaining to encumbrance (3) |                                                      |                          |
|                                                                                       | No. of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital | Type of event (creation/release/invocation) | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No. of Shares | % of total share capital                      | Blame of the party in whose favour shares encumbered | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                                                            | 11,20,08,946                               | 12.84                    | N.A.                               | 9,47,69,335  | 10.87                    | -                                           | -                                                  | -                                                                  | -                                                         | -             | 9,47,69,335                                   | -                                                    | 10.87                    |
| Digital Satellite Holdings Pvt. Ltd.                                                  | 7,13,69,698                                | 8.18                     | N.A.                               | 7,13,69,000  | 8.18                     | -                                           | -                                                  | -                                                                  | -                                                         | -             | 7,13,69,000                                   | -                                                    | 8.18                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 14,00,00,000                               | 16.05                    | N.A.                               | 2,92,45,000  | 3.35                     | Release                                     | 17-Mar-2017                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 3,00,000      | 0.03                                          | ECL Finance Limited                                  | 3.32                     |
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285                                | 9.83                     | N.A.                               | 8,57,14,285  | 9.03                     | -                                           | -                                                  | -                                                                  | -                                                         | -             | 8,57,14,285                                   | -                                                    | 9.03                     |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571                                | 5.90                     | N.A.                               | 3,08,00,000  | 3.53                     | -                                           | -                                                  | -                                                                  | -                                                         | -             | 3,08,00,000                                   | -                                                    | 3.53                     |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857                                | 6.55                     | N.A.                               | 3,08,00,000  | 3.53                     | -                                           | -                                                  | -                                                                  | -                                                         | -             | 3,08,00,000                                   | -                                                    | 3.53                     |



|                          |             |      |      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------------|-------------|------|------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Essel Media Ventures Ltd | 7,58,28,755 | 8.70 | N.A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Essel International Ltd  | 4,70,13,828 | 5.39 | N.A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ashok Mahal (Kuriel)     | 10,21,000   | 0.12 | N.A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |



*[Handwritten Signature]*

Signature of the Authorized Signatory

Place : Mumbai

Date : 24th March, 2017

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

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



**promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 24/03/2017 21:00  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE DIMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited).

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

March 24, 2017

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

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

Dear Sir,


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

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

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

Thanking you,

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

  
Authorised Signatory

Encl: As above.

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



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

|                                                                                             |                                                                                       |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)                  |
| Name of the stock exchanges where the shares of the target company are listed               | NSE/BSE                                                                               |
| Date of Reporting                                                                           | 24th March, 2017                                                                      |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) |

| Details of creation of encumbrance :                                                  |                                            |                          |                                    |                                               |                          |                                             |                                                    |                                                                   |                                                           |              |                          |
|---------------------------------------------------------------------------------------|--------------------------------------------|--------------------------|------------------------------------|-----------------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|
| Name of Promoter (s) or PACs with him (*)                                             | Promoter Holding in the target company (1) |                          |                                    | Details of Even pertaining to encumbrance (3) |                          |                                             |                                                    |                                                                   |                                                           |              |                          |
|                                                                                       | No of Shares                               | % of total share Capital | % v.r.t. diluted share capital (*) | No of Shares                                  | % of total share Capital | Type of event (creation/release/invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                                                            | 11,20,08,946                               | 12.84                    | N.A.                               | 9,47,99,335                                   | 10.87                    | -                                           | -                                                  | -                                                                 | -                                                         | 9,47,99,335  | 10.87                    |
| Digital Satellite Holdings Pvt. Ltd.                                                  | 7,13,69,898                                | 8.18                     | N.A.                               | 7,13,69,000                                   | 8.18                     | -                                           | -                                                  | -                                                                 | -                                                         | 7,13,69,000  | 8.18                     |
| Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited) | 14,00,00,000                               | 16.05                    | N.A.                               | 2,92,15,000                                   | 3.35                     | Release                                     | 17-Mar-2017                                        | Pledge                                                            | Collateral release for Facility of Promotee Group Company | 3,00,000     | 0.32                     |
| Direct Media & Cable Pvt. Ltd.                                                        | 8,57,14,285                                | 9.83                     | N.A.                               | 8,57,14,285                                   | 9.83                     | -                                           | -                                                  | -                                                                 | -                                                         | 8,57,14,285  | 9.83                     |
| Digital Satellite Media & Broadband Pvt. Ltd.                                         | 5,14,28,571                                | 5.90                     | N.A.                               | 3,08,00,000                                   | 3.53                     | -                                           | -                                                  | -                                                                 | -                                                         | 3,08,00,000  | 3.53                     |
| Arrow Media and Broadband Private Limited                                             | 5,71,42,857                                | 6.55                     | N.A.                               | 3,08,00,000                                   | 3.53                     | -                                           | -                                                  | -                                                                 | -                                                         | 3,08,00,000  | 3.53                     |





**promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 24/03/2017 20:59  
**To:** 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE DIMSLLP 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 Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited).

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

o/c.

February 17, 2017

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

**For Digital Satellite Holdings Private Limited**

Authorised Signatory



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

Authorised Signatory



**For Bioscope Cinemas Private Limited**

Authorised Signatory



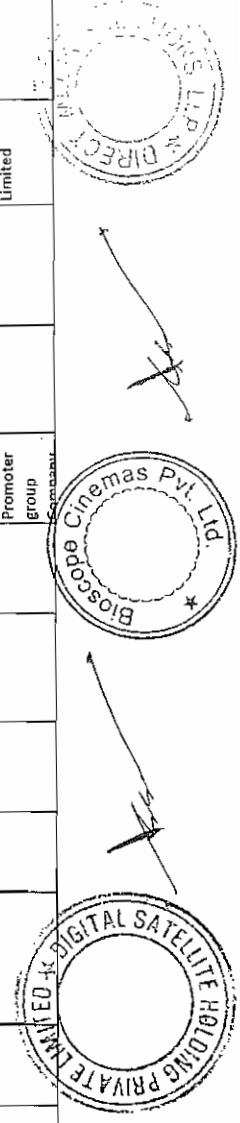
Encl: As above.

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

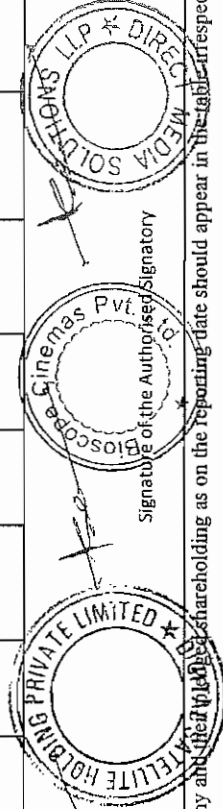
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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

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



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



Place : Mumbai  
Date : 17th February, 2017

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

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



## promoters

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
shok Sanghavi  
Direct: 022 -71061437

016

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,

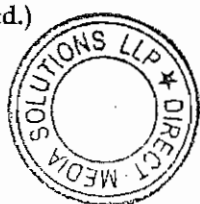
For Digital Satellite Holdings Private Limited

Authorised Signatory



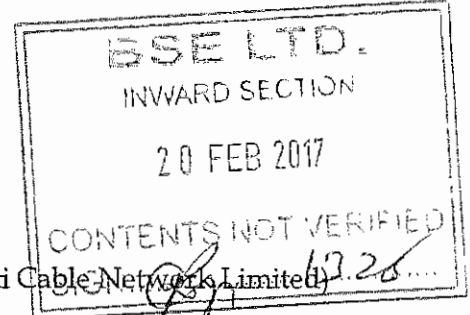
For Direct Media Solutions LLP (formerly known as Direct Media Solutions Pvt. Ltd.)

Authorised Signatory



For Bioscope Cinemas Private Limited

Authorised Signatory



Encl: As above.

CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> 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)

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


| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                             |                                                     |                                                                   | Details of Even pertaining to encumbrance (3)             |              |                          |                                                     | Post event holding of encumbered shares ((2)+(3))/release ((2)-(3))/ invocation((2)-(3)) |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|---------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital                | Type of event (creation/release invocation) | Date of creation invocation /release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                             | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 14.10                    | 12.85                              | 9,76,60,335  | 12.30                                   | Release                                     | 14-Feb-2017                                         | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 1,62,33,000  | 2.04                     | IDBI Trusteeship Services Limited                   | 8,14,27,335                                                                              | 10.25                    |
| Bioscope Cinemas Pvt. Ltd.                 | 11,20,08,946                              | 14.10                    | 12.85                              | 8,14,27,335  | 10.25                                   | Creation                                    | 15-Feb-2017                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company  | 1,33,72,000  | 1.68                     | L&T Finance Limited                                 | 9,47,99,335                                                                              | 11.94                    |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.99                     | 8.19                               | 7,13,69,000  | 8.99                                    | Release                                     | 13-Feb-2017                                         | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 1,62,33,000  | 2.04                     | IDBI Trusteeship Services Limited                   | 5,51,36,000                                                                              | 6.94                     |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.99                     | 8.19                               | 5,51,36,000  | 6.94                                    | Creation                                    | 14-Feb-2017                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company  | 1,62,33,000  | 2.04                     | IDBI Trusteeship Services Limited                   | 7,13,69,000                                                                              | 8.99                     |

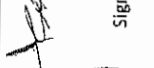


Handwritten signatures and circular stamps are present on the right side of the page. The stamps include:

- Digital Satellite Holdings Private Limited
- Bioscope Cinemas Pvt. Ltd.
- Direct Media Solutions LLP

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

Place : Mumbai  
Date : 17th February, 2017

Signature of the Authorised Signatory  


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

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

## **promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

December 16, 2016

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

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

Dear Sir,

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

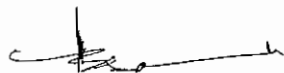
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,

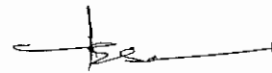
For Digital Satellite Holdings Private Limited



Authorised Signatory



For Direct Media Solutions Private Limited



Authorised Signatory



For Bioscope Cinemas Private Limited



Authorised Signatory



Encl: As above.

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

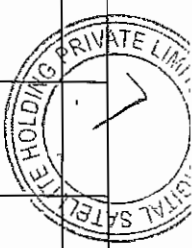
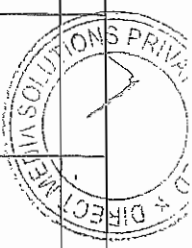
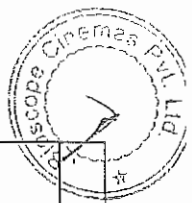


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

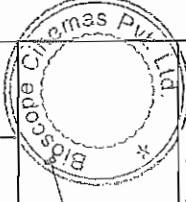
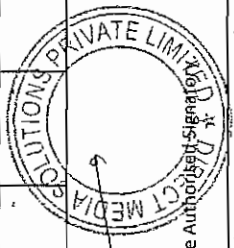
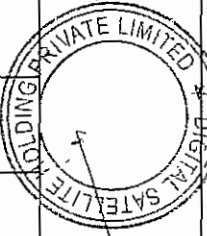
|                                                                                                      |                                                                                                                          |  |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--|
| <b>Name of the Target Company (TC)</b>                                                               | Siti Networks Limited (formerly known as Siti Cable Network Limited)                                                     |  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>                 | NSE / BSE                                                                                                                |  |
| <b>Date of Reporting</b>                                                                             | 16th December, 2016                                                                                                      |  |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b> | Bioscope Cinemas Private Limited<br>Digital Satellite Holdings Private Limited<br>Direct Media Solutions Private Limited |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)    | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3) |                                                                    |                                                           |              |                          |                                                     |              | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |  |
|-----------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|--|
|                                               | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation / release of encumbrance     | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital                                                                            |  |
| Bioscope Cinemas Pvt. Ltd.                    | 9,78,37,701                               | 12.32                    | 11.22                              | 6,30,04,335                             | 7.93                     | Creation                                    | 9-Dec-2016                                    | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 1,54,84,000  | 1.95                     | IDBI Trusteeship Services Limited                   | 7,84,88,335  | 9.88                                                                                                |  |
| Digital Satellite Holdings Pvt. Ltd.          | 7,13,69,898                               | 8.99                     | 8.19                               | 5,56,55,000                             | 7.01                     | Creation                                    | 9-Dec-2016                                    | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 1,57,14,000  | 1.98                     | IDBI Trusteeship Services Limited                   | 7,13,65,000  | 8.99                                                                                                |  |
| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000                              | 17.63                    | 16.06                              | 4,96,50,000                             | 6.25                     | Release                                     | 9-Dec-2016                                    | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 3,15,50,000  | 3.97                     | IDBI Trusteeship Services Limited                   | 1,81,00,000  | 2.28                                                                                                |  |
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285                               | 10.79                    | 9.83                               | 8,57,14,285                             | 10.79                    | -                                           | -                                             | -                                                                  | -                                                         | -            | -                        | -                                                   | 8,57,14,285  | 10.79                                                                                               |  |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000                               | 3.88                     | 3.53                               | 3,08,00,000                             | 3.88                     | -                                           | -                                             | -                                                                  | -                                                         | -            | -                        | -                                                   | 3,08,00,000  | 3.88                                                                                                |  |
| Essel Media Ventures Ltd                      | 9,00,00,000                               | 11.33                    | 10.32                              | -                                       | -                        | -                                           | -                                             | -                                                                  | -                                                         | -            | -                        | -                                                   | -            | -                                                                                                   |  |



|                         |             |      |      |   |   |   |   |   |   |
|-------------------------|-------------|------|------|---|---|---|---|---|---|
| Essel International Ltd | 4,70,13,828 | 5.92 | 5.39 | - | - | - | - | - | - |
| Ashok Mathai Kurien     | 10,21,000   | 0.13 | 0.12 | - | - | - | - | - | - |



Place : Mumbai  
Date : 16th December, 2016

Signature of the Authorised Signatory

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

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



## **promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

of

December 16, 2016

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

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

Dear Sir,

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

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

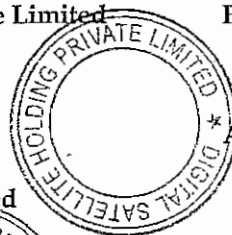
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

  
Authorised Signatory

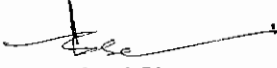


For Direct Media Solutions Private Limited

  
Authorised Signatory



For Bioscope Cinemas Private Limited

  
Authorised Signatory



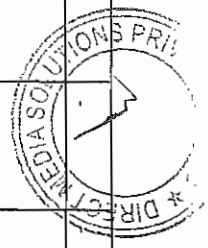
Encl: As above.

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

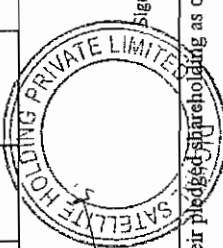

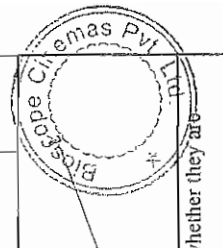
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

**Name of the Target Company (TC)**  
 Siti Networks Limited (formerly known as Siti Cable Network Limited)  
**Name of the stock exchanges where the shares of the target company are listed**  
 NSE / BSE  
**Date of Reporting**  
 16th December, 2016  
**Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released**  
 Bioscope Cinemas Private Limited  
 Digital Satellite Holdings Private Limited  
 Direct Media Solutions Private Limited

| Details creation of encumbrance :             |                                           |                          |                                    |                                         |                          |                                               |                                                      |                                                                    |                                                           |                                                                                                     |                          |                                                     |              |                          |
|-----------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|-----------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|
| Name of Promoter (s) or PACs with him (**)    | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                               | Details of Even pertaining to encumbrance (3)        |                                                                    |                                                           | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |                          |                                                     |              |                          |
|                                               | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/ release /invocation) | Date of creation /invocation /release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares                                                                                        | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                    | 9,78,37,701                               | 12.32                    | 11.22                              | 6,30,04,335                             | 7.93                     | Creation                                      | 9-Dec-2016                                           | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 1,54,84,000                                                                                         | 1.95                     | IDBI Trusteeship Services Limited                   | 7,84,88,335  | 9.88                     |
| Digital Satellite Holdings Pvt. Ltd.          | 7,13,69,898                               | 8.99                     | 8.19                               | 5,56,55,000                             | 7.01                     | Creation                                      | 9-Dec-2016                                           | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 1,57,14,000                                                                                         | 1.98                     | IDBI Trusteeship Services Limited                   | 7,13,69,000  | 8.99                     |
| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000                              | 17.63                    | 16.06                              | 4,96,50,000                             | 6.25                     | Release                                       | 9-Dec-2016                                           | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 3,15,50,000                                                                                         | 3.97                     | IDBI Trusteeship Services Limited                   | 1,81,00,000  | 2.28                     |
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285                               | 10.79                    | 9.83                               | 8,57,14,285                             | 10.79                    | -                                             | -                                                    | -                                                                  | -                                                         | -                                                                                                   | -                        | -                                                   | 8,57,14,285  | 10.79                    |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000                               | 3.88                     | 3.53                               | 3,08,00,000                             | 3.88                     | -                                             | -                                                    | -                                                                  | -                                                         | -                                                                                                   | -                        | -                                                   | 3,08,00,000  | 3.88                     |
| Essel Media Ventures Ltd                      | 9,00,00,000                               | 11.33                    | 10.32                              | -                                       | -                        | -                                             | -                                                    | -                                                                  | -                                                         | -                                                                                                   | -                        | -                                                   | -            | -                        |



|                         |             |      |      |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------------|-------------|------|------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Essel International Ltd | 4,70,13,828 | 5.92 | 5.39 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ashok Mathai Kuriel     | 10,21,000   | 0.13 | 0.12 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Signature of the Authorised Signatory

Place : Mumbai  
Date : 16th December, 2016

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

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

## **promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
irect: 022 -71061437

December 9, 2016

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

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

CONTENTS NOTIFIED

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

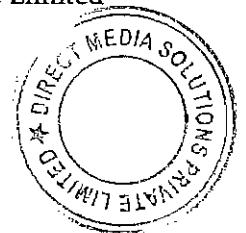
For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Limited

Authorised Signatory



Encl: As above.

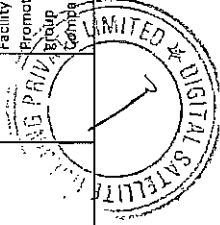
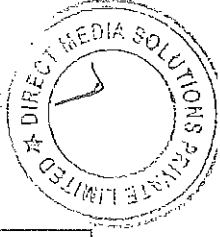
CC: Siti Networks Limited  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.

(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)

|                                                                                                    |                                                                                |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Networks Limited (formerly known as Siti Cable Network Limited)           |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE /BSE                                                                       |
| <b>Date of Reporting</b>                                                                           | 9th December, 2016                                                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Digital Satellite Holdings Pvt. Ltd.<br>Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

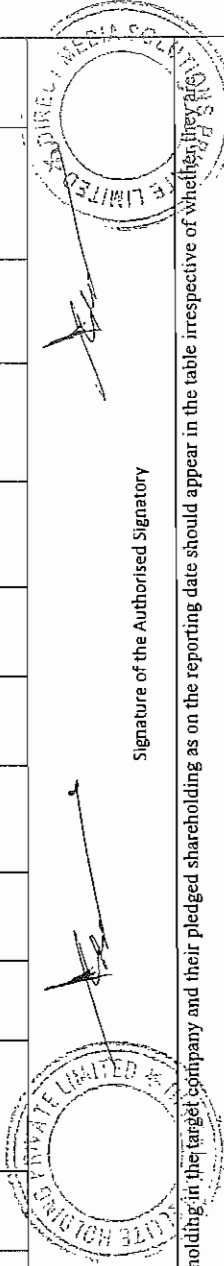
| Name of Promoter (s) or PACs with him (*) | Promoter Holding in the target company(1) |                          |                                   | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                                    |                                                                   |                         |              |                          | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |              |                          |
|-------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                           | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share Capital | Type of event (creation/release invocation)   | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                | 9,78,37,701                               | 12.32                    | 11.22                             | 6,30,04,335                             | 7.93                     | -                        | -                                             | -                                                  | -                                                                 | -                       | -            | -                        | -                                                                                                   | 6,30,04,335  | 7.93                     |
| Digital Satellite Holdings Pvt. Ltd.      | 7,13,69,898                               | 8.99                     | 8.19                              | 6,37,08,000                             | 8.02                     | Creation                 | 2-Dec-2016                                    | Pledge                                             | Collateral Pledge for Facility of Promoter group                  | 8.81                    | 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                     | Release                  | 2-Dec-2016                                    | Pledge                                             | Collateral Release for Facility of Promoter group                 | 8.81                    | 1,42,86,000  | 1.80                     | Bajaj Finance Limited                                                                               | 5,56,55,000  | 7.01                     |
| Direct Media Solutions Pvt. Ltd.          | 14,00,00,000                              | 17.63                    | 16.06                             | 6,05,64,800                             | 7.83                     | Release                  | 2-Dec-2016                                    | Pledge                                             | Collateral Release for Facility of Promoter group                 | 7.26                    | 29,14,800    | 0.37                     | JM Financial Products Limited                                                                       | 5,76,50,000  | 7.26                     |
| Direct Media Solutions Pvt. Ltd.          | 14,00,00,000                              | 17.63                    | 16.06                             | 5,76,50,000                             | 7.26                     | Release                  | 2-Dec-2016                                    | Pledge                                             | Collateral Release for Facility of Promoter group                 | 7.26                    | 80,00,000    | 1.01                     | IDBI Trusteeship Services Limited                                                                   | 4,95,50,000  | 6.25                     |



|                                               |             |       |       |             |       |   |   |   |   |   |   |             |       |
|-----------------------------------------------|-------------|-------|-------|-------------|-------|---|---|---|---|---|---|-------------|-------|
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285 | 10.79 | 9.83  | 8,57,14,285 | 10.79 | - | - | - | - | - | - | 8,57,14,285 | 10.79 |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000 | 3.88  | 3.53  | 3,08,00,000 | 3.88  | - | - | - | - | - | - | 3,08,00,000 | 3.88  |
| Essei Media Ventures Ltd                      | 9,00,00,000 | 11.33 | 10.32 | -           | -     | - | - | - | - | - | - | -           | -     |
| Essei International Ltd                       | 4,70,13,828 | 5.92  | 5.39  | -           | -     | - | - | - | - | - | - | -           | -     |
| Ashok Mathai Kurien                           | 10,21,000   | 0.13  | 0.12  | -           | -     | - | - | - | - | - | - | -           | -     |

Place : Mumbai  
Date : 9th December, 2016

Signature of the Authorised Signatory



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

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



## **promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

December 9, 2016

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

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

Dear Sir,

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

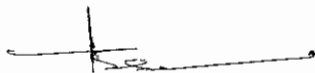
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,


For Digital Satellite Holdings Private Limited



Authorised Signatory



For Direct Media Solutions Private Limited

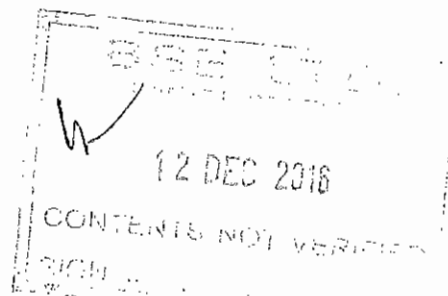


Authorised Signatory



Encl: As above.

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

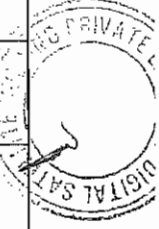


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                               |                                                                                |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                               | Siti Networks Limited (formerly known as Siti Cable Network Limited)           |
| Name of the stock exchanges where the shares of the target company are listed                 | NSE / BSE                                                                      |
| Date of Reporting                                                                             | 9th December, 2016                                                             |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released | Digital Satellite Holdings Pvt. Ltd.<br>Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

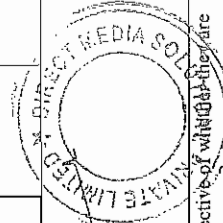
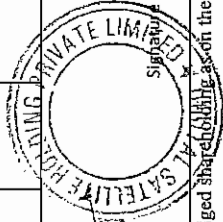
| Name of Promoter (s) or PACs with Altin (*) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                                      |                                                                    |                                                   |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |                          |
|---------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share Capital | Type of event (creation/release invocation)   | Date of creation invocation / release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                           | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                  | 9,78,37,701                               | 12.32                    | 11.22                              | 6,30,04,335                             | 7.93                     | 7.93                     | -                                             | -                                                    | -                                                                  | -                                                 | 6,30,04,335  | 7.93                     | -                                                                                                   | -            | 7.93                     |
| Digital Satellite Holdings Pvt. Ltd.        | 7,13,69,898                               | 8.99                     | 8.19                               | 6,37,08,000                             | 8.02                     | 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                     | 8.81                     | Release                                       | 2-Dec-2016                                           | Pledge                                                             | Collateral Release for Facility of Promoter group | 1,42,86,000  | 1.80                     | Bajaj Finance Limited                                                                               | 5,56,55,000  | 7.01                     |
| Direct Media Solutions Pvt. Ltd.            | 14,00,00,000                              | 17.63                    | 16.06                              | 6,05,64,800                             | 7.63                     | 7.63                     | Release                                       | 2-Dec-2016                                           | Pledge                                                             | Collateral Release for Facility of Promoter group | 29,14,800    | 0.37                     | JM Financial Products Limited                                                                       | 5,75,50,000  | 7.26                     |
| Direct Media Solutions Pvt. Ltd.            | 14,00,00,000                              | 17.63                    | 16.06                              | 5,75,50,000                             | 7.26                     | 7.26                     | Release                                       | 2-Dec-2016                                           | Pledge                                                             | Collateral Release for Facility of Promoter group | 80,00,000    | 1.01                     | IDBI Trusteeship Services Limited                                                                   | 4,95,50,000  | 6.25                     |



|                                               |             |       |       |             |       |   |   |   |   |   |             |       |
|-----------------------------------------------|-------------|-------|-------|-------------|-------|---|---|---|---|---|-------------|-------|
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285 | 10.79 | 9.83  | 8,57,14,285 | 10.79 | - | - | - | - | - | 8,57,14,285 | 10.79 |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000 | 3.88  | 3.53  | 3,08,00,000 | 3.88  | - | - | - | - | - | 3,08,00,000 | 3.88  |
| Essel Media Ventures Ltd                      | 9,00,00,000 | 11.33 | 10.32 | -           | -     | - | - | - | - | - | -           | -     |
| Essel International Ltd                       | 4,70,13,828 | 5.92  | 5.39  | -           | -     | - | - | - | - | - | -           | -     |
| Ashok Maithal Kurien                          | 10,21,000   | 0.13  | 0.12  | -           | -     | - | - | - | - | - | -           | -     |

Place : Mumbai  
Date : 9th December, 2016

Signature of the Authorised Signatory



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

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

## **promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# 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

December 2, 2016

✓ BSE Limited

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

National Stock Exchange of India Limited

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

Dear Sir,

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

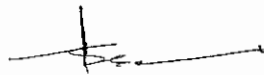
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,

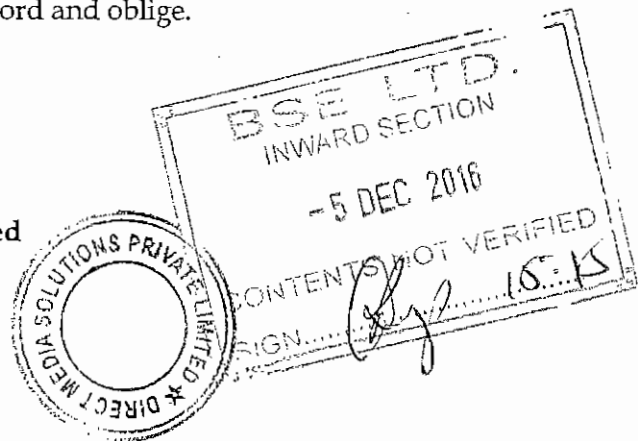
For Direct Media Solutions Private Limited



Authorised Signatory

Encl: As above.

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



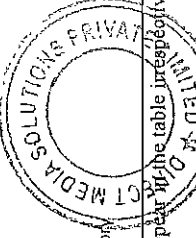
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |                                                                      |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| 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                                                                           | 2nd December, 2016                                                   |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions Private Limited                               |

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                             |                                                    |                                                                   | Details of Even pertaining to encumbrance (3)             |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital                | Type of event (creation/release/invocation) | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                        | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 8,28,51,529                               | 10.43                    | 9.50                               | 6,30,04,335  | 7.93                                    | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | 6,30,04,335                                         | 7.93                                                                                                |                          |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.99                     | 8.19                               | 6,37,08,000  | 8.02                                    | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | 6,37,08,000                                         | 8.02                                                                                                |                          |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.63                    | 16.06                              | 7,33,14,800  | 9.23                                    | Release                                     | 29-Nov-2016                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 1,72,00,000  | 2.17                     | ECL Finance Limited                                 | 5,61,14,800                                                                                         | 7.07                     |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.63                    | 15.05                              | 5,61,14,800  | 7.07                                    | Creation                                    | 29-Nov-2016                                        | Pledge                                                            | Collateral Pledges for Facility of Promoter group Company | 1,72,00,000  | 2.17                     | ECL Finance Limited                                 | 7,33,14,800                                                                                         | 9.23                     |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.53                    | 15.06                              | 7,33,14,800  | 9.23                                    | Release                                     | 30-Nov-2016                                        | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 52,50,000    | 0.66                     | ECL Finance Limited                                 | 6,80,64,800                                                                                         | 8.57                     |



| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000 | 17.63 | 16.06 | 5,80,64,800 | 8.57  | Release | 1-Dec-2016 | Pledge | Collateral Release for Facility of Promoter group Company | 75,00,000 | 0.94 | 5TCI Finance Limited | 6,05,64,800 | 7.63  |
|-----------------------------------------------|--------------|-------|-------|-------------|-------|---------|------------|--------|-----------------------------------------------------------|-----------|------|----------------------|-------------|-------|
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285  | 10.79 | 9.83  | 8,57,14,285 | 10.79 | -       | -          | -      | -                                                         | -         | -    | -                    | 8,57,14,285 | 10.79 |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000  | 3.88  | 3.53  | 3,08,00,000 | 3.88  | -       | -          | -      | -                                                         | -         | -    | -                    | 3,08,00,000 | 3.88  |
| Essel Media Ventures Ltd                      | 10,00,00,000 | 12.59 | 11.47 | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |
| Essel International Ltd                       | 5,20,00,000  | 6.55  | 5.96  | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |
| Ashok Mathai Kurien                           | 10,21,000    | 0.13  | 0.12  | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |



*[Handwritten Signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 2nd December, 2016

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

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



## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 02/12/2016 20:26  
**To:** 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE 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.

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

December 2, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Authorised Signatory



Encl: As above.

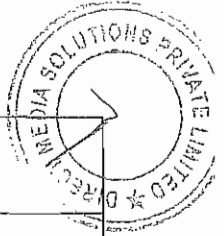
CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013

(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)

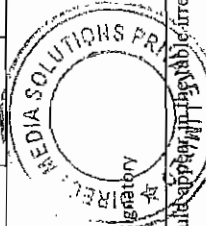
|                                                                                               |  |                                                                      |  |
|-----------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------|--|
| 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                                                                             |  | 2nd December, 2016                                                   |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released |  | Direct Media Solutions Private Limited                               |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                              |                                                    | Details of Even pertaining to encumbrance (3)                      |                                                           |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]} |              |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|----------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|--------------------------------------------------------------------------------|--------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/rel ease invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                            | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 8,28,51,529                               | 10.43                    | 9.50                               | 6,30,04,335                             | 7.93                     | -                                            | -                                                  | -                                                                  | -                                                         | -            | -                        | 6,30,04,335                                                                    | 7.93         |                          |
| Digital Satellite Holdings Pvt. Ltd.       | 7,13,69,898                               | 8.99                     | 8.19                               | 6,37,08,000                             | 8.02                     | -                                            | -                                                  | -                                                                  | -                                                         | -            | -                        | 6,37,08,000                                                                    | 8.02         |                          |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.63                    | 16.06                              | 7,33,14,800                             | 9.23                     | Release                                      | 29-Nov-2016                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 1,72,00,000  | 2.17                     | ECL Finance Limited                                                            | 5,61,14,800  | 7.07                     |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.63                    | 16.06                              | 5,64,14,800                             | 7.07                     | Creation                                     | 29-Nov-2016                                        | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 1,72,00,000  | 2.17                     | ECL Finance Limited                                                            | 7,33,14,800  | 9.23                     |
| Direct Media Solutions Pvt. Ltd.           | 14,00,00,000                              | 17.63                    | 16.06                              | 7,33,14,800                             | 9.23                     | Release                                      | 30-Nov-2016                                        | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 52,50,000    | 0.66                     | ECL Finance Limited                                                            | 5,80,64,800  | 8.37                     |



| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000 | 17.63 | 16.06 | 6,80,64,800 | 8.57  | Release | 1-Dec-2016 | Pledge | Collateral Release for Facility of Promoter group Company | 75,00,000 | 0.94 | STCI Finance Limited | 6,05,64,800 | 7.63  |
|-----------------------------------------------|--------------|-------|-------|-------------|-------|---------|------------|--------|-----------------------------------------------------------|-----------|------|----------------------|-------------|-------|
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285  | 10.79 | 9.83  | 8,57,14,285 | 10.79 | -       | -          | -      | -                                                         | -         | -    | -                    | 8,57,14,285 | 10.79 |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000  | 3.88  | 3.53  | 3,08,00,000 | 3.88  | -       | -          | -      | -                                                         | -         | -    | -                    | 3,08,00,000 | 3.88  |
| Essel Media Ventures Ltd                      | 10,00,00,000 | 12.59 | 11.47 | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |
| Essel International Ltd                       | 5,20,00,000  | 6.55  | 5.96  | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |
| Ashok Mathai Kurien                           | 10,21,000    | 0.13  | 0.12  | -           | -     | -       | -          | -      | -                                                         | -         | -    | -                    | -           | -     |



Signature of the Authorised Signatory

Place : Mumbai  
Date : 2nd December, 2016

(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear applicable irrespective of whether they are reporting on the date of event or not.  
(\* ) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

## **promoters**

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 02/12/2016 20:27  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** DISCLOSURE 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.

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

August 12, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

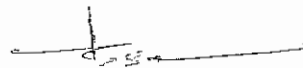
For Digital Satellite Holdings Private Limited



Authorised Signatory



For Direct Media Solutions Private Limited



Authorised Signatory



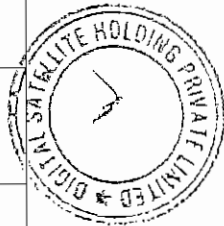
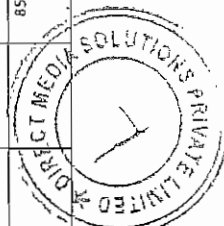
Encl: As above.

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

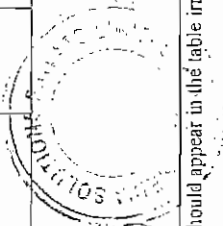
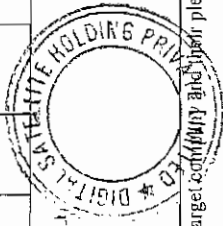
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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

| Details creation of encumbrance :          |                                           | Details of Even pertaining to encumbrance (3) |                                         |                          |                                     |                                                        |                                               |                                                                    |                                                           |                                         |                          |              |                          |
|--------------------------------------------|-------------------------------------------|-----------------------------------------------|-----------------------------------------|--------------------------|-------------------------------------|--------------------------------------------------------|-----------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------|--------------------------|--------------|--------------------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                                               | Promoter holding already encumbered (2) |                          |                                     | Type of encumbrance                                    |                                               |                                                                    |                                                           | Post event holding of encumbered shares |                          |              |                          |
|                                            | No of Shares                              | % of total share Capital                      | No of Shares                            | % of total share Capital | % w.r.t. diluted share capital (**) | Date of creation / invocation / release of encumbrance | Type of event (creation/release / invocation) | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares                            | % of total share capital | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 728,51,529                                | 9.17                                          | 475,60,000                              | 5.99                     | 8.36                                | -                                                      | -                                             | -                                                                  | -                                                         | -                                       | -                        | 475,60,000   | 5.99                     |
| Digital Satellite Holdings Pvt. Ltd.       | 713,69,898                                | 8.99                                          | 656,08,000                              | 8.25                     | 8.19                                | 04-08-2016                                             | Release                                       | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 19,00,000                               | 0.24                     | 637,08,000   | 8.02                     |
| Direct Media Solutions Pvt. Ltd.           | 1,400,00,000                              | 17.63                                         | 739,64,800                              | 9.31                     | 16.26                               | 05-08-2016                                             | Release                                       | Pledge                                                             | Collateral Release for Facility of Promoter group Company | 6,50,000                                | 0.08                     | 733,14,800   | 9.23                     |
| Direct Media & Cable Pvt. Ltd.             | 857,14,285                                | 10.79                                         | 857,14,285                              | 10.79                    | 9.83                                | -                                                      | -                                             | -                                                                  | -                                                         | -                                       | -                        | 857,14,285   | 10.79                    |



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



*[Signature]*

*[Signature]*

Place : Mumbai  
Date : 12th August, 2016

Signature of the Authorised Signatory

(\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.  
 (\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.



**promoters**

---

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

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

August 12, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

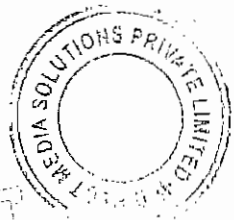
For Digital Satellite Holdings Private Limited

Authorised Signatory



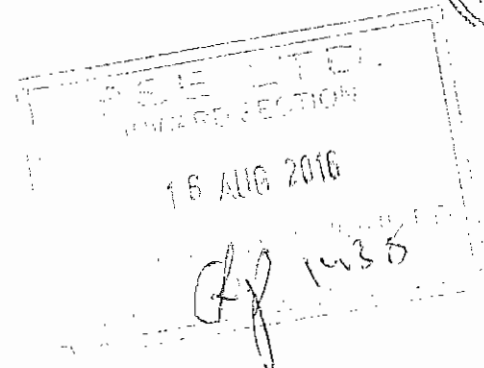
For Direct Media Solutions Private Limited

Authorised Signatory



Encl: As above.

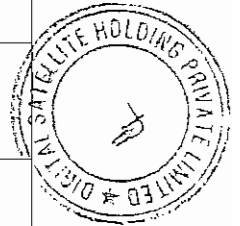
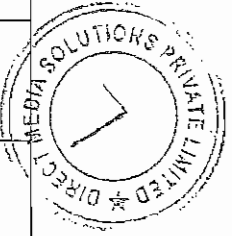
CC: Siti Networks Ltd  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
. Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.



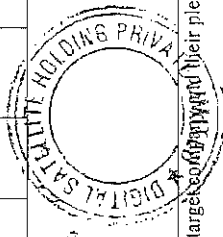
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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

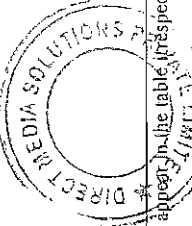
| Details creation of encumbrance :          |                                            |                          |                                    |                                         |                          |                                             |                                                    |                                                                   |                                                           |              |                          |                                                     |                                                                                                      |                          |
|--------------------------------------------|--------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company (1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                   |                                                           |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/ release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|                                            | No of Shares                               | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                         | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                 | 728,51,529                                 | 9.17                     | 8.36                               | 475,60,000                              | 5.99                     | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                   | 475,60,000                                                                                           | 5.99                     |
| Digital Satellite Holdings Pvt. Ltd.       | 713,69,898                                 | 8.99                     | 8.19                               | 656,08,000                              | 8.26                     | Release                                     | 04-08-2016                                         | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 19,00,000    | 0.24                     | IL & FS Securities Limited                          | 657,08,000                                                                                           | 8.02                     |
| Direct Media Solutions Pvt. Ltd.           | 1400,00,000                                | 17.63                    | 16.06                              | 739,64,800                              | 9.31                     | Release                                     | 05-08-2016                                         | Pledge                                                            | Collateral Release for Facility of Promoter group Company | 6,50,000     | 0.08                     | Axis Finance Limited                                | 733,14,800                                                                                           | 9.23                     |
| Direct Media & Cable Pvt. Ltd.             | 857,14,285                                 | 10.79                    | 9.83                               | 857,14,285                              | 10.79                    | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                   | 857,14,285                                                                                           | 10.79                    |



|                                               | 308,00,000  | 3.68  | 3.53  | 308,00,000 | 3.68 |  |  |  |  |  | 308,00,000 | 3.00 |
|-----------------------------------------------|-------------|-------|-------|------------|------|--|--|--|--|--|------------|------|
| Digital Satellite Media & Broadband Pvt. Ltd. |             |       |       |            |      |  |  |  |  |  |            |      |
| Essel Media Ventures Ltd                      | 1000,00,000 | 12.59 | 11.47 |            |      |  |  |  |  |  |            |      |
| Essel International Ltd                       | 620,00,000  | 7.61  | 7.11  |            |      |  |  |  |  |  |            |      |
| Ashok Mathai Kurien                           | 10,21,000   | 0.13  | 0.12  |            |      |  |  |  |  |  |            |      |



Signature of the Authorised Signatory



Signature of the Authorised Signatory

Place : Mumbai  
Date : 12th August, 2016

(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.  
 (\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2016. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

**promoters**

---

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

June 17, 2016

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

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

Dear Sir,

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

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

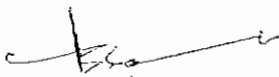
Request you to kindly take the same on record and oblige.

Thanking you,

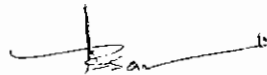
Yours faithfully,

For Bioscope Cinemas Private Limited

For Direct Media Solutions Private Limited



Authorised Signatory



Authorised Signatory



Encl: As above.

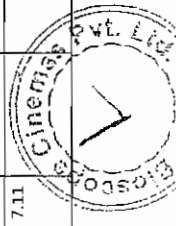
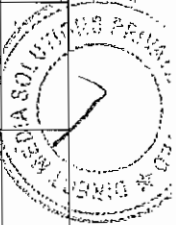
CC: Siti Cable Network Ltd  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.

(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 Cable Network Limited                                                 |  |
| Name of the stock exchanges where the shares of the target company are listed                 |  | NSE / BSE                                                                  |  |
| Date of Reporting                                                                             |  | 17th June, 2016                                                            |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released |  | Bioscope Cinemas Private Limited<br>Direct Media Solutions Private Limited |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)    | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                                     | Details of Even pertaining to encumbrance (3)                      |                                                           |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |                          |
|-----------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                               | No of Shares                              | % of total share Capital | % w.t.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release/invocation) | Date of creation/invocation/ release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Bioscope Cinemas Pvt. Ltd.                    | 7,28,51,529                               | 9.17                     | 8.36                               | 2,99,10,000                             | 3.77                     | Creation                                    | 9-Jun-2016                                          | Pledge                                                             | Collateral Pledge for Facility of Promoter group Company  | 57,50,000    | 0.72                     | IDBI Trusteeship Services Limited                                                                   | 3,56,60,000  | 4.49                     |
| Digital Satellite Holdings Pvt. Ltd.          | 7,13,69,898                               | 8.99                     | 8.19                               | 6,56,08,000                             | 8.26                     | -                                           | -                                                   | -                                                                  | -                                                         | -            | -                        | -                                                                                                   | 6,56,08,000  | 8.26                     |
| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000                              | 17.63                    | 16.06                              | 7,69,64,800                             | 9.69                     | Release                                     | 14-Jun-2016                                         | Pledge                                                             | Collateral Release for Facility of Promoter Group Company | 30,00,000    | 0.38                     | ECL Finance Limited                                                                                 | 7,39,64,800  | 9.31                     |
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285                               | 10.79                    | 9.83                               | 8,57,14,285                             | 10.79                    | -                                           | -                                                   | -                                                                  | -                                                         | -            | -                        | -                                                                                                   | 8,57,14,285  | 10.79                    |
| Digital Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000                               | 3.88                     | 3.53                               | 3,08,00,000                             | 3.88                     | -                                           | -                                                   | -                                                                  | -                                                         | -            | -                        | -                                                                                                   | 3,08,00,000  | 3.88                     |
| Essel Media Ventures Ltd                      | 10,00,00,000                              | 12.59                    | 11.47                              | -                                       | -                        | -                                           | -                                                   | -                                                                  | -                                                         | -            | -                        | -                                                                                                   | -            | -                        |
| Essel International Ltd                       | 6,20,00,000                               | 7.81                     | 7.11                               | -                                       | -                        | -                                           | -                                                   | -                                                                  | -                                                         | -            | -                        | -                                                                                                   | -            | -                        |







Promoters

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 17/06/2016 17:21  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** NSE Disclosure - Bioscope DMSPL - DISH.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 Cable Network Ltd. from Bioscope Cinemas Pvt. Ltd. and Direct Media Solutions Pvt. Ltd.

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

June 17, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

**For Bioscope Cinemas Private Limited**

**Authorised Signatory**

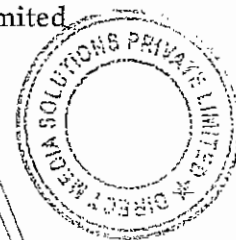
**Encl:** As above.

**CC:** Siti Cable Network Ltd  
4<sup>th</sup> Floor, Madhu Industrial Estate,  
Pandurang Budhkar Marg, Worli,  
Mumbai - 400013.



**For Direct Media Solutions Private Limited**

**Authorised Signatory**

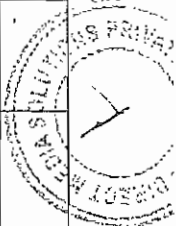


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |                                                                            |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                             | Siti Cable Network Limited                                                 |
| Name of the stock exchanges where the shares of the target company are listed               | NSE /BSE                                                                   |
| Date of Reporting                                                                           | 17th June, 2016                                                            |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Bioscope Cinemas Private Limited<br>Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)    | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                                    |                                                                            |                                                           |              |                          |                                                     | Post event holding of encumbered shares<br>{(2)+(3)}/release {(2)-(3)}/ invocation{(2)-(3)} |              |
|-----------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|----------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|---------------------------------------------------------------------------------------------|--------------|
|                                               | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share Capital | Type of event (creation/release invocation)   | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/hypothecation non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                             | No of Shares |
| Bioscope Cinemas Pvt. Ltd.                    | 7,28,51,529                               | 9.17                     | 8.36                               | 2,99,10,000                             | 3.77                     |                          | Creation                                      | 9-Jun-2016                                         | Pledge                                                                     | Collateral Pledge for Facility of Promoter group Company  | 57,50,000    | 0.72                     | IDBI Trusteeship Services Limited                   | 3,56,60,000                                                                                 | 4.49         |
| Digital.Satellite Holdings Pvt. Ltd.          | 7,13,69,898                               | 8.99                     | 8.19                               | 6,56,08,000                             | 8.26                     |                          | -                                             | -                                                  | -                                                                          | -                                                         | -            | -                        | -                                                   | 6,56,08,000                                                                                 | 8.26         |
| Direct Media Solutions Pvt. Ltd.              | 14,00,00,000                              | 17.63                    | 16.06                              | 7,69,64,800                             | 9.69                     |                          | Release                                       | 14-Jun-2016                                        | Pledge                                                                     | Collateral Release for Facility of Promoter group Company | 30,00,000    | 0.38                     | ECL Finance Limited                                 | 7,39,64,800                                                                                 | 9.31         |
| Direct Media & Cable Pvt. Ltd.                | 8,57,14,285                               | 10.79                    | 9.83                               | 8,57,14,285                             | 10.79                    |                          | -                                             | -                                                  | -                                                                          | -                                                         | -            | -                        | -                                                   | 8,57,14,285                                                                                 | 10.79        |
| Digital.Satellite Media & Broadband Pvt. Ltd. | 3,08,00,000                               | 3.88                     | 3.53                               | 3,08,00,000                             | 3.88                     |                          | -                                             | -                                                  | -                                                                          | -                                                         | -            | -                        | -                                                   | 3,08,00,000                                                                                 | 3.88         |
| Essel Media Ventures Ltd                      | 10,00,00,000                              | 12.59                    | 11.47                              | -                                       | -                        |                          | -                                             | -                                                  | -                                                                          | -                                                         | -            | -                        | -                                                   | -                                                                                           | -            |
| Essel International Ltd                       | 6,20,00,000                               | 7.81                     | 7.11                               | -                                       | -                        |                          | -                                             | -                                                  | -                                                                          | -                                                         | -            | -                        | -                                                   | -                                                                                           | -            |





Promoters

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 17/06/2016 17:19  
**To:** 'corp.compliance@bseindia.com'; 'corp.relations@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** BSE Disclosure - Bioscope DMSPL - DISH.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 Cable Network Ltd. from Bioscope Cinemas 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

May 5, 2016

**BSE Limited**

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

✓ **National Stock Exchange of India Limited**

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

Dear Sir,

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

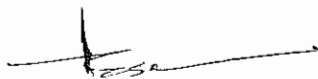
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,

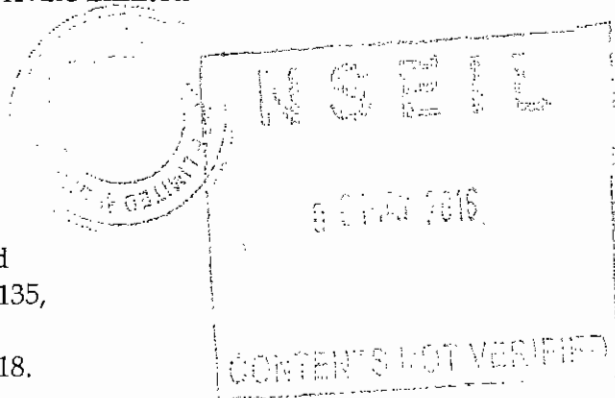
**For Direct Media Solutions Private Limited**



**Authorised Signatory**

**Encl:** As above.

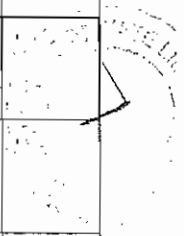
**CC:** Siti Cable Network Ltd  
Continental Building, 135,  
Dr. A. B. Road,  
Worli, Mumbai - 400018.



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


|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE /BSE                               |
| <b>Date of Reporting</b>                                                                           | 5th May, 2016                          |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |


| Details creation of encumbrance :               |                                           |                          |                                   |                                         |                          |                          |                                                     |              |                          |                                                          |                                                                    |                                                                                                     |                                                      |                                              |       |
|-------------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|----------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------|----------------------------------------------|-------|
| Name of Promoter (s) or PACs with him (**)      | Promoter Holding in the target company(1) |                          |                                   | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3)       |              |                          |                                                          |                                                                    | Post event holding of encumbered shares (Creation {(2)+{3}}/release {(2)-{3}}/ invocation{(2)-(3)}) |                                                      |                                              |       |
|                                                 | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share Capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital | Reasons for encumbrance                                  | Type of encumbrance (pledge/lien/non disposal/underwriting /other) |                                                                                                     | Date of creation /invocation /release of encumbrance | Type of event (creation/release /invocation) |       |
| Bioscope Cinemas Private Ltd                    | 5,06,70,529                               | 6.38                     | N. A.                             | 2,99,10,000                             | 3.77                     | -                        | -                                                   | -            | -                        | -                                                        | -                                                                  | -                                                                                                   | -                                                    | 2,99,10,000                                  | 3.77  |
| Digital Satellite Holdings Private Ltd          | 7,13,69,898                               | 8.99                     | N. A.                             | 6,56,08,000                             | 8.26                     | -                        | -                                                   | -            | -                        | -                                                        | -                                                                  | -                                                                                                   | -                                                    | 6,56,08,000                                  | 8.26  |
| Direct Media Solutions Pvt. Ltd.                | 14,00,00,000                              | 17.63                    | N. A.                             | 7,55,34,800                             | 9.51                     | 0.18                     | JM Financial Products Limited                       | 14,30,000    | 0.18                     | Collateral Pledge for Facility of Promoter group Company | Pledge                                                             | 28.04.2016                                                                                          | Creation                                             | 7,69,64,800                                  | 9.69  |
| Direct Media & Cable Private Limited            | 8,57,14,285                               | 10.79                    | N. A.                             | 8,57,14,285                             | 10.79                    | -                        | -                                                   | -            | -                        | -                                                        | -                                                                  | -                                                                                                   | -                                                    | 8,57,14,285                                  | 10.79 |
| Digital Satellite Media & Broadband Private Ltd | 3,08,00,000                               | 3.88                     | N. A.                             | -                                       | -                        | -                        | -                                                   | -            | -                        | -                                                        | -                                                                  | -                                                                                                   | -                                                    | -                                            | -     |
| Essel Media Ventures Ltd                        | 11,64,31,000                              | 14.66                    | N. A.                             | -                                       | -                        | -                        | -                                                   | -            | -                        | -                                                        | -                                                                  | -                                                                                                   | -                                                    | -                                            | -     |



|                         |             |      |       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------------|-------------|------|-------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Essel International Ltd | 6,77,50,000 | 8.53 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ashok Mathai Kurien     | 10,21,000   | 0.13 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Place : Mumbai  
Date : 5th May, 2016

  
Signature of the Authorised Signatory



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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under 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:** 05/05/2016 19:28  
**To:** 'takeover@nse.co.in'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** NSE Disclosure - DMSPL - Siti.pdf

Dear Sir/ Madam,

Please find attached disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011 for creation of encumbrance of the equity shares of Siti Cable Network Ltd. from 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

May 5, 2016

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

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

Dear Sir,

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

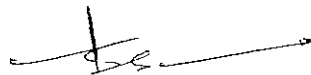
With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please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

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

Thanking you,

Yours faithfully,

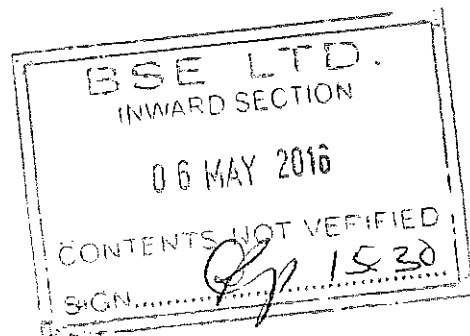
For Direct Media Solutions Private Limited



Authorised Signatory

Encl: As above.

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



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

|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                              |
| <b>Date of Reporting</b>                                                                           | 5th May, 2016                          |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**)      | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                                      |                                          |                                                                    | Details of Even pertaining to encumbrance (3)             |              |                          |                                                     | Post event holding of encumbered shares<br>{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/rate release of encumbrance) | Date of creation /release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                             | No of Shares |
| Bioscope Cinemas Private Ltd                    | 5,06,70,529                               | 6.38                     | N. A.                              | 2,99,10,000  | 3.77                                    | -                                                    | -                                        | -                                                                  | -                                                         | -            | -                        | -                                                   | 2,99,10,000                                                                                                 | 3.77         |
| Digital Satellite Holdings Private Ltd          | 7,13,69,898                               | 8.99                     | N. A.                              | 6,56,08,000  | 8.26                                    | -                                                    | -                                        | -                                                                  | -                                                         | -            | -                        | -                                                   | 6,56,08,000                                                                                                 | 8.26         |
| Direct Media Solutions Pvt. Ltd.                | 14,00,00,000                              | 17.63                    | N. A.                              | 7,55,34,800  | 9.51                                    | Creation                                             | 28.04.2016                               | Pledge                                                             | Collateral pledge for Facility of Promoter group Company. | 14,30,000    | 0.18                     | JM Financial Products Limited                       | 7,69,64,800                                                                                                 | 9.69         |
| Direct Media & Cable Private Limited            | 8,57,14,285                               | 10.79                    | N. A.                              | 8,57,14,285  | 10.79                                   | -                                                    | -                                        | -                                                                  | -                                                         | -            | -                        | -                                                   | 8,57,14,285                                                                                                 | 10.79        |
| Digital Satellite Media & Broadband Private Ltd | 3,08,00,000                               | 3.88                     | N. A.                              | -            | -                                       | -                                                    | -                                        | -                                                                  | -                                                         | -            | -                        | -                                                   | -                                                                                                           | -            |
| Essel Media Ventures Ltd                        | 11,64,31,000                              | 14.66                    | N. A.                              | -            | -                                       | -                                                    | -                                        | -                                                                  | -                                                         | -            | -                        | -                                                   | -                                                                                                           | -            |





Promoters

---

**From:** promoters <promoters@esselgroup.com>  
**Sent:** 05/05/2016 19:27  
**To:** 'corp.relations@bseindia.com'; 'corp.compliance@bseindia.com'  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** BSE Disclosure - DMSPL - Siti.pdf

Dear Sir/ Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -71061437

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

April 6, 2016

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001

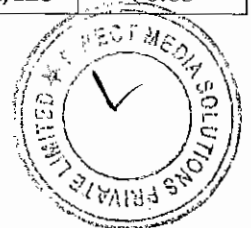
✓ National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

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

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

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



# 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

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

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

Thanking you.

Yours faithfully,  
For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

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

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

**Part-A- Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                               |                                                          |                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                          | Siti Cable Network Limited                                    |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                                   | 1. BSE Limited<br>2. National Stock Exchange of India Limited |                                                          |                                                   |
| 3. Particulars of the shareholder(s):<br><br>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.<br><br>or<br><br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | Direct Media Solutions Private Limited                        |                                                          |                                                   |
| 4. Particulars of the shareholding of persons(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                                     | Number of Shares                                              | % w.r.t .total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31 <sup>st</sup> 2016, holding of:                                                                                                                                                                                                                                                                                                                                                                                              |                                                               |                                                          |                                                   |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                                                                   | 14,00,00,000                                                  | 17.63                                                    | 16.06                                             |
| 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                                                |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>14,00,00,000</b>                                           | <b>17.63</b>                                             | <b>16.06</b>                                      |



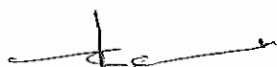


Part-B\*\*

Name of the Target Company: Siti Cable Network Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the Person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| <b>Promoters</b>                                                          |                                                        |                            |
| 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                 |
| <b>PACs</b>                                                               |                                                        |                            |
| 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.

## **promoters**

---

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

Dear Sir,

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

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

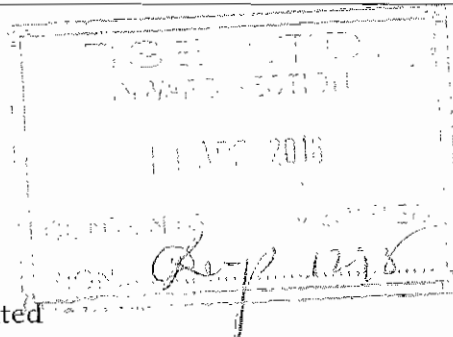
| <b>Sr. No.</b> | <b>Name of the Promoter</b>                         | <b>Number of Shares</b> | <b>% of total share capital</b> | <b>Number of Convertible Securities</b> | <b>% of total diluted share capital</b> |
|----------------|-----------------------------------------------------|-------------------------|---------------------------------|---------------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

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

April 6, 2016

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



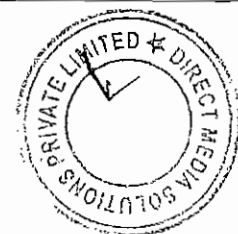
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

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

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

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



# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

---

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

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

Thanking you.

Yours faithfully,  
For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

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

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

**Part-A- Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                               |                                                          |                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                          | Siti Cable Network Limited                                    |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                                   | 1. BSE Limited<br>2. National Stock Exchange of India Limited |                                                          |                                                   |
| 3. Particulars of the shareholder(s):<br><br>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.<br><br>or<br><br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | Direct Media Solutions Private Limited                        |                                                          |                                                   |
| 4. Particulars of the shareholding of persons(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                                     | Number of Shares                                              | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31 <sup>st</sup> 2016, holding of:                                                                                                                                                                                                                                                                                                                                                                                              |                                                               |                                                          |                                                   |
| a) Shares                                                                                                                                                                                                                                                                                                                                                                                                                                   | 14,00,00,000                                                  | 17.63                                                    | 16.06                                             |
| 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                                                |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>14,00,00,000</b>                                           | <b>17.63</b>                                             | <b>16.06</b>                                      |

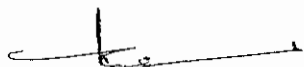


Part-B\*\*

Name of the Target Company: Siti Cable Network Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the Person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| <b>Promoters</b>                                                          |                                                        |                            |
| 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                 |
| <b>PACs</b>                                                               |                                                        |                            |
| 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.

Promoters

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

Dear Sir,

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

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

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

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.

OK

Date:31.03.2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

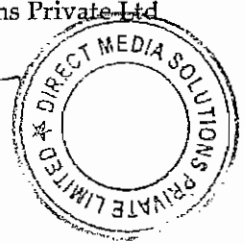
For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

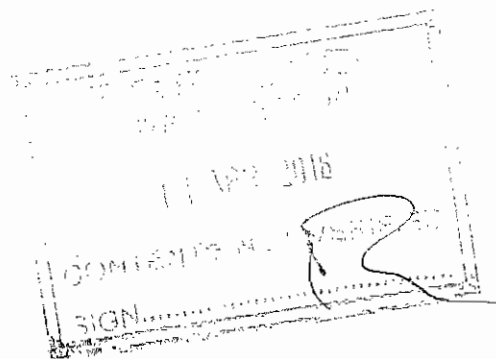
Authorised Signatory



For Bioscope Cinemas Private Limited

Authorised Signatory

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



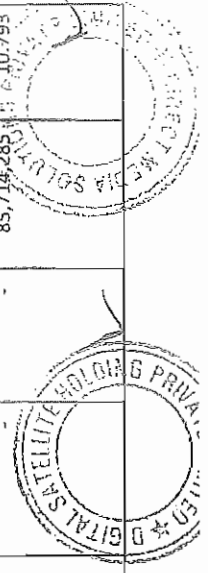


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

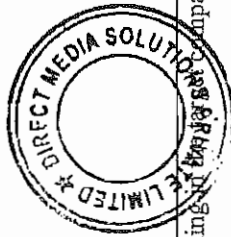
|                                                                                                    |                                                                            |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited                                                 |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE/BSE                                                                    |
| <b>Date of Reporting</b>                                                                           | 31.03.2016                                                                 |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Pvt. Ltd.<br>Digital Satellite Holdings Private Ltd |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3) |                                                                   |                                                           |              |                          |                                                     | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]) |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation /release of encumbrance      | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                        | % of total share capital |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.380                    | N. A.                              | 29,910,000                              | 3.77                     | -                                           | -                                             | -                                                                 | -                                                         | -            | -                        | -                                                   | 29,910,000                                                                                          | 3.766                    |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 8.987                    | N. A.                              | 51,322,000                              | 6.46                     | Creation                                    | 28.03.2016                                    | Pledge                                                            | Collateral release for Facility of Promoter group Company | 14,286,000   | 1.80                     | Bajaj Finance Ltd                                   | 65,608,000                                                                                          | 8.261                    |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 17.629                   | N. A.                              | 75,665,000                              | 9.53                     | Release                                     | 23.03.2016                                    | Pledge                                                            | Collateral release for Facility of Promoter group Company | 130,200      | 0.016                    | JM Finance Products Limited                         | 75,534,800                                                                                          | 9.511                    |
| Direct Media & Cable Private Limited       | 85,714,285                                | 10.793                   | N. A.                              | 85,714,285                              | 10.79                    | -                                           | -                                             | -                                                                 | -                                                         | -            | -                        | -                                                   | 85,714,285                                                                                          | 10.793                   |



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



*[Signature]*

*[Signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 31.03.2016

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

## Promoters

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi .  
Direct: 022 -24831437

Date:31.03.2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory

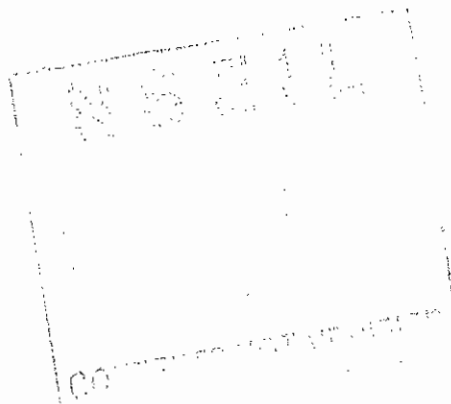


For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

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

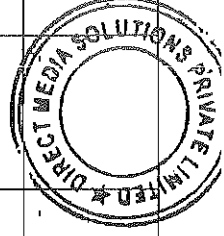


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |  |                                                                            |  |
|---------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------|--|
| Name of the Target Company (TC)                                                             |  | Siti Cable Network Limited                                                 |  |
| Name of the stock exchanges where the shares of the target company are listed               |  | NSE / BSE                                                                  |  |
| Date of Reporting                                                                           |  | 31.03.2016                                                                 |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released |  | Direct Media Solutions Pvt. Ltd.<br>Digital Satellite Holdings Private Ltd |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                     |                                                           |              |                          |                                                     |              | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares |                                                                                                     |
| Bioscope Cinemas Private.Ltd               | 50,670,529                                | 6.380                    | N. A.                              | 29,910,000                              | 3.77                     | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                   | 29,910,000   | 3.766                                                                                               |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 8.987                    | N. A.                              | 51,322,000                              | 6.46                     | Creation                                    | 28.03.2016                                         | Pledge                                                            | Collateral release for Facility of Promoter group Company | 14,286,000   | 1.80                     | Bajaj Finance Ltd                                   | 65,608,000   | 8.261                                                                                               |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 17.629                   | N. A.                              | 75,665,000                              | 9.53                     | Release                                     | 23.03.2016                                         | Pledge                                                            | Collateral release for Facility of Promoter group Company | 130,200      | 0.016                    | JM Finance Products Limited                         | 75,534,800   | 9.511                                                                                               |
| Direct Media & Cable Private Limited       | 85,714,285                                | 10.793                   | N. A.                              | 85,714,285                              | 10.79                    | -                                           | -                                                  | -                                                                 | -                                                         | -            | -                        | -                                                   | 85,714,285   | 10.793                                                                                              |



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



*[Handwritten signature]*

*[Handwritten signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 31.03.2016

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

## Promoters

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

o/c

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

---

March 18, 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

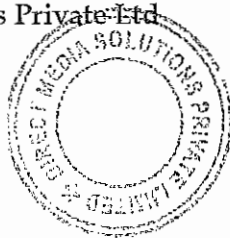
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

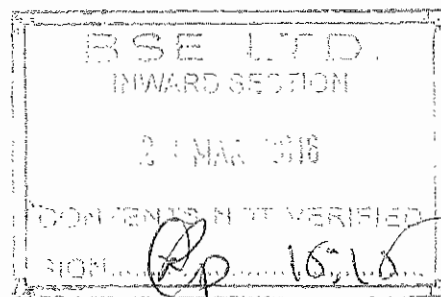
Yours faithfully,

For Direct Media Solutions Private Ltd



Authorised Signatory

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



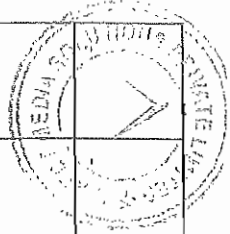


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                             |                                  |
|---------------------------------------------------------------------------------------------|----------------------------------|
| Name of the Target Company (TC)                                                             | Siti Cable Network Limited       |
| Name of the stock exchanges where the shares of the target company are listed               | NSE / BSE                        |
| Date of Reporting                                                                           | 18.03.2016                       |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions Pvt. Ltd. |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                         |                                                                   |                                                           |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|-----------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/release invocation)   | Date of creation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.638                    | N. A.                              | 29,910,000                              | 3.92                     |  | -                                             | -                                       | -                                                                 | -                                                         | -            | -                        | -                                                   | 29,910,000                                                                                          | 3.918        |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 51,322,000                              | 6.72                     |  | -                                             | -                                       | -                                                                 | -                                                         | -            | -                        | -                                                   | 51,322,000                                                                                          | 6.723        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 18.340                   | N. A.                              | 76,765,000                              | 10.06                    |  | Release                                       | 16.03.2016                              | Pledge                                                            | Collateral release for Facility of Promoter Group Company | 1,100,000    | 0.144                    | IL & FS Financial Services Ltd                      | 75,665,000                                                                                          | 9.912        |
| Direct Media & Cable Private Limited       | 85,714,285                                | 11.229                   | N. A.                              | 85,714,285                              | 11.23                    |  | -                                             | -                                       | -                                                                 | -                                                         | -            | -                        | -                                                   | 85,714,285                                                                                          | 11.229       |
| Esset Media Ventures Ltd                   | 116,431,000                               | 15.253                   | N. A.                              | -                                       | -                        |  | -                                             | -                                       | -                                                                 | -                                                         | -            | -                        | -                                                   | -                                                                                                   | -            |





## Promoters

---

**From:** Promoters <promoters@esselgroup.com>  
**Sent:** 18/03/2016 19:06  
**To:** corp.compliance@bseindia.com; corp.relations@bseindia.com  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** BSE Siti Cable.pdf

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

o/c

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013  
CIN: U74999MH2007PTC168664

March 18, 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,

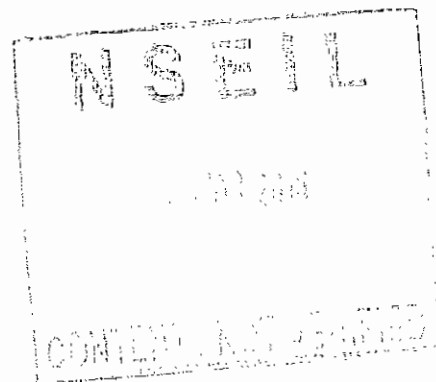
For Direct Media Solutions Private Ltd



Authorised Signatory

Encl: As above.

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

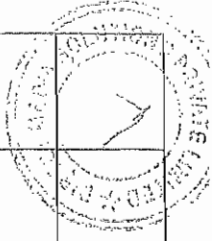


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

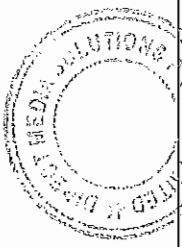
|                                                                                             |                                  |
|---------------------------------------------------------------------------------------------|----------------------------------|
| Name of the Target Company (TC)                                                             | Siti Cable Network Limited       |
| Name of the stock exchanges where the shares of the target company are listed               | NSE /BSE                         |
| Date of Reporting                                                                           | 18.03.2016                       |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions Pvt. Ltd. |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                             |                                          |                                                                   | Details of Even pertaining to encumbrance (3)             |              |                          |                                                     |              |                          |  | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/(3)]/ invocation[(2)-(3)]]) |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|---------------------------------------------|------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|--|-----------------------------------------------------------------------------------------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital                | Type of event (creation/release invocation) | Date of creation /release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                   | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |  |                                                                                                           |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.638                    | N. A.                              | 29,910,000   | 3.92                                    | -                                           | -                                        | -                                                                 | -                                                         | -            | -                        | -                                                   | 29,910,000   | 3.918                    |  |                                                                                                           |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 51,322,000   | 6.72                                    | -                                           | -                                        | -                                                                 | -                                                         | -            | -                        | -                                                   | 51,322,000   | 6.723                    |  |                                                                                                           |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 18.340                   | N. A.                              | 76,765,000   | 10.06                                   | Release                                     | 16.03.2016                               | Pledge                                                            | Collateral release for Facility of Promoter group Company | 1,100,000    | 0.144                    | IL & FS Financial Services Ltd                      | 75,665,000   | 9.912                    |  |                                                                                                           |
| Direct Media & Cable Private Limited       | 85,714,285                                | 11.229                   | N. A.                              | 85,714,285   | 11.23                                   | -                                           | -                                        | -                                                                 | -                                                         | -            | -                        | -                                                   | 85,714,285   | 11.229                   |  |                                                                                                           |
| Essel Media Ventures Ltd                   | 116,431,000                               | 15.253                   | N. A.                              | -            | -                                       | -                                           | -                                        | -                                                                 | -                                                         | -            | -                        | -                                                   | -            | -                        |  |                                                                                                           |



|                              |            |       |       |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------------------|------------|-------|-------|---|---|---|---|---|---|---|---|---|---|---|---|
| Essei<br>Internationa<br>Ltd | 67,750,000 | 8.875 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - |
| Ashok<br>Mathai<br>Kurien    | 1,021,000  | 0.134 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - |



*[Handwritten Signature]*

Signature of the Authorised Signatory

Place : Mumbai  
Date : 18.03.2016

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

## Promoters

---

**From:** Promoters <promoters@esselgroup.com>  
**Sent:** 18/03/2016 19:05  
**To:** takeover@nse.co.in  
**Subject:** Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** nse siti Cable.pdf

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

Date:04.03.2016

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

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

Dear Sir,

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

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

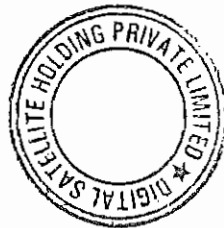
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



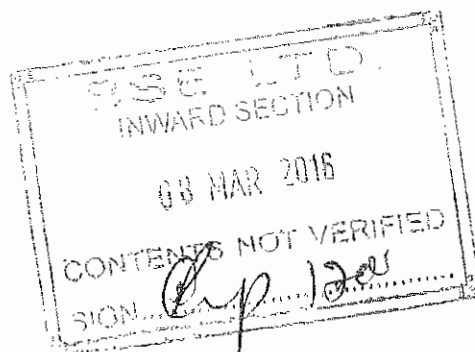
For Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

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

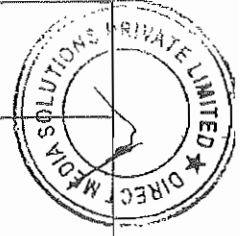
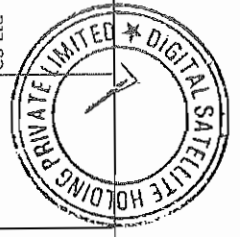




(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                                    |  |                                                                                      |  |
|----------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------|--|
| <b>Name of the Target Company (TC)</b>                                                             |  | Siti Cable Network Limited                                                           |  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               |  | NSE / BSE                                                                            |  |
| <b>Date of Reporting</b>                                                                           |  | 04.03.2016                                                                           |  |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> |  | Digital Satellite Holdings Private Limited<br>Direct Media Solutions Private Limited |  |

| <b>Details creation of encumbrance :</b>   |                                           |                          |                                    |              |                                         |                                             |                                                    |                                                                   |                                                  |              |                          |                                                     |                                                                                                     |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                             |                                                    |                                                                   | Details of Even pertaining to encumbrance (3)    |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital                | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                          | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.638                    | N. A.                              | 29,910,000   | 3.92                                    | -                                           | -                                                  | -                                                                 | -                                                | -            | -                        | -                                                   | 29,910,000                                                                                          | 3.92         |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 71,102,000   | 9.31                                    | Release                                     | 26.02.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group | 21,300,000   | 2.79                     | IL & FS Trust Co Ltd                                | 49,802,000                                                                                          | 6.52         |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 49,802,000   | 6.52                                    | Creation                                    | 29.02.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group | 2,700,000    | 0.35                     | IDBI Trusteeship Services Private Ltd               | 52,502,000                                                                                          | 6.88         |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 18.340                   | N. A.                              | 84,165,000   | 11.03                                   | Release                                     | 01.03.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group | 7,400,000    | 0.97                     | IL & FS Trust Co Ltd                                | 76,765,000                                                                                          | 10.06        |





## Promoters

---

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

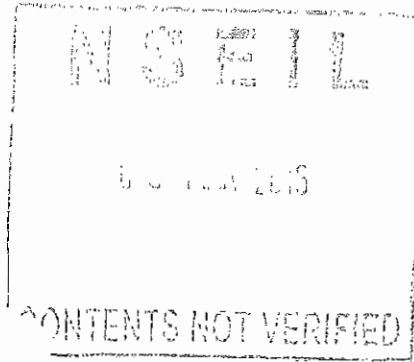
Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

Date:04.03.2016

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



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

Dear Sir,

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

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

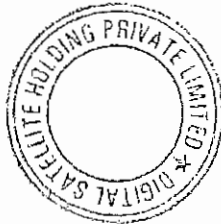
Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

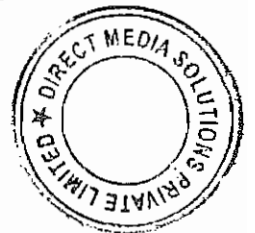
For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



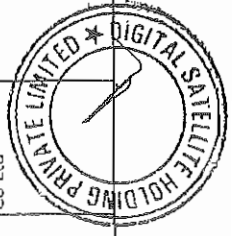
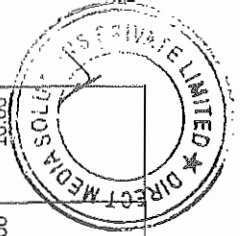
Encl: As above.

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

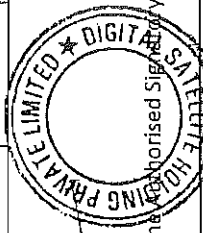
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

|                                                                                               |  |                                                                                      |  |
|-----------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------|--|
| Name of the Target Company (TC)                                                               |  | Siti Cable Network Limited                                                           |  |
| Name of the stock exchanges where the shares of the target company are listed                 |  | NSE / BSE                                                                            |  |
| Date of Reporting                                                                             |  | 04.03.2016                                                                           |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released |  | Digital Satellite Holdings Private Limited<br>Direct Media Solutions Private Limited |  |

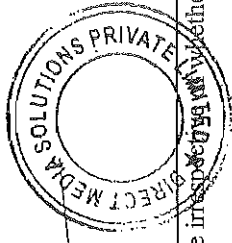
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    |              | Promoter holding already encumbered (2) |                                             |                                                    |                                                                   | Details of Even pertaining to encumbrance (3)            |              |                          |                                                     |              |                          | Post event holding of encumbered shares {Creation [(2)+ (3)]/ release [(2)- (3)]/ invocation[(2)-(3)]} |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|--------------|-----------------------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|--------------------------------------------------------------------------------------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares | % of total share Capital                | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | Reasons for encumbrance                                  | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital |                                                                                                        |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.638                    | N. A.                              | 29,910,000   | 3.92                                    | -                                           | -                                                  | -                                                                 | -                                                        | -            | -                        | -                                                   | -            | 29,910,000               | 3.92                                                                                                   |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 71,102,000   | 9.31                                    | Release                                     | 26.02.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 21,300,000   | 2.79                     | IL & FS Trust Co Ltd                                | 49,802,000   | 6.52                     |                                                                                                        |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 49,802,000   | 6.52                                    | Creation                                    | 29.02.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 2,700,000    | 0.35                     | IDBI Trusteeship Services Private Ltd               | 52,502,000   | 6.88                     |                                                                                                        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 18.340                   | N. A.                              | 84,165,000   | 11.03                                   | Release                                     | 01.03.2016                                         | Pledge                                                            | Collateral Pledge for Facility of Promoter group Company | 7,400,000    | 0.97                     | IL & FS Trust Co Ltd                                | 76,765,000   | 10.06                    |                                                                                                        |



|                                      |             |        |       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------------------------|-------------|--------|-------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Direct Media & Cable Private Limited | 85,714,285  | 11.229 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Essel Media Ventures Ltd             | 116,431,000 | 15.253 | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Essel International Ltd              | 67,750,000  | 8.875  | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ashok Mathai Kurien                  | 1,021,000   | 0.134  | N. A. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |



Signature of the Authorised Signatory



Place : Mumbai  
Date : 04.03.2016

(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table in respect 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:** 04/03/2016 21:28  
**To:** takeover@nse.co.in  
**Subject:** RE: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011  
**Attachments:** NSE SITI CABLE.PDF

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

o/c

Date: 26.02.2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



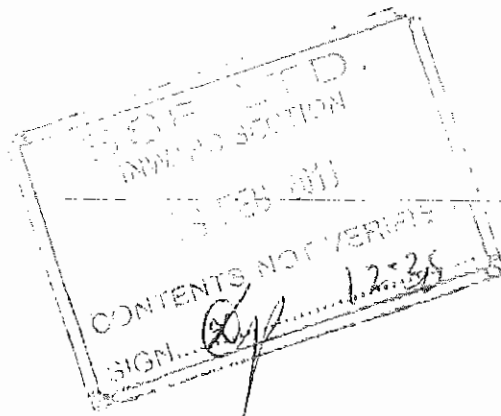
For Bioscope Cinemas Private Limited

Authorised Signatory



Encl: As above.

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

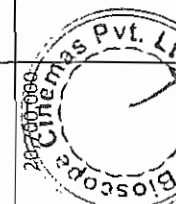
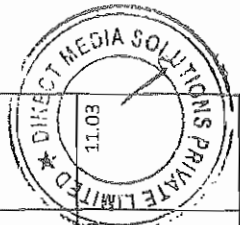




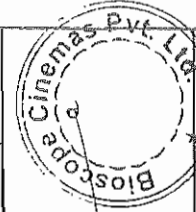
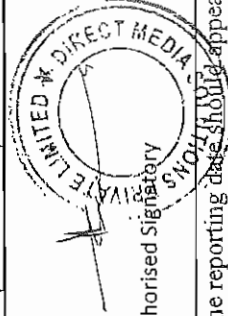
(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

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

| Details creation of encumbrance :          |                                           |                          |                                    |                                         |                          |                                    |                                               |                                                    |                                                                  |                                                      |              |                                                                                                      |                                       |                                                     |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|------------------------------------|-----------------------------------------------|----------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------------------|--------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                    | Details of Even pertaining to encumbrance (3) |                                                    |                                                                  |                                                      |              | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]]) |                                       |                                                     |              |
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | % w.r.t. diluted share capital (*) | Type of event (creation/release invocation)   | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking/other) | Reasons for encumbrance                              | No of Shares |                                                                                                      | % of total share capital              | Name of the entity in whose favor shares encumbered | No of Shares |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 6.638                    | N. A.                              | 3,810,000                               | 0.50                     |                                    | Creation                                      | 18.02.2016                                         | Pledge                                                           | Collateral Pledge for Loan of Promoter Group Company | 4,800,000    | 0.63                                                                                                 | IDBI Trusteeship Services Private Ltd | 8,610,000                                           | 1.13         |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 9.350                    | N. A.                              | 57,652,000                              | 7.55                     |                                    | 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.           | 140,000,000                               | 18.340                   | N. A.                              | 73,315,000                              | 9.60                     |                                    | Creation                                      | 18.02.2016                                         | Pledge                                                           | Collateral Pledge for Loan of Promoter group         | 31,550,000   | 4.13                                                                                                 | IDBI Trusteeship Services Private Ltd | 104,865,000                                         | 13.74        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 18.340                   | N. A.                              | 104,865,000                             | 13.74                    |                                    | Release                                       | 18.02.2016                                         | Pledge                                                           | Collateral Pledge for Loan of Promoter Group Company | 28,000,000   | 2.71                                                                                                 | IDBI Trusteeship Services Private Ltd | 166,865,000                                         | 11.03        |



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



Place : Mumbai  
Date : 26.02.2016

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

## Promoters

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

o/c

Date:26.02.2015

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

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

Dear Sir,

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

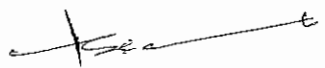
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

  
Authorised Signatory




For Direct Media Solutions Private Ltd

  
Authorised Signatory



For Bioscope Cinemas Private Limited

  
Authorised Signatory



Encl: As above.

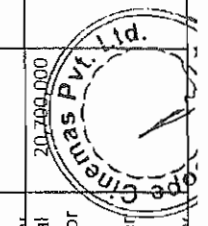
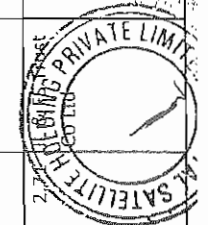
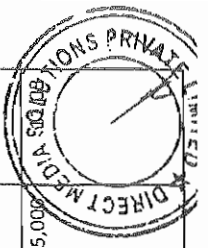
CC: Siti Cable Network Ltd  
Continental Building, 135,  
Dr. A. B. Road,  
Worli, Mumbai - 400018.

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

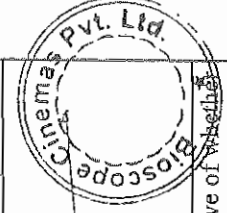
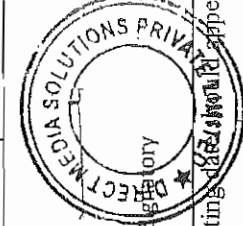
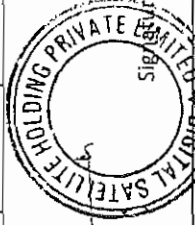
|                                                                                             |  |                                                                                                                          |  |
|---------------------------------------------------------------------------------------------|--|-----------------------------------------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

**Details creation of encumbrance :**

| Name of Promoter (i) or PACs with them (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                              | Details of Even pertaining to encumbrance (3)        |                                                                    |                                                      |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|---------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|----------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------|------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release /invocation) | Date of creation /invocation /release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | Reasons for encumbrance                              | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Bioscope Cinemas Private Ltd                | 50,670,529                                | 6.638                    | N. A.                              | 3,810,000                               | 0.50                     | Creation                                     | 18.02.2016                                           | Pledge                                                             | Collateral Pledge for Loan of Promoter group Company | 4,800,000    | 0.63                     | IDBI Trusteeship Services Private Ltd               | 8,610,000                                                                                           | 1.13         |
| Digital Satellite Holdings Private Ltd      | 71,369,898                                | 9.350                    | N. A.                              | 57,652,000                              | 7.55                     | Creation                                     | 18.02.2016                                           | Pledge                                                             | Collateral Pledge for Loan of Promoter group Company | 13,450,000   | 1.76                     | IDBI Trusteeship Services Private Ltd               | 71,102,000                                                                                          | 9.31         |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 18.340                   | N. A.                              | 73,315,000                              | 9.60                     | Creation                                     | 18.02.2016                                           | Pledge                                                             | Collateral Pledge for Loan of Promoter group Company | 31,550,000   | 4.13                     | IDBI Trusteeship Services Private Ltd               | 104,865,000                                                                                         | 13.74        |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 18.340                   | N. A.                              | 104,865,000                             | 13.74                    | Release                                      | 18.02.2016                                           | Pledge                                                             | Collateral Pledge for Loan of Promoter group Company | 20,700,000   |                          |                                                     | 84,165,000                                                                                          |              |



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



Place : Mumbai  
Date : 26.02.2016

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

## Promoters

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

OIC

Date:30.09.2015

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

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

Dear Sir,

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

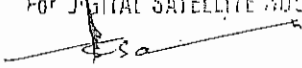
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

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

Thanking you,

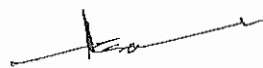
Yours faithfully,

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

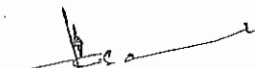
  
Authorized Signatory

Authorized Signatory/Director

For Bioscope Cinemas Private Limited

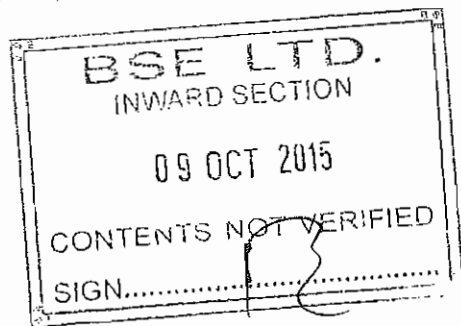
  
Authorized Signatory

For Direct Media Solutions Private Ltd

  
Authorized Signatory



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





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


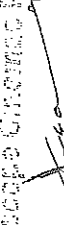
|                                                                                               |                                                                                                                      |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------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

Details of creation of encumbrance :

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                           |                                                                  |                                                       |              | Post event holding of encumbered shares {Creation [(2)-(3)]/release [(2)-(3)]-(3)]/ invocation[(2)-(3)]} |                          |                                                     |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|-------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (**) | No of Shares                            | % of total share Capital | % of total share Capital | Type of event (creation/release invocation)   | Date of creation / release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking/other) | Reasons for encumbrance                               | No of Shares |                                                                                                          | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 10.53                    | N.A.                               | 59,552,000                              | 8.79                     |                          | Release                                       | 23.09.2015                                | Pledge                                                           | Collateral release for Loan of Promoter group Company | 1,900,000    | 0.28                                                                                                     | ECL Finance Ltd          | 57,652,000                                          | 8.51         |
| Bioscope Cinemas Private Ltd               | 50,670,529                                | 7.48                     | N.A.                               | 17,500,000                              | 2.58                     |                          | Release                                       | 23.09.2015                                | Pledge                                                           | Collateral release for Loan of Promoter group Company | 17,500,000   | 2.58                                                                                                     | ECL Finance Ltd          | Nil                                                 | Nil          |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N.A.                               | 90,700,000                              | 13.39                    |                          | Release                                       | 23.09.2015                                | Pledge                                                           | Collateral release for Loan of Promoter group Company | 4,100,000    | 0.61                                                                                                     | ECL Finance Ltd          | 86,600,000                                          | 12.78        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N.A.                               | 86,600,000                              | 12.78                    |                          | Release                                       | 28.09.2015                                | Pledge                                                           | Collateral release for Loan of Promoter group Company | 15,800,000   | 2.33                                                                                                     | ECL Finance Ltd          | 70,800,000                                          | 10.45        |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED  
FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED  
Authorized Signatory / Director

|                                  |             |       |       |            |       |          |            |        |                                                             |            |      |                                   |            |       |
|----------------------------------|-------------|-------|-------|------------|-------|----------|------------|--------|-------------------------------------------------------------|------------|------|-----------------------------------|------------|-------|
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 70,800,000 | 10.45 | Release  | 28.09.2015 | Pledge | Collateral release for Loan of Promoter group Company       | 4,100,000  | 0.51 | Edelweiss Finance Investments Ltd | 66,700,000 | 9.85  |
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 66,700,000 | 9.85  | Creation | 28.09.2015 | Pledge | Collateral pledge for Loan of Promoter group Company        | 20,200,000 | 2.98 | ECL Finance Ltd                   | 86,900,000 | 12.83 |
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 86,900,000 | 12.83 | Creation | 28.09.2015 | Pledge | Collateral pledge for Loan of Promoter group Company        | 1,615,000  | 0.24 | JM Financial Products Limited     | 88,515,000 | 13.07 |
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 88,515,000 | 13.07 | Release  | 30.09.2015 | Pledge | Collateral release for Loan of Promoter group Company       | 2,680,000  | 0.40 | ECL Finance Ltd                   | 85,835,000 | 12.67 |
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 85,835,000 | 12.67 | Release  | 30.09.2015 | Pledge | Collateral release for Loan of Promoter group Company       | 520,000    | 0.08 | Edelweiss Finance Investments Ltd | 85,315,000 | 12.59 |
| Direct Media Solutions Pvt. Ltd. | 140,000,000 | 20.67 | N. A. | 85,315,000 | 12.59 | Release  | 30.09.2015 | Pledge | Collateral Release for NCD redeem of Promoter Group Company | 12,000,000 | 1.77 | IL & FS Trust Co Ltd              | 73,315,000 | 10.82 |



  
 Director / Authorized Signatory      For Mediascope Group Pvt. Ltd.      For Digital Satellite Services Private Limited

Place : Mumbai  
Date : 30.09.2015

Authorized Signatory

Authorized Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

promoters-

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

0/C

Date:30.09.2015

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

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

Dear Sir,

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

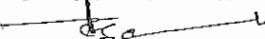
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

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

Thanking you,

Yours faithfully,

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



Authorized Signatory

Authorized Signatory/Director

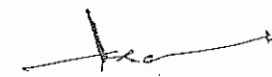
For Bioscope Cinemas Private Limited



Authorized Signatory



For Direct Media Solutions Private Ltd

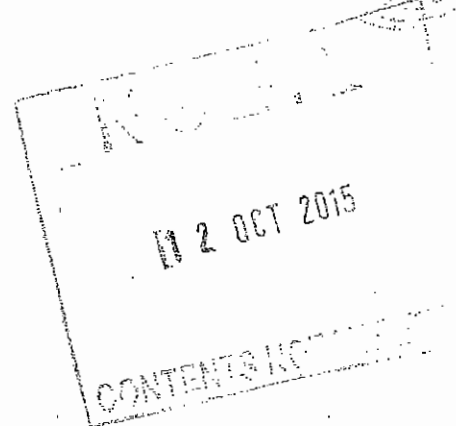


Authorized Signatory



Encl: As above.

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



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

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

Details creation of encumbrance :

| Name of Promoter (s) or PACs with bidn (**) | Promoter Holding in the target company(1) |                          | Promoter holding already encumbered (2) |              | Details of Even pertaining to encumbrance (3) |                                               |                                           |                                                        |                                                       |              | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |                                                     |
|---------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------------|--------------|-----------------------------------------------|-----------------------------------------------|-------------------------------------------|--------------------------------------------------------|-------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*)      | No of Shares | % of total share Capital                      | Type of event (creation/release / invocation) | Date of creation / release of encumbrance | Type of encumbrance (pledge/lien/ non disposal /other) | Reasons for encumbrance                               | No of Shares |                                                                                                     | % of total share capital | Name of the entity in whose favor shares encumbered |
| Digital Satellite Holdings Private Ltd      | 71,369,898                                | 10.53                    | N.A.                                    | 59,552,000   | 8.79                                          | Release                                       | 23.09.2015                                | Pledge                                                 | Collateral release for Loan of Promoter group Company | 1,900,000    | 0.28                                                                                                | ECL Finance Ltd          | 8.51                                                |
| Bioscope Cinemas Private Ltd                | 50,670,529                                | 7.48                     | N.A.                                    | 17,500,000   | 2.58                                          | Release                                       | 23.09.2015                                | Pledge                                                 | Collateral release for Loan of Promoter group Company | 17,500,000   | 2.58                                                                                                | ECL Finance Ltd          | Nil                                                 |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 20.67                    | N.A.                                    | 90,700,000   | 13.39                                         | Release                                       | 23.09.2015                                | Pledge                                                 | Collateral release for Loan of Promoter group Company | 4,100,000    | 0.61                                                                                                | ECL Finance Ltd          | 12.78                                               |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 20.67                    | N.A.                                    | 86,600,000   | 12.78                                         | Release                                       | 28.09.2015                                | Pledge                                                 | Collateral release for Loan of Promoter group Company | 15,800,000   | 2.33                                                                                                | ECL Finance Ltd          | 10.45                                               |

For Digital Satellite Holdings Private Limited  
 For Direct Media Solutions Private Limited  
 For Bioscope Cinemas Private Limited

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

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED For DIGITAL SATELLITE TELECOM PRIVATE LIMITED

Place : Mumbai  
 Date : 30.09.2015  
 Director / Authorised Signatory  
 Signature of the Authorised Signatory  
 Authorised Signatory

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

## promoters

---

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

Dear Sir/Madam,

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

Thanks & Regards,  
Ashok Sanghavi  
Direct: 022 -24831437

Date:28.08.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory



Authorised Signatory

Encl: As above.

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





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

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

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                   | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                                    |                                                                    |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/ release [(2)-(3)]/ invocation[(2)-(3)]} |                                                     |
|--------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/rel ease invocation)  | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital |                                                                                                      | Name of the entity in whose favor shares encumbered |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 10.53                    | N. A.                             | 59,572,000                              | 8.79                     |  | Release                                       | 20.08.2015                                         | Pledge                                                             | 20,000       | 0.00                     | Yes Bank Ltd                                                                                         | 8.79                                                |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                             | 88,900,000                              | 13.12                    |  | Release                                       | 20.08.2015                                         | Pledge                                                             | 2,300,000    | 0.34                     | IL & FS Trust Co Ltd                                                                                 | 12.78                                               |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                             | 86,600,000                              | 12.78                    |  | Creation                                      | 27.08.2015                                         | Pledge                                                             | 4,100,000    | 0.61                     | ECL Finance Ltd                                                                                      | 13.39                                               |

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 28.08.2015

  
Director / Authorised Signatory

  
Signature of the Authorised Signatory/Director

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Aug. 28 2019 08:10PM

| NO. | REFERENCE | START TIME      | END TIME | MODE | PAGES | RESULT |
|-----|-----------|-----------------|----------|------|-------|--------|
| 01  | 89023121  | Aug. 28 08:02PM | 01'25    | SND  | 02    | OK     |

OK

Date:28.08.2015

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

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

RECEIVED  
BOMBAY STOCK EXCHANGE LIMITED  
28/08/2015

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory



Authorised Signatory

Encl: As above.

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

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


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


| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                          |                                                                    |              |                          |                                                     |              | Post event holding of encumbered shares<br>{Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share capital | Type of event (creation/release/ invocation)  | Date of creation/ release of encumbrance | Type of encumbrance (pledge/lien/ non disposal/undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares |                                                                                                        |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 10.53                    | N. A.                              | 59,572,000                              | 8.79                     | N. A.                    | Release                                       | 20.08.2015                               | Pledge                                                             | 20,000       | 0.00                     | Yes Bank Ltd                                        | 59,552,000   | 8.79                                                                                                   |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                              | 88,900,000                              | 13.12                    | N. A.                    | Release                                       | 20.08.2015                               | Pledge                                                             | 2,300,000    | 0.34                     | IL & FS Trust Co Ltd                                | 86,600,000   | 12.78                                                                                                  |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                              | 86,600,000                              | 12.78                    | N. A.                    | Creation                                      | 27.08.2015                               | Pledge                                                             | 4,100,000    | 0.61                     | ECL Finance Ltd                                     | 90,700,000   | 13.39                                                                                                  |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 28.08.2015

  
Director / Authorised Signatory

  
Signature of the Authorised Signatory/Director

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

0/2

Date:30.06.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

Authorised Signatory

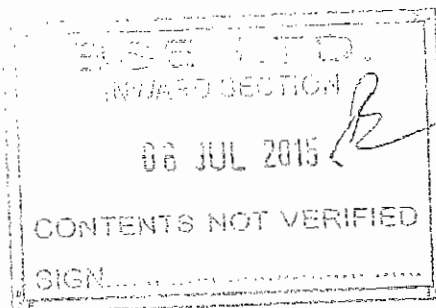


Authorised Signatory



Encl: As above.

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



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

Name of the Target Company (TC) Siti Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed NSE / BSE

Date of Reporting 30.06.2015

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

Details creation of encumbrance :

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                                    |                                                                  |              |                          | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|----------------------------------------------------|------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|--------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/release/invocation)   | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking/other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered                                                 | No of Shares | % of total share capital |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 10.53                    | N.A.                               | 62,810,000                              | 9.27                     |  | Release                                       | 26.06.2015                                         | Pledge                                                           | 3,238,000    | 0.48                     | Yes Bank Ltd                                                                                        | 59,572,000   | 8.79                     |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N.A.                               | 84,500,000                              | 12.47                    |  | Release                                       | 26.06.2015                                         | Pledge                                                           | 1,500,000    | 0.22                     | IL&FS Trust Company Ltd                                                                             | 83,000,000   | 12.25                    |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N.A.                               | 83,000,000                              | 12.25                    |  | Creation                                      | 29.06.2015                                         | Pledge                                                           | 5,900,000    | 0.87                     | Axis Finance Ltd                                                                                    | 88,900,000   | 13.12                    |

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

Place : Mumbai  
Date : 30.06.2015

Director / Authorised Signatory Director  
Signature of the Authorised Signatory/Director

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities / warrants into equity shares of the TC.

[ SENDING REPORT ]

Jul. 03 2015 08:42PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----|-----------------|-----------------|------------|------|-------|--------|
| 01  | 22723131        | Jul. 03 08:40PM | 01'33      | SND  | 02    | OK     |

Date:30.06.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

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



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

Siti Cable Network Limited

NSE / BSE

30.06.2015

Direct Media Solutions Private Limited

Digital Satellite Holdings Private Ltd

Name of the Promoter (s) or PACs with him (\*\*)

No of Shares

% of total share Capital

% w.r.t. diluted share capital (\*)

Promoter holding already encumbered (2)

No of Shares

% of total share Capital

Type of event (creation/release/invocation)

Date of creation/invocation/release of encumbrance

Type of encumbrance (pledge/lien/non disposal/undertaking/other)

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation [(2)-(3)]}

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

Name of the entity in whose favor shares encumbered

No of Shares

% of total share capital

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai

Date : 30.06.2015

Director / Authorised Signatory

Signature of the Authorised Signatory

Authorized Signatory/Director

Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Jul. 03 2015 08:31PM

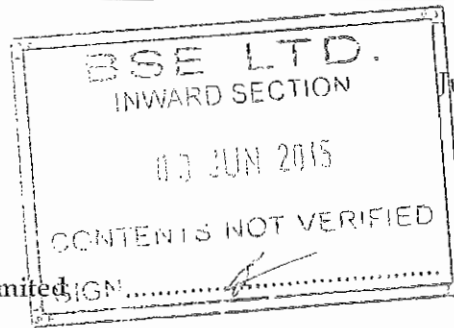
| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----|-----------------|-----------------|------------|------|-------|--------|
| 01  | 26598130        | Jul. 03 08:29PM | 01'27      | SND  | 02    | OK     |

o/c

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018  
U74999MH2007PTC168664

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



June 08, 2015

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 Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

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

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

|                                                                                                      |  |                                        |  |
|------------------------------------------------------------------------------------------------------|--|----------------------------------------|--|
| <b>Name of the Target Company (TC)</b>                                                               |  | Siti Cable Network Limited             |  |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>                 |  | NSE / BSE                              |  |
| <b>Date of Reporting</b>                                                                             |  | 08.06.2015                             |  |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b> |  | Direct Media Solutions Private Limited |  |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                          | Details of Even pertaining to encumbrance (3) |                                                    |                                                                   |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                                                     |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--------------------------|-----------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | % of total share Capital | Type of event (creation/release invocation)   | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital |                                                                                                     | Name of the entity in whose favor shares encumbered | No of Shares |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N. A.                              | 87,380,000                              | 12.90                    | 12.90                    | Release                                       | 29.05.2015                                         | Pledge                                                            | 2,880,000    | 0.43                     | SICOM Ltd                                                                                           | 84,500,000                                          | 12.47        |

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 08.06.2015

  
Director / Authorised Signatory  
Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

【 SENDING REPORT 】

Jun. 08 2015 07:58PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
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01C

# **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018  
U74999MH2007PTC168664

June 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

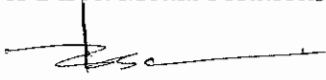
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

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

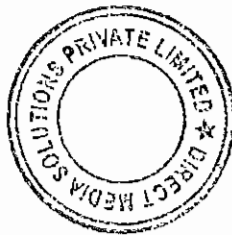
Thanking you,

Yours faithfully,

For 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.

30.06.15

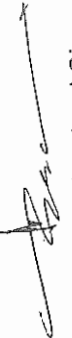
RECEIVED

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

|                                                                                               |  |                                        |  |
|-----------------------------------------------------------------------------------------------|--|----------------------------------------|--|
| Name of the Target Company (TC)                                                               |  | Siti Cable Network Limited             |  |
| Name of the stock exchanges where the shares of the target company are listed                 |  | NSE / BSE                              |  |
| Date of Reporting                                                                             |  | 08.06.2015                             |  |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released |  | Direct Media Solutions Private Limited |  |

| Details creation of encumbrance :          |                                           | Details of Even pertaining to encumbrance (3) |                          |                                             |                                                    |                                                       |                                                    |                                                       |              |                          |                                                     |              |                          |                                                                                                     |
|--------------------------------------------|-------------------------------------------|-----------------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) | Promoter holding already encumbered (2)       |                          | Type of event (creation/release invocation) |                                                    |                                                       | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |
|                                            |                                           | No of Shares                                  | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal /other) |                                                    |                                                       |              |                          |                                                     |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd            |                                           | 140,000,000                                   | 20.67                    | N. A.                                       | 87,380,000                                         | 12.90                                                 | Release                                            | 29.05.2015                                            | Pledge       | 2,880,000                | 0.43                                                | SICOM Ltd    | 84,500,000               | 12.47                                                                                               |

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED



Director / Authorised Signatory  
Signature of the Authorised Signatory

Place : Mumbai  
Date : 08.06.2015

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Jun. 08 2015 07:50PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
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[ SENDING REPORT ]

Jun. 08 2015 07:51PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
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| 01  | 26598120        | Jun. 08 07:50PM | 00'48      | SHD  | 01    | OK     |

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

April 7, 2015

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

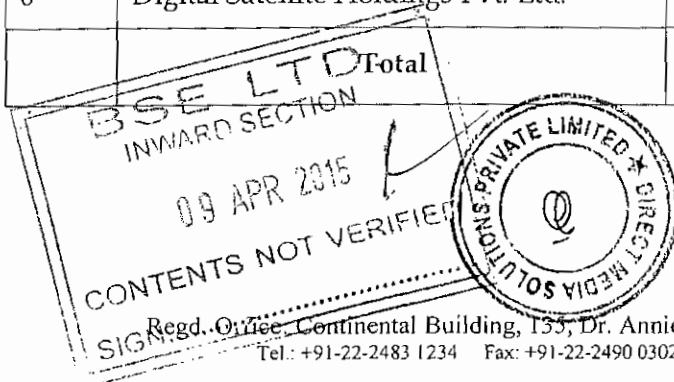
National Stock Exchange of India Limited  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

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

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

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



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

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

---

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

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

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

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


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

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

**Note:**

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

**For Direct Media Solutions Private Limited**



**Director/Authorised Signatory**



Date: April 3, 2015

Place: Mumbai

Part-B

Name of the Target Company: Siti Cable Network Limited

| Name of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| <b>Promoters</b>                                                       |                                                        |                            |
| 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                 |
| <b>PACs</b>                                                            |                                                        |                            |
| Nil                                                                    | Nil                                                    | Nil                        |

For Direct Media Solutions Private Limited



Director/Authorized Signatory



Place: Mumbai

Date: April 3, 2015

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

April 7, 2015

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

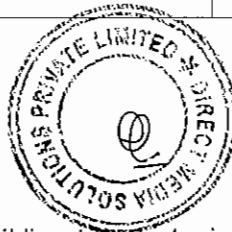
✓ National Stock Exchange of India Limited  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East),  
Mumbai - 400 051

Dear Sir,

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

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

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



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

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

---

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

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

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

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

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

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

**Note:**

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

For Direct Media Solutions Private Limited



Director/Authorised Signatory

Date: April 3, 2015

Place: Mumbai






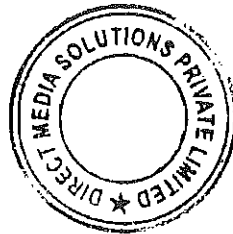
Part-B

Name of the Target Company: Siti Cable Network Limited

| Name of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| <b>Promoters</b>                                                       |                                                        |                            |
| 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                 |
| <b>PACs</b>                                                            |                                                        |                            |
| Nil                                                                    | Nil                                                    | Nil                        |

For Direct Media Solutions Private Limited

  
Director/Authorized Signatory



Place: Mumbai  
Date: April 3, 2015

210  
Faxed on 07/04/2015

Date: 07.04.2015

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

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

Dear Sir,

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

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

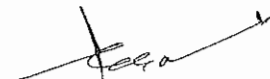
Request you to kindly take the same on record and oblige.

Thanking you,

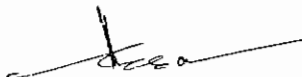
Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

  
Authorised Signatory

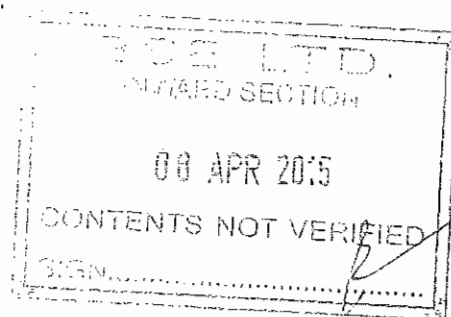


  
Authorised Signatory



**Encl:** As above.

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



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

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


**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with whom (**) | Promoter Holding in the target company(1) |                          | Promoter holding already encumbered (2) |                          | Details of Even pertaining to encumbrance (3) |                                                      |                                                                   |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                                                     |       |
|---------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------------|--------------------------|-----------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------|
|                                             | No of Shares                              | % of total share Capital | No of Shares                            | % of total share Capital | Type of event (creation/release invocation)   | Date of creation /invocation /release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital |                                                                                                     | Name of the entity in whose favor shares encumbered |       |
| Digital Satellite Holdings Private Ltd      | 71,369,898                                | 11.62                    | 64,710,000                              | 10.54                    | Release                                       | 26.03.2015                                           | Pledge                                                            | 1,900,000    | 0.31                     | Yes Bank Ltd                                                                                        | 62,810,000                                          | 10.23 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 20.67                    | 92,080,000                              | 13.59                    | Creation                                      | 26.03.2015                                           | Pledge                                                            | 1,100,000    | 0.16                     | STCI Finance Ltd                                                                                    | 93,180,000                                          | 13.75 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 20.67                    | 93,180,000                              | 13.75                    | Release                                       | 26.03.2015                                           | Pledge                                                            | 5,800,000    | 0.86                     | IDBI Trusteeship Services Ltd                                                                       | 87,380,000                                          | 12.90 |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE BUSINESS PRIVATE LIMITED

Place : Mumbai  
Date : 07.04.2015

  
Director / Authorised Signatory

  
Authorized Signatory/Director  
Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

o/c Faxed on 07/04/2015 at 8:05 P

Date:07.04.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd



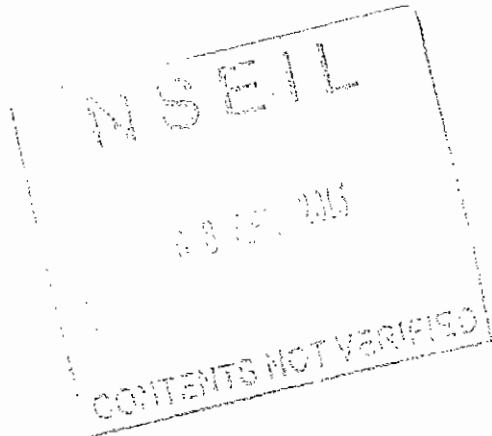
Authorised Signatory



Authorised Signatory

Encl: As above.

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



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

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

Details creation of encumbrance :

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                     |              |                               |                                                     |              | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |       |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|-------------------------------|-----------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|-------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital      | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital                                                                            |       |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 11.62                    | N. A.                              | 64,710,000                              | 10.54                    | Release                                     | 26.03.2015                                         | Pledge                                                            |              | Yes Bank Ltd                  | 1,900,000                                           | 0.31         | 62,810,000                                                                                          | 10.23 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                              | 92,080,000                              | 13.59                    | Creation                                    | 26.03.2015                                         | Pledge                                                            |              | STCI Finance Ltd              | 1,100,000                                           | 0.16         | 93,180,000                                                                                          | 13.75 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 20.67                    | N. A.                              | 93,180,000                              | 13.75                    | Release                                     | 26.03.2015                                         | Pledge                                                            |              | IDBI Trusteeship Services Ltd | 5,800,000                                           | 0.86         | 87,380,000                                                                                          | 12.90 |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 07.04.2015

Director / Authorised Signatory

Signature of the Authorised Signatory/Director

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Amie Besant Road, Worli, Mumbai - 400018

U74999MH2007PTC168664

March 20, 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

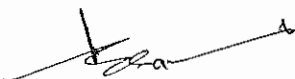
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

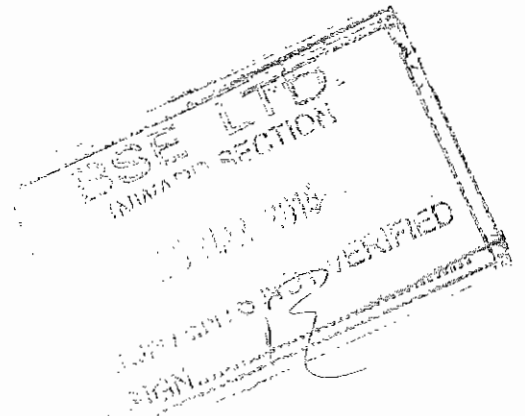


Authorised Signatory



Encl: As above.

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



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

Name of the Target Company (TC) Siti Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed NSE / BSE

Date of Reporting 20.03.2015

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Direct Media Solutions Private Limited

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him: (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                                    |                                                                    |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|---------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/release invocation)   | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 20.67                    | N. A.                              | 92,130,000                              | 13.60                    |  | Creation                                      | 19.03.2015                                         | Pledge                                                             | 7,500,000    | 1.11                     | STCI Finance Ltd                                    | 99,630,000                                                                                          | 14.71        |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 20.67                    | N. A.                              | 99,630,000                              | 14.71                    |  | Release                                       | 19.03.2015                                         | Pledge                                                             | 7,550,000    | 1.11                     | STCI Finance Ltd                                    | 92,080,000                                                                                          | 13.59        |

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 20.03.2015

  
Director / Authorised Signatory  
Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

SENDING REPORT

Mar. 20 2015 07:59PM

YOUR LOGO : ZEE TV  
YOUR FAX NO. : 022 24900302

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----|-----------------|-----------------|------------|------|-------|--------|
| 01  | 22723121        | Mar. 20 07:58PM | 01'22      | SND  | 02    | OK     |

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



012

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Amie Besant Road, Worli, Mumbai - 400018  
U74999MH2007PTC168664

---

March 20, 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

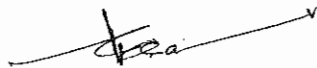
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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



Authorised Signatory



Encl: As above.

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

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

Name of the Target Company (TC) Sifi Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed NSE /BSE

Date of Reporting 20.03.2015

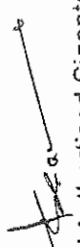
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Direct Media Solutions Private Limited

Details creation of encumbrance :

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                         | Details of Even pertaining to encumbrance (3)                     |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation encumbrance | Type of encumbrance (pledge/tien/non disposal/undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N. A.                              | 92,130,000                              | 13.60                    | Creation                                    | 19.03.2015                              | Pledge                                                            | 7,500,000    | 1.11                     | STCI Finance Ltd                                    | 99,630,000                                                                                          | 14.71        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 20.67                    | N. A.                              | 99,630,000                              | 14.71                    | Release                                     | 19.03.2015                              | Pledge                                                            | 7,550,000    | 1.11                     | STCI Finance Ltd                                    | 92,080,000                                                                                          | 13.59        |

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 20.03.2015

  
Director / Authorised Signatory  
Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

**SENDING REPORT**

Mar. 20 2015 07:48PM

YOUR LOGO : ZEE TV  
YOUR FAX NO. : 022 24900302

| NO. | OTHER PH/SIM/VA        | DATE    | TIME    | DURANCE TIME | MODE | PAGES | RESULT |
|-----|------------------------|---------|---------|--------------|------|-------|--------|
| 01  | Fax Server<br>26598237 | Mar. 20 | 07:48PM | 01'23        | SND  | 02    | OK     |

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

o/c

# **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400018

U74999MH2007PTC168664

February 11, 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

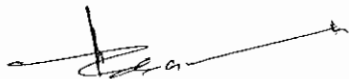
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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



Authorised Signatory



Encl: As above.

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

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

Name of the Target Company (TC)  
Siti Cable Network Limited  
Name of the stock exchanges where the shares of the target company are listed  
NSE / BSE  
Date of Reporting  
11.02.2015  
Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released  
Direct Media Solutions Private Limited

Details creation of encumbrance :

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                    |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 99,230,000                              | 16.16                    | Release                                     | 09.02.2015                                         | Pledge                                                             | 7,100,000    | 1.16                     | IL & FS Trust Co. Ltd                               | 92,130,000                                                                                          | 15.01        |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 11.02.2015

Signature of ~~Dinesh Kulkarni~~ ~~Authorized Signatory~~

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

1 SCHEDULE REPORT 1

Feb. 11 09:00 PM '98

| GENE POSITION | START TIME       | STOP TIME | CODE | PAGE | RESULT |
|---------------|------------------|-----------|------|------|--------|
| 36418126      | Feb. 11 09:03 PM | 01:26     | 310  | 02   | 31     |

o/lc  
**DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018  
U74999MH2007PTC168664

February 11, 2015

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

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

Dear Sir,

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

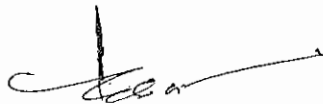
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Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Ltd

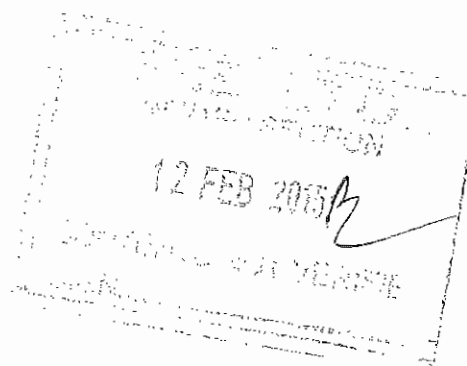


Authorised Signatory



**Encl:** As above.

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



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

|                                                                                               |                                        |
|-----------------------------------------------------------------------------------------------|----------------------------------------|
| Name of the Target Company (TC)                                                               | Siti Cable Network Limited             |
| Name of the stock exchanges where the shares of the target company are listed                 | NSE / BSE                              |
| Date of Reporting                                                                             | 11.02.2015                             |
| Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released | Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          | Promoter holding already encumbered (2) |              | Details of Even pertaining to encumbrance (3) |                                             |                                                    |                                                                    |              |                          | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                                                     |              |
|--------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------------|--------------|-----------------------------------------------|---------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*)      | No of Shares | % of total share Capital                      | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital |                                                                                                     | Name of the entity in whose favor shares encumbered | No of Shares |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                                   | 99,230,000   | 16.16                                         | Release                                     | 09.02.2015                                         | Pledge                                                             | 7,100,000    | 1.16                     | IL & FS Trust Co. Ltd                                                                               | 92,130,000                                          | 15.00        |

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai

Date : 11.02.2015

Signature of the Director/Authorized Person/Secretary/Sigantory:

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.



[ SENDING REPORT ]

Feb. 11 2015 09:31PM

| OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|-----------------|------------|------|-------|--------|
| 32733131        | Feb. 11 09:20PM | 00'48      | SND  | 01    | OK     |

[ SENDING REPORT ]

Feb. 11 2015 09:22AM

| OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|-----------------|------------|------|-------|--------|
| 22723121        | Feb. 11 09:21PM | 00'57      | SND  | 01    | OK     |

o/c

# **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

U74999MH2007PTC168664

January 30, 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

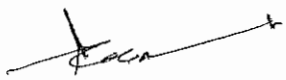
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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



**Authorised Signatory**



**Encl:** As above.

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

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

|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                              |
| <b>Date of Reporting</b>                                                                           | 30.01.2015                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                                    |                                                                   |              |                          |                                                     | Post event holding of encumbered shares<br>{Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/release invocation)   | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                           | % of total share capital |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 108,380,000                             | 17.65                    |  | Release                                       | 23.01.2015                                         | Pledge                                                            | 7,220,000    | 1.18                     | ECL Finance Ltd                                     | 101,160,000                                                                                            | 16.47                    |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 101,160,000                             | 16.47                    |  | Release                                       | 23.01.2015                                         | Pledge                                                            | 1,780,000    | 0.29                     | Edelweiss Finance & Investment Ltd                  | 99,380,000                                                                                             | 16.18                    |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 99,380,000                              | 16.18                    |  | Release                                       | 23.01.2015                                         | Pledge                                                            | 150,000      | 0.02                     | SICOM Ltd                                           | 99,230,000                                                                                             | 16.16                    |

--- DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory  
Director / Authorised Signatory

Place : Mumbai  
Date : 30.01.2015

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Jan. 30 2015 08:46PM

| OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|-----------------|------------|------|-------|--------|
| 26596130        | Jan. 30 08:44PM | 01'17      | SHD  | 02    | OK     |

O/C

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018  
U74999MH2007PTC168664

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January 30, 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

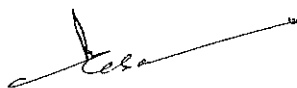
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

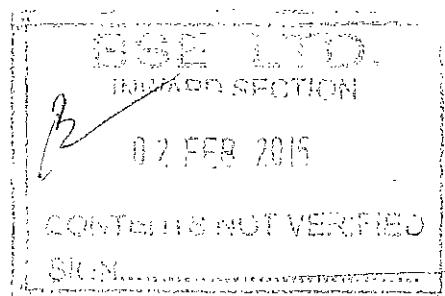


**Authorised Signatory**



**Encl:** As above.

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



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

|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE / BSE                              |
| <b>Date of Reporting</b>                                                                           | 30.01.2015                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)      |                                                                   |              |                          |                                                     | Post event holding of encumbered shares<br>{Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |       |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release/invocation) | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                        |       |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 108,380,000                             | 17.65                    | Release                                     | 23.01.2015                                         | Pledge                                                            | 7,220,000    | 1.18                     | ECL Finance Ltd                                     | 101,150,000                                                                                            | 16.47 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 101,160,000                             | 16.47                    | Release                                     | 23.01.2015                                         | Pledge                                                            | 1,780,000    | 0.29                     | Edelweiss Finance & Investment Ltd                  | 99,380,000                                                                                             | 16.18 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | N. A.                              | 99,380,000                              | 16.18                    | Release                                     | 23.01.2015                                         | Pledge                                                            | 150,000      | 0.02                     | SICOM Ltd                                           | 99,230,000                                                                                             | 16.16 |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory  
 Director / Authorised Signatory

Place : Mumbai  
 Date : 30.01.2015

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC

[ SENDING REPORT ]

Jan. 30 2015 09:04PM

| OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|-----------------|------------|------|-------|--------|
| 32723121        | Jan. 30 09:03PM | 01'30      | SND  | 02    | OK     |



016

# **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400018

U74999MH2007PTC168664

January 16, 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 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,

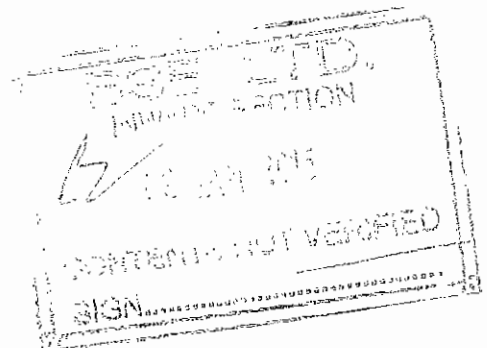
For Direct Media Solutions Private Ltd



**Authorised Signatory**

**Encl:** As above.

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



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

|                                                                                                      |                                        |
|------------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                               | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>                 | NSE / BSE                              |
| <b>Date of Reporting</b>                                                                             | 16.01.2015                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b> | Direct Media Solutions Private Limited |

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                         | Details of Even pertaining to encumbrance (3)                     |              |                          |                                                     |              | Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |  |
|--------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|-----------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|--|
|                                            | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release/invocation) | Date of creation invocation encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital                                                                            |  |
| Direct Media Solutions Pvt. Ltd            | 14,00,00,000                              | 22.79                    | N. A.                              | 11,72,80,000                            | 19.09                    | Release                                     | 08.01.2015                              | Pledge                                                            | 55,00,000    | 0.90                     | IL & FS Trust Co. Ltd                               | 11,17,80,000 | 18.20                                                                                               |  |
| Direct Media Solutions Pvt. Ltd            | 14,00,00,000                              | 22.79                    | N. A.                              | 11,17,80,000                            | 18.20                    | Release                                     | 08.01.2015                              | Pledge                                                            | 25,00,000    | 0.41                     | IL & FS Financial Services Ltd                      | 10,92,80,000 | 17.79                                                                                               |  |
| Direct Media Solutions Pvt. Ltd            | 14,00,00,000                              | 22.79                    | N. A.                              | 10,92,80,000                            | 17.79                    | Release                                     | 08.01.2015                              | Pledge                                                            | 9,00,000     | 0.15                     | STCI Finance Ltd                                    | 10,83,80,000 | 17.65                                                                                               |  |

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory  
Director / Authorized Signatory

Place : Mumbai  
Date : 16.01.2015

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Jan. 16 2019 08:11PM

| OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|-----------------|------------|------|-------|--------|
| 22723131        | Jan. 16 08:10PM | 00'59      | SND  | 01    | OK     |

[ SENDING REPORT ]

Jan. 16 2019 08:11PM

| OTHER FACSIMILE | START TIME     | USAGE TIME | MODE | PAGES | RESULT |
|-----------------|----------------|------------|------|-------|--------|
| 22723121        | Jan 16 08:10PM | 00'59      | SND  | 01    | OK     |

216

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

U74999MH2007PTC168664

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January 16, 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

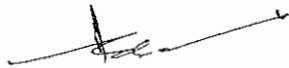
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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



Authorised Signatory



Encl: As above.

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

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

|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE /BSE                               |
| <b>Date of Reporting</b>                                                                           | 16.01.2015                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |

| Details creation of encumbrance :           |                                           | Details of Even pertaining to encumbrance (3) |                                         |                          |                                                    |                                                                   |              |                          |                                                     |                                                                                                     |                          |
|---------------------------------------------|-------------------------------------------|-----------------------------------------------|-----------------------------------------|--------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|
| Name of Promoter (s) or PACs with whom (**) | Promoter Holding in the target company(1) |                                               | Promoter holding already encumbered (2) |                          | Type of event (creation/release/invocation)        |                                                                   |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|                                             | No of Shares                              | % of total share Capital                      | No of Shares                            | % of total share Capital | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                        | % of total share capital |
| Direct Media Solutions Pvt. Ltd             | 14,00,00,000                              | 22.79                                         | 11,72,80,000                            | 19.09                    | 08.01.2015                                         | Pledge                                                            | 55,00,000    | 0.90                     | IL & FS Trust Co. Ltd                               | 11,17,80,000                                                                                        | 18.20                    |
| Direct Media Solutions Pvt. Ltd             | 14,00,00,000                              | 22.79                                         | 11,17,80,000                            | 18.20                    | 08.01.2015                                         | Pledge                                                            | 25,00,000    | 0.41                     | IL & FS Financial Services Ltd                      | 10,92,80,000                                                                                        | 17.79                    |
| Direct Media Solutions Pvt. Ltd             | 14,00,00,000                              | 22.79                                         | 10,92,80,000                            | 17.79                    | 08.01.2015                                         | Pledge                                                            | 9,00,000     | 0.15                     | STCI Finance Ltd                                    | 10,83,80,000                                                                                        | 17.65                    |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai  
Date : 16.01.2015

Signature of the Authorised Signatory  
Director / Authorised Signatory

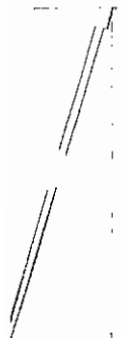
(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.

[ SENDING REPORT ]

Jan. 16 2015 07:52PM

| OTHER POSSIBLE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|----------------|-----------------|------------|------|-------|--------|
| 26598120       | Jan. 16 07:51PM | 01'16      | SND  | 02    | OK     |



Date:12.12.2014

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

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

Dear Sir,

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

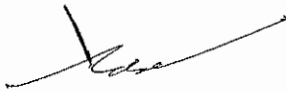
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

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

Thanking you,

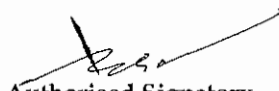
Yours faithfully,

For Digital Satellite Holdings Private Limited

  
Authorized Signatory



For Direct Media Solutions Private Ltd

  
Authorized Signatory



Encl: As above.

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



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

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

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with whom (**) | Promoter Holding in the target company(1) |                          |                                   | Promoter holding already encumbered (2) |                          |                                             |                                                    | Details of Even pertaining to encumbrance (3)                     |              |                          |                                                     |                       | Post event holding of encumbered shares {Creation [(2)-(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|---------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------|-----------------------------------------------------------------------------------------------------|--------------------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation invocation release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares          |                                                                                                     | % of total share capital |
| Digital Satellite Holdings Private Ltd      | 71,369,898                                | 11.62                    | N. A.                             | 71,000,000                              | 11.56                    | Release                                     | 04.12.2014                                         | Pledge                                                            |              | 1,200,000                | 0.20                                                | ECL Finance Ltd       | 59,800,000                                                                                          | 11.36                    |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                             | 122,200,000                             | 19.90                    | Release                                     | 04.12.2014                                         | Pledge                                                            |              | 4,900,000                | 0.80                                                | SICOM Ltd             | 117,300,000                                                                                         | 19.10                    |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                             | 117,300,000                             | 19.10                    | Release                                     | 08.12.2014                                         | Pledge                                                            |              | 50,000                   | 0.01                                                | STCI Finance Ltd      | 117,250,000                                                                                         | 19.09                    |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                             | 117,250,000                             | 19.09                    | Creation                                    | 08.12.2014                                         | Pledge                                                            |              | 3,030,000                | 0.49                                                | SICOM Ltd             | 120,280,000                                                                                         | 19.58                    |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                             | 120,280,000                             | 19.58                    | Release                                     | 11.12.2014                                         | Pledge                                                            |              | 3,000,000                | 0.49                                                | IL & FS Trust Co. Ltd | 117,280,000                                                                                         | 19.09                    |

**For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED**

**For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Place : Mumbai  
Date : 12.12.2014

**Authorized Signatory/Director**

**Director / Authorised Signatory**

Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of

[ SENDING REPORT ]

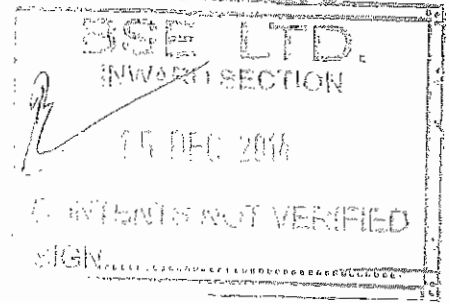
Dec. 12 2014 08:03PM

| Q. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|----|-----------------|-----------------|------------|------|-------|--------|
| 1  | 26598237        | Dec. 12 08:01PM | 01'24      | SND  | 02    | OK     |

OTC

Date: 12.12.2014

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



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

Dear Sir,

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

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

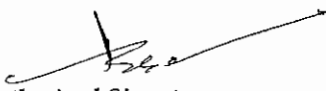
Request you to kindly take the same on record and oblige.

Thanking you,

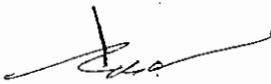
Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

  
Authorized Signatory



  
Authorized Signatory



Encl: As above.

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

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

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

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          | Promoter holding already encumbered (2) |                          | Details of Even pertaining to encumbrance (3) |                                           |                                                                  |              | Post event holding of encumbered shares<br>{Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |       |
|--------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------------|--------------------------|-----------------------------------------------|-------------------------------------------|------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------|--------------------------|-------|
|                                            | No of Shares                              | % of total share Capital | No of Shares                            | % of total share Capital | Type of event (creation/release invocation)   | Date of creation / release of encumbrance | Type of encumbrance (pledge/rev non disposal undertaking /other) | No of Shares |                                                                                                        | % of total share capital |       |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 11.62                    | 71,000,000                              | 11.56                    | Release                                       | 04.12.2014                                | Pledge                                                           | 1,200,000    | 0.20                                                                                                   | 69,800,000               | 11.36 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | 122,200,000                             | 19.90                    | Release                                       | 04.12.2014                                | Pledge                                                           | 4,900,000    | 0.80                                                                                                   | 117,300,000              | 19.10 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | 117,300,000                             | 19.10                    | Release                                       | 08.12.2014                                | Pledge                                                           | 50,000       | 0.01                                                                                                   | 117,250,000              | 19.09 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | 117,250,000                             | 19.09                    | Creation                                      | 08.12.2014                                | Pledge                                                           | 3,030,000    | 0.49                                                                                                   | 120,280,000              | 19.58 |
| Direct Media Solutions Pvt. Ltd            | 140,000,000                               | 22.79                    | 120,280,000                             | 19.58                    | Release                                       | 11.12.2014                                | Pledge                                                           | 3,000,000    | 0.49                                                                                                   | 117,280,000              | 19.09 |

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

Place : Mumbai  
Date : 12.12.2014

**Authorized Signatory/Director**

**Director / Authorised Signatory**  
Signature of the Authorised Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of

[ SENDING REPORT ]

Dec. 12 2014 08:08PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----|-----------------|-----------------|------------|------|-------|--------|
| 01  | 22723121        | Dec. 12 08:08PM | 01'30      | SND  | 00    | OK     |

**MEDIA SOLUTIONS PRIVATE LTD**

Continental Building, 135, Dr. Ambedkar Road, Worli, Mumbai - 400018  
Tel: 022-26129771, 26129772

October 1, 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

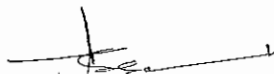
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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

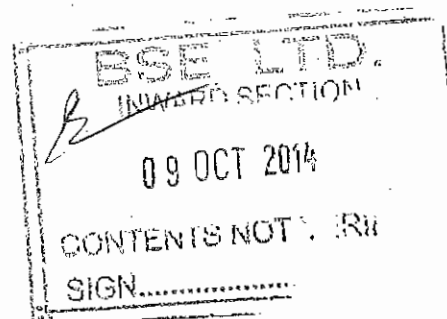


**Authorised Signatory**



**Encl:** As above.

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



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

|                                                                                                    |                                        |
|----------------------------------------------------------------------------------------------------|----------------------------------------|
| <b>Name of the Target Company (TC)</b>                                                             | Siti Cable Network Limited             |
| <b>Name of the stock exchanges where the shares of the target company are listed</b>               | NSE /BSE                               |
| <b>Date of Reporting</b>                                                                           | 01.10.2014                             |
| <b>Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released</b> | Direct Media Solutions Private Limited |

| Details creation of encumbrance :           |                                           | Details of Even pertaining to encumbrance (3) |                                         |                          |                                             |                          |                                                    |                                                                  |              |                          |                                     |                          |                                                     |              |                          |                                                                                                     |
|---------------------------------------------|-------------------------------------------|-----------------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|--------------------------|----------------------------------------------------|------------------------------------------------------------------|--------------|--------------------------|-------------------------------------|--------------------------|-----------------------------------------------------|--------------|--------------------------|-----------------------------------------------------------------------------------------------------|
| Name of Promoter (s) or PACs with whom (**) | Promoter Holding in the target company(1) |                                               | Promoter holding already encumbered (2) |                          | Type of event (creation/release/invocation) |                          | Date of creation/invocation/release of encumbrance | Type of encumbrance (pledge/lien/non disposal/undertaking/other) | No of Shares | % of total share Capital | No of Shares                        | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares | % of total share capital | 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 (*)      | % of total share Capital | % of total share Capital                    | % of total share capital |                                                    |                                                                  |              |                          |                                     |                          |                                                     |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                                         | N. A.                                   | 98,000,000               | 15.96                                       | Creation                 | 28.09.2014                                         | Pledge                                                           | 25,700,000   | 4.18                     | ECL Finance Ltd                     | 123,700,000              | 20.14                                               |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                                         | N. A.                                   | 123,700,000              | 20.14                                       | Creation                 | 28.09.2014                                         | Pledge                                                           | 6,400,000    | 1.04                     | Edelweiss Finance & Investments Ltd | 130,100,000              | 21.18                                               |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                                         | N. A.                                   | 130,100,000              | 21.18                                       | Release                  | 29.09.2014                                         | Pledge                                                           | 1,100,000    | 0.18                     | STCI Finance Ltd                    | 129,000,000              | 21.00                                               |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                                         | N. A.                                   | 129,000,000              | 21.00                                       | Release                  | 29.09.2014                                         | Pledge                                                           | 5,600,000    | 0.91                     | Kotak Mahindra Prime Ltd            | 123,400,000              | 20.09                                               |              |                          |                                                                                                     |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                                         | N. A.                                   | 123,400,000              | 20.09                                       | Release                  | 30.09.2014                                         | Pledge                                                           | 1,200,000    | 0.20                     | IL & FS Financial Services Ltd      | 122,200,000              | 19.90                                               |              |                          |                                                                                                     |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory  
Signature of the Authorised Signatory

Place : Mumbai  
Date : 01.10.2014

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

(\*\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of

SENDING REPORT

9 Oct. 2014 7:57PM

NO. : ZEE ENTERTAINMENT INT LTD MOPLI  
NO. : 02224900450

| NO. | OTHER FACSIMILE | START TIME    | IS | NO. | PAGES | RESULT |
|-----|-----------------|---------------|----|-----|-------|--------|
| 01  | 22733131        | 8 Oct. 7:59PM | 01 | 02  | 02    | OK     |

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



# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Amal Bexar Road, Worli, Mumbai - 400018

TEL: 022-26111111

October 1, 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

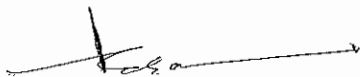
With reference to disclosure requirements by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011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



Authorised Signatory

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




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

|                                                                                             |                                        |
|---------------------------------------------------------------------------------------------|----------------------------------------|
| Name of the Target Company (TC)                                                             | Siti Cable Network Limited             |
| Name of the stock exchanges where the shares of the target company are listed               | NSE / BSE                              |
| Date of Reporting                                                                           | 01.10.2014                             |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Direct Media Solutions Private Limited |

| Details creation of encumbrance:            |                                           |                          |                                    |                                         |                          |                                             |                                                        |                                                                    |              |                          |                                                     |                                                                                                           |       |
|---------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------|
| Name of Promoter (s) or PACs with whom ("") | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             | Details of Even pertaining to encumbrance (3)          |                                                                    |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+{(3)}]/release [(2)-{(3)}]/ invocation[(2)-{(3)}]} |       |
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation / invocation / release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                           |       |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                              | 98,000,000                              | 15.96                    | Creation                                    | 28.09.2014                                             | Pledge                                                             | 25,700,000   | 4.18                     | ECL Finance Ltd                                     | 123,700,000                                                                                               | 20.14 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                              | 123,700,000                             | 20.14                    | Creation                                    | 28.09.2014                                             | Pledge                                                             | 6,400,000    | 1.04                     | Edelweiss Finance & Investments Ltd                 | 130,100,000                                                                                               | 21.18 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                              | 130,100,000                             | 21.18                    | Release                                     | 29.09.2014                                             | Pledge                                                             | 1,400,000    | 0.18                     | STCI Finance Ltd                                    | 129,000,000                                                                                               | 21.00 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                              | 129,000,000                             | 21.00                    | Release                                     | 29.09.2014                                             | Pledge                                                             | 5,600,000    | 0.91                     | Kotak Mahindra Prime Ltd                            | 123,400,000                                                                                               | 20.09 |
| Direct Media Solutions Pvt. Ltd             | 140,000,000                               | 22.79                    | N. A.                              | 123,400,000                             | 20.09                    | Release                                     | 30.09.2014                                             | Pledge                                                             | 1,200,000    | 0.20                     | IL & FS Financial Services Ltd                      | 122,200,000                                                                                               | 19.90 |

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

  
 Director / Authorised Signatory  
 Signature of the Authorised Signatory

Place : Mumbai  
 Date : 01.10.2014

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of

**SENDING REPORT**

9 Oct. 2014 8:00PM

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

| NO. | OTHER FACSIMILE | START TIME    | DATE   | TIME | PAGES | RESULT |
|-----|-----------------|---------------|--------|------|-------|--------|
| 01  | Fax Server      | 8 Oct. 7:52PM | 8 Oct. | 00   | 02    | OK     |

26598237

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

Date :09.07.2014

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

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

Dear Sir,

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

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

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

Thanking you,

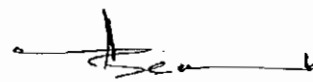
Yours faithfully,

For Digital Satellite Holdings Private Limited

For Direct Media Solutions Private Ltd

  
Authorized Signatory

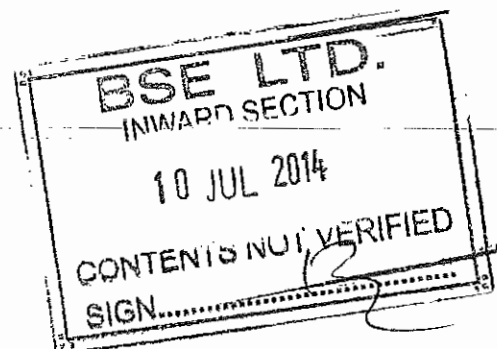


  
Authorized Signatory



Encl: As above.

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



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

|                                                                                             |                                                                                                |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| Name of the Target Company (TC)                                                             | Siti Cable Network Limited                                                                     |
| Name of the stock exchanges where the shares of the target company are listed               | NSE /BSE                                                                                       |
| Date of Reporting                                                                           | 09.07.2014                                                                                     |
| Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released | Digital Satellite Holdings Private Limited (formerly known as Agmesh Builders Private Limited) |
|                                                                                             | Direct Media Solutions Private Limited                                                         |

**Details creation of encumbrance :**

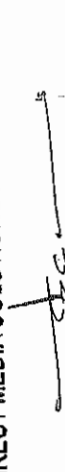
| Name of Promoter (s) or PACs with him (**) | Promoter Holding in the target company(1) |                          |                                   | Promoter holding already encumbered (2) |                          |  | Details of Even pertaining to encumbrance (3) |                                          |                                                                   |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |              |
|--------------------------------------------|-------------------------------------------|--------------------------|-----------------------------------|-----------------------------------------|--------------------------|--|-----------------------------------------------|------------------------------------------|-------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------|
|                                            | No of Shares                              | % of total share Capital | % w.r.t diluted share capital (*) | No of Shares                            | % of total share Capital |  | Type of event (creation/release invocation)   | Date of creation /release of encumbrance | Type of encumbrance (pledge/lien/non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered |                                                                                                     | No of Shares |
| Digital Satellite Holdings Private Ltd     | 71,369,898                                | 11.62                    | N. A.                             | 62,000,000                              | 10.09                    |  | Creation                                      | 01.07.2014                               | Pledge                                                            | 9,000,000    | 1.47                     | IL & FS Trust Co Ltd                                | 71,000,000                                                                                          | 11.56        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 22.79                    | N. A.                             | 123,875,000                             | 20.17                    |  | Release                                       | 03.07.2014                               | Pledge                                                            | 14,000,000   | 2.28                     | IL & FS Trust Co Ltd                                | 109,875,000                                                                                         | 17.89        |
| Direct Media Solutions Pvt. Ltd.           | 140,000,000                               | 22.79                    | N. A.                             | 109,875,000                             | 17.89                    |  | Release                                       | 03.07.2014                               | Pledge                                                            | 11,875,000   | 1.93                     | Aditya Birla Finance Ltd                            | 98,000,000                                                                                          | 15.96        |

**For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED**

  
Authorized Signatory/Director

Place : Mumbai  
Date : 09.07.2014

**For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

  
Authorized Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

【 SENDING REPORT 】

Jul. 09 2014 09:13PM

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

【 SENDING REPORT 】

Jul. 09 2014 09:15PM

| NO. | OTHER FACSIMILE | START TIME      | USAGE TIME | MODE | PAGES | RESULT |
|-----|-----------------|-----------------|------------|------|-------|--------|
| 41  | 22723121        | Jul. 09 09:13PM | 01'06      | SND  | 01    | OK     |

n/c

Date :09.07.2014

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory



For Direct Media Solutions Private Ltd

Authorised Signatory



Encl: As above.

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

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

Name of the Target Company (TC) SITI Cable Network Limited

Name of the stock exchanges where the shares of the target company are listed NSE /BSE

Date of Reporting 09.07.2014

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released Digital Satellite Holdings Private Limited (formerly Known as Agmesh Builders Private Limited)

Direct Media Solutions Private Limited

**Details creation of encumbrance :**

| Name of Promoter (s) or PACs with whom (**) | Promoter Holding in the target company(1) |                          |                                    | Promoter holding already encumbered (2) |                          |                                             |                                          | Details of Even pertaining to encumbrance (3)                      |              |                          |                                                     | Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]} |                          |
|---------------------------------------------|-------------------------------------------|--------------------------|------------------------------------|-----------------------------------------|--------------------------|---------------------------------------------|------------------------------------------|--------------------------------------------------------------------|--------------|--------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------|
|                                             | No of Shares                              | % of total share Capital | % w.r.t. diluted share capital (*) | No of Shares                            | % of total share Capital | Type of event (creation/release invocation) | Date of creation /release of encumbrance | Type of encumbrance (pledge/lien/ non disposal undertaking /other) | No of Shares | % of total share capital | Name of the entity in whose favor shares encumbered | No of Shares                                                                                        | % of total share capital |
| Digital Satellite Holdings Private Ltd      | 71,369,898                                | 11.62                    | N. A.                              | 62,000,000                              | 10.09                    | Creation                                    | 01.07.2014                               | Pledge                                                             | 9,000,000    | 1.47                     | IL & FS Trust Co Ltd                                | 71,000,000                                                                                          | 11.56                    |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                    | N. A.                              | 123,875,000                             | 20.17                    | Release                                     | 03.07.2014                               | Pledge                                                             | 14,000,000   | 2.28                     | IL & FS Trust Co Ltd                                | 109,875,000                                                                                         | 17.89                    |
| Direct Media Solutions Pvt. Ltd.            | 140,000,000                               | 22.79                    | N. A.                              | 109,875,000                             | 17.89                    | Release                                     | 03.07.2014                               | Pledge                                                             | 11,875,000   | 1.93                     | Aditya Birla Finance Ltd                            | 98,000,000                                                                                          | 15.96                    |

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 09.07.2014

Authorized Signatory/Director

Signature of the Authorized Signatory  
Director / Authorized Signatory

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

(\*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities /warrants into equity shares of the TC.



SENDING REPORT ]

Jul. 09 2014 09:09PM

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