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: 10th 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 17th 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)

DIRECT MEDIA SOLUTIONS LLP

Dinesh Kanodia
Authorised Signatory

Encl: As above.

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

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

1.	Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
2.	Name of the acquirer(s)	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	17th 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

DIRECT MEDIA SOLUTIONS LLP

	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

DIRECT MEDIA SOLUTIONS LLP

Place: Mumbai
Date: 10th July, 2017

Annexure 1

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

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

DIRECT MEDIA SOLUTIONS LLP

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding 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.	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

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

DIRECT MEDIA SOLUTIONS LLP

(**) 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 17:42
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 Futurex, 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,
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National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

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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

DIRECT MEDIA SOLUTIONS LLP

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding 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)]}	
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DIRECT MEDIA SOLUTIONS LLP

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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

DIRECT MEDIA SOLUTIONS LLP

(**) 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

DIRECT MEDIA SOLUTIONS LLP

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

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

Thanking you,

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

Authorised Signatory

Encl: As above.

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

BSE LTD.
INWARD SECTION
06 JUN 2017
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of 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 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 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 dispsal 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.	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	IDBI Trusteeship Services Limited	7,59,65,000	8.71
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	8,02,85,000	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	7,58,28,755	8.70	N.A.	-	-	-	-			-	-			-
Essel International Ltd	1,70,13,828	1.95	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 : 2nd June, 2017

Signature of the Authorised Signatory

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(*) 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: '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.)

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June 2, 2017

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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)
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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 June, 2017
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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)]]	
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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	IDBI Trusteeship Services Limited	7,59,65,000	8.71
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	8,02,85,000	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	7,58,28,755	8.70	N.A.	-	-	-	-	-	-	-	-	-		-
Essel International Ltd	1,70,13,828	1.95	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 : 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 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

DIRECT MEDIA SOLUTIONS LLP

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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 {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.	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

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 : 19th May, 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:	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

BSE LTD.
INWARD SECTION
22 MAY 2017
CONTENTS NOT VERIFIED
SIGN.....

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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 {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.	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

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 : 19th May, 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:	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

Authorised Signatory

Bioscope Cinemas Pvt. Ltd.

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

Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

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.

BSE LTD.
INWARD SECTION
15 MAY 2017
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of 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 Limited)	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

Bioscope Cinemas Pvt. Ltd.

DIRECT MEDIA SOLUTIONS LLP

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.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,90,00,000	2.18	N.A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 12th May, 2017

Bioscope Cinemas Pvt. Ltd.

Signature of the Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

(**) 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

Bioscope Cinemas Pvt. Ltd.

Authorised Signatory

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

DIRECT MEDIA SOLUTIONS LLP

Authorised Signatory

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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 Limited)	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

Bioscope Cinemas Pvt. Ltd.

DIRECT MEDIA SOLUTIONS LLP

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.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,90,00,000	2.18	N.A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 12th May, 2017

Biascope Cinemas Pvt. Ltd.

Signature of the Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

(**) 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

005077

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 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	Manaaskar Fashions LLP	1,90,00,000	2.18
	Total	64,15,28,140	73.57

INWARD SECTION
07 APR 2017
CONTENTS NOT VERIFIED
SIGN.....

DIRECT MEDIA SOLUTIONS LLP

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

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

Tel: +91 22 71061234 LLPIN: AAI-2417

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

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

Thanking you.

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

Director/ Authorized Signatory

Encl: As above.

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

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

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
2 Name(s) of the stock exchange(s) where the shares of the TC are listed	1 BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st 2017, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants d) Convertible Securities e) Any other instrument that would entitle the holder to receive shares in the TC.	 12,10,00,000 NIL NA NA NA	 13.88 NIL NA NA NA	 13:88 NA NA NA
Total	12,10,00,000	13.88	13.88

DIRECT MEDIA SOLUTIONS LLP

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
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4	Arrow Media & Broadband Private Limited	5,71,42,857	6.55
5	Direct Media & Cable Private Limited	8,57,14,285	9.83
6	Digital Satellite Holdings Private Limited	7,13,69,898	8.18
7	Bioscope Cinemas Private Limited	11,20,08,946	12.84
8	Essel Media Ventures Limited	7,58,28,755	8.70
9	Essel International Limited	4,70,13,828	5.39
10	Manaaska Fashions LLP	1,90,00,000	2.18
	Total	64,15,28,140	73.57

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

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

Thanks & Regards,
Ashok Sanghavi

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: [illegible] Floor, [illegible] Building, Kamanar Fumex, N. M. Joshi Marg, Lower Parel, Mumbai - [illegible]

Tel: [illegible]

[illegible]

SIS Limited
[illegible]
Lower Parel
Mumbai - 400 013

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
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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

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, [illegible] Building, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai - 400013
Tel: +91 22 71961234 LLPIN: AAB-[illegible]

In this regard, please find attached the [illegible] as per the requirement of NMD [illegible] Exchange Board of India [illegible] Regulations, [illegible] Regulations, 2011 [illegible] in connection with the [illegible] Rs.

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

Thanking you.

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

Director/ Authorized Signatory

Encl. As above.

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

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

Part-A- Details of Shareholding

Name of the Target Company (TC)	[illegible] Limited (formerly [illegible] Limited)
2 Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited
3 Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)

4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st 2017, holding of:			
a) Shares	12,10,00,000	13.88	13.88
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	
Total	12,10,00,000	13.88	13.88

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
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8	Essel Media Ventures Limited	7,58,28,755	8.70
9	Essel International Limited	4,70,13,828	5.39
10	Manaaska Fashions LLP	1,90,00,000	2.18
	Total	64,15,28,140	73.57

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

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

Thanks & Regards,
Ashok Sanghavi

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 31st 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

Bioscope Cinemas Pvt. Ltd.

Authorised Signatory

Encl: As above.

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

DIRECT MEDIA SOLUTIONS LLP

Authorised Signatory

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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	% 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

Bioscope Cinemas Pvt. Ltd.

Direct Media Solutions LLP

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 19:20
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 31st 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

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 31st 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)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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	% 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

Bioscope Cinemas Pvt. Ltd.

DIRECT MEDIA SOLUTIONS LLP

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

Bioscope Cinemas Pvt. Ltd.

Signature of the Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

(**) 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 31st 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

Bioscope Cinemas Pvt. Ltd.

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

Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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	% 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

Bioscope Cinemas Pvt. Ltd.

DIRECT MEDIA SOLUTIONS LLP

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.	-	-	-	-	-	-	-	-	-	-	-
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: 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

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).

BSE LTD.
INWARD SECTION
03 APR 2017
CONTENTS NOT VERIFIED
SIGN.....

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

Thanking you,

Yours faithfully,

For Bioscope Cinemas Private Limited

Bioscope Cinemas Pvt. Ltd.

Authorised Signatory

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

DIRECT MEDIA SOLUTIONS LLP

Authorised Signatory

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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	% 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

Bioscope Cinemas Pvt. Ltd.

DIRECT MEDIA SOLUTIONS LLP

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.	-	-	-	-	-	-	-	-	-	-	-
Manaaska Fashions LLP	1,90,00,000	2.18	N.A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 31st March, 2017

Bioscope Cinemas Pvt. Ltd.

Signature of the Authorised Signatory

DIRECT MEDIA SOLUTIONS LLP

(**) 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 Diselosure 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: '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: 28th March, 2017

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

004027

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 27th 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)

DIRECT MEDIA SOLUTIONS LLP

Ashok Sanghavi
Authorised Signatory

BSE LTD.
INWARD SECTION
29 MAR 2017
CONTENTS NOT VERIFIED
SIGN.....

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 (**)
Before the sale under consideration, holding of :			
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
Details of ~~acquisition~~/sale			
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

DIRECT MEDIA SOLUTIONS LLP

After the ~~acquisition~~/sale, holding of: a) Shares carrying voting rights b) Shares encumbered with the acquirer c) VRs otherwise than by shares 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 e) Total (a+b+c+d)	121,000,000 NA NA Nil 121,000,000	13.88 NA NA Nil 13.88	13.88 NA NA Nil 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	27th 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: 28th March, 2017

DIRECT MEDIA SOLUTIONS LLP

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 hat 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 27th 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: 28th 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 27th 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

DIRECT MEDIA SOLUTIONS LLP

NSEIL
MAR 2017
CONTENTS NOT VERIFIED

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 (**)
Before the sale under consideration, holding of :			
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
Details of ~~acquisition~~/sale			
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

DIRECT MEDIA SOLUTIONS LLP

After the ~~acquisition~~/sale, holding of: a) Shares carrying voting rights b) Shares encumbered with the acquirer c) VRs otherwise than by shares 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 e) Total (a+b+c+d)	 121,000,000 NA NA Nil 121,000,000	 13.88 NA NA Nil 13.88	 13.88 NA NA Nil 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	27th 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: 28th March, 2017

DIRECT MEDIA SOLUTIONS LLP

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 .hat 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 27th 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)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai – 400013

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {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	-	-	-	-	-	-	-	9,47,99,335	10.87
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.18	N.A.	7,13,69,000	8.18	-	-	-	-	-	-		7,13,69,000	8.18
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	14,00,00,000	16.05	N.A.	2,92,45,000	3.35	Release	17-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	3,00,000	0.03	ECL Finance Limited	2,89,45,000	3.32
Direct Media & Cable Pvt. Ltd.	8,57,14,285	9.83	N.A.	8,57,14,285	9.83	-	-	-	-	-	-	-	8,57,14,285	9.83
Digital Satellite Media & Broadband Pvt. Ltd.	5,14,28,571	5.90	N.A.	3,08,00,000	3.53	-	-	-	-	-	-	-	3,08,00,000	3.53
Arrow Media and Broadband Private Limited	5,71,42,857	6.55	N.A.	3,08,00,000	3.53	-	-	-	-	-	-	-	3,08,00,000	3.53

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.	-	-	-	-	-	-	-		-		

Place : Mumbai
Date : 24th 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:	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 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 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

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.

BSE LTD.
INWARD SECTION
27 MAR 2017
CONTENTS NOT VERIFIED
SIGN.... 16.30....

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company (1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares [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	-	-	-	-	-	-	-	9,47,99,335	10.87
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.18	N.A.	7,13,69,000	8.18	-	-	-	-	-	-	-	7,13,69,000	8.18
Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited)	14,00,00,000	16.05	N.A.	2,92,45,000	3.35	Release	17-Mar-2017	Pledge	Collateral Release for Facility of Promoter group Company	3,00,000	0.03	ECL Finance Limited	2,89,45,000	3.32
Direct Media & Cable Pvt. Ltd.	8,57,14,285	9.83	N.A.	8,57,14,285	9.83	-	-	-	-	-	-	-	8,57,14,285	9.83
Digital Satellite Media & Broadband Pvt. Ltd.	5,14,28,571	5.90	N.A.	3,08,00,000	3.53	-	-	-	-	-	-	-	3,08,00,000	3.53
Arrow Media and Broadband Private Limited	5,71,42,857	6.55	N.A.	3,08,00,000	3.53	-	-	-	-	-	-	-	3,08,00,000	3.53

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.	-	-	-	-	-	-	-	-			-

Place : Mumbai
Date : 24th 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:	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 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 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 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)
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							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	14.10	12.85	9,76,60,335	12.30	Release	14-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	8,14,27,335	10.25
Bioscope Cinemas Pvt. Ltd.	11,20,08,946	14.10	12.85	8,14,27,335	10.25	Creation	16-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,33,72,000	1.68	L&T Finance Limited	9,47,99,335	11.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	7,13,69,000	8.99	Release	13-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	5,51,36,000	6.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	5,51,36,000	6.94	Creation	14-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	7,13,69,000	8.99

DIGITAL SATELLITE HOLDING 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 pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

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

promoters

From: promoters <promoters@esselgroup.com>
Sent: 17/02/2017 20:07
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

01L

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

BSE LTD.
INWARD SECTION
20 FEB 2017
CONTENTS NOT VERIFIED

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							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	14.10	12.85	9,76,60,335	12.30	Release	14-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	8,14,27,335	10.25
Bioscope Cinemas Pvt. Ltd.	11,20,08,946	14.10	12.85	8,14,27,335	10.25	Creation	16-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,33,72,000	1.68	L&T Finance Limited	9,47,99,335	11.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	7,13,69,000	8.99	Release	13-Feb-2017	Pledge	Collateral Release for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	5,51,36,000	6.94
Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	8.99	8.19	5,51,36,000	6.94	Creation	14-Feb-2017	Pledge	Collateral Pledge for Facility of Promoter group Company	1,62,33,000	2.04	IDBI Trusteeship Services Limited	7,13,69,000	8.99

DIGITAL SATELLITE HOLDING 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 pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

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

promoters

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

Dear Sir/ Madam,

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

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.

BSE LTD.
INWARD SECTION
19 DEC 2016
CONTENTS NOT VERIFIED
SIGN.....

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% 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 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

December 16, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Limited

Authorised Signatory

For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/non disposal undertaking /other)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% 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 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 17:53
To: 'takeover@nse.co.in'
Subject: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: NSE DISCLOSURE DSHPL DMSPL BCPL SITI.pdf

Dear Sir/ Madam,

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

Thanks & Regards,
Ashok Sanghavi
irect: 022 -71061437

December 9, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Limited

Authorised Signatory

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares (Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)])	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release 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 Company	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 Company	1,42,86,000	1.80	Bajaj Finance Limited	5,56,55,000	7.01
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	6,05,64,800	7.63	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	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 Company	80,00,000	1.01	IDBI Trusteeship Services Limited	4,96,50,000	6.25

Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.33	10.32	-	-	-	-	-	-	-	-	-	-	-
Essel 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
irect: 022 -71061437

December 9, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Limited

Authorised Signatory

Encl: As above.

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

BSE
12 DEC 2016
CONTENTS NOT VERIFIED
SIGN

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release 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 Company	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 Company	1,42,86,000	1.80	Bajaj Finance Limited	5,56,55,000	7.01
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	16.06	6,05,64,800	7.63	Release	2-Dec-2016	Pledge	Collateral Release for Facility of Promoter group Company	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 Company	80,00,000	1.01	IDBI Trusteeship Services Limited	4,96,50,000	6.25

Direct Media & Cable Pvt. Ltd.	8,57,14,285	10.79	9.83	8,57,14,285	10.79	-	-	-	-	-	-	-	8,57,14,285	10.79
Digital Satellite Media & Broadband Pvt. Ltd.	3,08,00,000	3.88	3.53	3,08,00,000	3.88	-	-	-	-	-	-	-	3,08,00,000	3.88
Essel Media Ventures Ltd	9,00,00,000	11.33	10.32	-	-	-	-	-	-	-	-	-	-	-
Essel 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 18:34
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

BSE LTD.
INWARD SECTION
-5 DEC 2016
CONTENTS NOT VERIFIED
SIGN.....

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorised Signatory

Encl: As above.

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

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Snbstantial 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)]/ 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	16.06	5,61,14,800	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	6,80,64,800	8.57

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 2nd December, 2016

Signature of the Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

(*) 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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorised Signatory

Encl: As above.

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

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

Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)
Name of the stock exchanges where the shares of the target company are listed	NSE /BSE
Date of Reporting	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)]/ 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	16.06	5,61,14,800	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	6,80,64,800	8.57

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 2nd 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: 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
4th Floor, Madhu Industrial Estate,
Pandurang Budhkar Marg, Worli,
Mumbai - 400013.

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

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

Details creation of encumbrance :

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 Services Limited	637,08,000	8.02
Direct Media Solutions Pvt. Ltd.	1400,00,000	17.63	16.06	739,64,800	9.31	Release	05-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	6,50,000	0.08	Axis Finance Limited	733,14,800	9.23
Direct Media & Cable Pvt. Ltd.	857,14,285	10.79	9.83	857,14,285	10.79	-	-	-	-	-			857,14,285	10.79

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

Place : Mumbai
Date : 12th August, 2016

Signature of the Authorised Signatory

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

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

promoters

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

Dear Sir/ Madam,

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

August 12, 2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Limited

Authorised Signatory

Encl: As above.

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

BSE LTD.
INWARD SECTION
16 AUG 2016

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

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

Details creation of encumbrance :

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 Services Limited	637,08,000	8.02
Direct Media Solutions Pvt. Ltd.	1400,00,000	17.63	16.06	739,64,800	9.31	Release	05-08-2016	Pledge	Collateral Release for Facility of Promoter group Company	6,50,000	0.08	Axis Finance Limited	733,14,800	9.23
Direct Media & Cable Pvt. Ltd.	857,14,285	10.79	9.83	857,14,285	10.79	-	-	-	-	-	-	-	857,14,285	10.79

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Digital Satellite Media & Broadband Pvt. Ltd.	308,00,000	3.88	3.53	308,00,000	3.88	-	-	-	-	-	-	-	308,00,000	3.08
Essel Media Ventures Ltd	1000,00,000	12.59	11.47	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	620,00,000	7.81	7.11	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 12th August, 2016

Signature of the Authorised Signatory

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

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

promoters

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

Dear Sir/ Madam,

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -71061437

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

For Direct Media Solutions Private Limited

Authorised Signatory

Encl: As above.

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

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

Name of the Target Company (TC)	Siti 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 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.	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		-	-	-	-	-			-	-	-

Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 17th June, 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: 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

Bioscope Cinemas Pvt. Ltd.

Authorised Signatory

For Direct Media Solutions Private Limited

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorised Signatory

BSE LTD.
INWARD SECTION
20 JUN 2016
CONTENTS NOT VERIFIED
SIGN.....

Encl: As above.

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

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

Name of the Target Company (TC)	Siti 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 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.	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	-	-	-	-	-	-	-	-	-	-	-

Ashok Mathai Kurien	10,21,000	0.13	0.12	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 17th June, 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: 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

NSEIL
CONTENTS NOT VERIFIED

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	5th May, 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)]/ 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	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.	-	-	-	-	-	-	-	-	-	-	-

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

BSE LTD.
INWARD SECTION
06 MAY 2016
CONTENTS NOT VERIFIED
SIGN. 15:30

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	5th May, 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)]/ 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	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.	-	-	-	-	-	-	-	-	-	-	-

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 19:27
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
	Total	**56,37,56,712**	**70.99**	**7,77,71,428**	**70.05**

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

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

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

Thanking you.

Yours faithfully,
For Direct Media Solutions Private Limited

Director/ Authorized Signatory

Encl: As above.

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

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

Part-A- Details of Shareholding

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Part-B**

Name of the Target Company: Siti Cable Network Limited

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

For Direct Media Solutions Private Limited

Director/ Authorised Signatory

Place: Mumbai

Date: April 4, 2016

Note:

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

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

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

promoters

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

Dear Sir,

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

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

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

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

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director/ Authorized Signatory

Encl: As above.

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

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

Part-A- Details of Shareholding

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Promoters

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

Dear Sir,

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

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

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

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

DIC

Date:31.03.2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Ltd

Authorised Signatory

For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)							Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation 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	6.380	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.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	14.661	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.531	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.129	N. A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 31.03.2016

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: 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. 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	% 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.	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	14.661	N. A.	-	-	-	-	-	-	-	-	-	-	-
Essel Internationa l Ltd	67,750,000	8.531	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.129	N. A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 31.03.2016

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: 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

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.

BSE LTD.
INWARD SECTION
21 MAR 2016
CONTENTS NOT VERIFIED
SIGN 16.3.16

(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 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	3.918
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.	-	-	-	-	-	-	-	-	-	-	

Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 18 03.2016

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: 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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Authorised Signatory

NSEIL

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 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	3.918
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.	-	-	-	-	-	-	-	-	-		

Essel International Ltd	67,750,000	8.875	N. A.	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.134	N. A.	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai
Date : 18.03.2016

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: 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

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Encl: As above.

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

BSE LTD.
INWARD SECTION
08 MAR 2016
CONTENTS NOT VERIFIED
SIGN

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with 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

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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 : 04.03.2016

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: 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

NSEIL
CONTENTS NOT VERIFIED

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

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with 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

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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 : 04.03.2016

Signature of the Authorised Signatory

(**) The names of all the promoters their sharcholding 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: 04/03/2016 21:28
To: takeover@nse.co.in
Subject: RE: Disclosures u/r 31(1) & 31(2) of SEBI (SAST) Regulations, 2011
Attachments: NSE SITI CABLE.PDF

Dear Sir/Madam,

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

Date:26.02.2016

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

For Direct Media Solutions Private Ltd

Authorised Signatory

For Bioscope Cinemas Private Limited

Authorised Signatory

Encl: As above.

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

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with 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.	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	2.71	IL &FS Trust Co Ltd	84,165,000	11.03

Bioscope Cinemas Pvt. Ltd.

Digital Satellite Holding Private Limited

Direct Media Solutions Private Limited

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

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

Dear Sir/Madam,

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

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

Date:26.02.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

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 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 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	2.71	IDBI Trust Co Ltd	84,165,000	10.08

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

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: 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

O/C

Date:30.09.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

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

Authorised Signatory
Authorised Signatory/Director

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.

BSE LTD.
INWARD SECTION
09 OCT 2015
CONTENTS NOT VERIFIED
SIGN.....

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with 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
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 PVT. LTD. LIMITED
Director / Authorised Signatory

For Bioscope Cinemas Pvt. Ltd.
Authorised Signatory / Director

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED
Authorised Signatory/Director

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

For Direct Media Solutions Pvt. Ltd.

Director / Authorised Signatory

For Discovery Channel Pvt. Ltd.

Authorised Signatory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorised Signatory

Place : Mumbai
Date : 30.09.2015

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

(*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the 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 Lts

Thanks & Regards,
Ashok Sanghavi
Direct: 022 -24831437

O|C

Date:30.09.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

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

Authorised Signatory
Authorized Signatory/Director

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.

02 OCT 2015

CONTENTS KC

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with 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
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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For Bioscope Cinemas Pvt. Ltd.

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory

For Bioscope Cinema

Signature of the Authorised Signatory

For DIGITAL SATELLITE [illegible] PRIVATE LIMITED

Authorised Signatory/Director

Place : Mumbai
Date : 30.09.2015

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

(*) Total share capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement. Diluted share/voting capital means the total number of shares in the 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

Authorised Signatory

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

Encl: As above.

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

BSE LTD.
INWARD SECTION
31 AUG 2015
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of 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. dilnted 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.	59,572,000	8.79	Release	20.08.2015	Pledge	20,000	0.00	Yes Bank Ltd	59,552,000	8.79
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	88,900,000	13.12	Release	20.08.2015	Pledge	2,300,000	0.34	IL & FS Trust Co Ltd	86,600,000	12.78
Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	86,600,000	12.78	Creation	27.08.2015	Pledge	4,100,000	0.61	ECL Finance Ltd	90,700,000	13.39

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Signature of the Authorised Signatory

Authorised Signatory/Director

Place : Mumbai

Date : 28.08.2015

(**) 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]

Aug. 28 2015 08:10PM

NO.	CP FAX	START TIME	CODE TIME	MODE	PAGES	RESULT
01	2123121	Aug. 28 08:08PM	01'36	SND	02	OK

Date:28.08.2015

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

Encl: As above.

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

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

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

Details creation of encumbrance :

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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorised Signatory/Director

Signature of the Authorised Signatory

Place : Mumbai

Date : 28.08.2015

(**) 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.

D/C

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.

BSE LTD.
INWARD SECTION
06 JUL 2015
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of 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 LIMITED

Director / Authorised Signatory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorised Signatory/Director

Place : Mumbai

Date : 30.06.2015

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 08:42PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	22723121	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)

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
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Direct Media Solutions Pvt. Ltd	140,000,000	20.67	N. A.	83,000,000	12.25	Creation	29.06.2015	Pledge	5,900,000	0.87	Axis Finance Ltd	88,900,000	13.12

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorized Signatory/Director

Signature of the Authorised Signatory

Place : Mumbai

Date : 30.06.2015

(**) 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]

Jul. 03 2015 08:31PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	26598120	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

BSE LTD.
INWARD SECTION
09 JUN 2015
CONTENTS NOT VERIFIED
SIGN.....

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

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)

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 :

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
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

For 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 07:58PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	22723121	Jun. 08 07:57PM	01'26	SND	02	OK

D/C

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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	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 :

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
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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Signatory

Place : Mumbai

Date : 08.06.2015

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 07:50PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	26598120	Jun. 08 07:49PM	00'45	SND	01	OK

[SENDING REPORT]

Jun. 08 2015 07:51PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	26598120	Jun. 08 07:50PM	00'48	SND	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%
	Total	**44,72,42,427**	66.00%

BSE LTD
INWARD SECTION
09 APR 2015
CONTENTS NOT VERIFIED
SIGN

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

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

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

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited

Director/ Authorized Signatory

Encl: As above.

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

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

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

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

Note:

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Date: April 3, 2015
Place: Mumbai

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

April 7, 2015

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

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

Dear Sir,

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

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

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

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

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

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited

Director/ Authorized Signatory

Encl: As above.

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

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

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

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

Note:

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

For Direct Media Solutions Private Limited

Director/Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Date: April 3, 2015
Place: Mumbai

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

Authorised Signatory

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Encl: As above.

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

SCS LTD.
INWARD SECTION
08 APR 2015
CONTENTS NOT VERIFIED
SIGN.....

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

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

Details creation of encumbrance :

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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authortised Sigantory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorized Signatory/Director

Signature of the Authorised Signatory

Place : Mumbai

Date : 07.04.2015

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

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

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

Authorised Signatory

DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Encl: As above.

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

NSEIL
08 APR 2015
CONTENTS NOT VERIFIED

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

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

Details creation of encumbrance :

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)		Details of Even pertaining to encumbrance (3)						Post event holding of encumbered shares {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/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
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For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authortised Sigantory

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Signature of the Authorised Signatory

Authorised Signatory/Director

Place : Mumbai

Date : 07.04.2015

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

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Annie 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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

BSE LTD.
INWARD SECTION

(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	% of total share capital
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

Director / Authortised Sigantory
Signature of the Authorised Signatory

Place : Mumbai
Date : 20.03.2015

(**) 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

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	01'23	SND	02	OK

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Continental Building, 135, Dr. Annie 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

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)

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	% of total share capital
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For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authortised Sigantory

Signature of the Authorised Signatory

Place : Mumbai

Date : 20.03.2015

(**) 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 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 FACSIMILE	DATE	USAGE TIME	MODE	PAGES	RESULT
01	Fax Server 26598237	Mar. 20 07:46PM	01'23	SND	02	OK

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

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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	% of total share capita
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	15.0

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Place : Mumbai

Date : 11.02.2015

Signature of 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 o the TC.

[SENDING REPORT]

OTHER PARTY	START TIME	DURATION	MODE	PAGES	RESULT
5641826	Feb. 11 2:03PM	01'36	SND	02	OK

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.

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

12 FEB 2015

(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	% of total share capital
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 Authorised Signatory

Director / Authorised 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 08:31PM

OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
22723121	Feb. 11 08:20PM	00'48	SND	01	OK

【 SENDING REPORT 】

Feb. 11 2015 09:22PM

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)

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	30.01.2015
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	% 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
25598130	Jan. 30 08:44PM	01'17	SND	02	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.

BSE LTD.
INWARD SECTION
02 FEB 2015
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of 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	30.01.2015
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	% 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

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 numbe f shares in the TC assuming full conversion of the ou nding 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
1	32723121	Jan. 30 09:03PM	01'30	SND	02	OK

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

INWARD SECTION
16 JAN 2015
SIGNATURE NOT VERIFIED
SIGN

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of 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	16.01.2015
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 c...tity 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 / Authorised 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 2015 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 2015 08:11PM

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

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

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)

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	16.01.2015
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	% 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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory
Director / Authorised 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 2015 07:52PM

OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
26598120	Jan. 16 07:51PM	01'16	SND	02	0K

Date:12.12.2014

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

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

Dear Sir,

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

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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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 th ock exchange and to the Target Company for encumbrance of sh /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 {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	71,000,000	11.56	Release	04.12.2014	Pledge	1,200,000	0.20	ECL Finance Ltd	69,800,000	11.36
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	122,200,000	19.90	Release	04.12.2014	Pledge	4,900,000	0.80	SICOM Ltd	117,300,000	19.10
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

Authorized Signatory/Director

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authorised Sigantory

Signature of the Authorised Signatory

Place : Mumbai

Date : 12.12.2014

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

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

[SENDING REPORT]

Dec. 12 2014 08:03PM

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

O/C

Date:12.12.2014

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

BSE LTD.
INWARD SECTION
15 DEC 2014
CONTENTS NOT VERIFIED
SIGN.....

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

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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 es /invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) an 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Reg ions, 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 {Creation [(2)+(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}	
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Date of creation invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking /other)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	71,000,000	11.56	Release	04.12.2014	Pledge	1,200,000	0.20	ECL Finance Ltd	69,800,000	11.36
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	122,200,000	19.90	Release	04.12.2014	Pledge	4,900,000	0.80	SICOM Ltd	117,300,000	19.10
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

Authorized Signatory/Director

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Director / Authortised Sigantory

Signature of the Authorised Signatory

Place : Mumbai

Date : 12.12.2014

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

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

[SENDING REPORT]

Dec. 12 2014 08:08PM

NO.	OTHER FACSIMILE	START TIME	USAGE TIME	MODE	PAGES	RESULT
01	22723121	Dec. 12 08:06PM	01'30	SND	02	OK

MEDIA SOLUTIONS PRIVATE LIMITED
Continental Building, 135 Dr. A. B. Road, Worli, Mumbai
[illegible]

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

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.

BSE LTD.
INWARD SECTION
09 OCT 2014
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of 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 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
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

ID : ZEE ENTERTAINMENT INT LTD WORLD
NO. : 02224900450

NO.	OTHER FACSIMILE	START TIME	TIME	MODE	PAGES	RESULT
01	22723121	8 Oct. 7:55PM	02	G3	02	OK

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

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED
Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai - 400018

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

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)

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 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
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
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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 the TC

SENDING REPORT

8 Oct. 2014 8:00PM

: ZEE ENTERTAINMEN INT LTD WORLI
: 02224900450

NO.	OTHER FACSIMILE	START TIME	USE	PAGES	RESULT
01	Fax Server	8 Oct. 7:58PM	2''	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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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

BSE LTD.
INWARD SECTION
10 JUL 2014
CONTENTS NOT VERIFIED
SIGN.....

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invocation of encumbrance / release of 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 Limitd (formerlly 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)]}	
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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

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of Authorised Signatory

Director / Authorised Signatory

Place : Mumbai

Date : 09.07.2014

(**) 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.

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[SENDING REPORT]

Jul. 09 2014 09:13PM

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

Jul. 09 2014 09:15PM

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

D/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

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited

Authorised Signatory

DIGITAL SATELLITE HOLDING PRIVATE LIMITED

For Direct Media Solutions Private Ltd

Authorised Signatory

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

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)

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	Direct Media Solutions Private Limited

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For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Authorized Signatory/Director

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

Signature of the Authorised Signatory

Director / Authorised Sigantory

Place : Mumbai

Date : 09.07.2014

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SENDING REPORT

Jul. 09 2014 09:09PM

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