

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



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

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

Thanking you.

Yours faithfully,
For Direct Media Solutions Private Limited



Director/ Authorized Signatory



Encl: As above.

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