

Format for Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Siti Cable Network Limited			
2.	Name of the acquirer(s)	Direct Media Solutions Private Limited			
3.	Name of the stock exchange where shares of the TC are listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)			
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	9,00,00,000 equity shares constituting 19.90% of paid up capital of Siti Cable Network Limited acquired on November 9, 2012 from Bioscope Cinemas Private Limited by way of off market Inter se transfer of shares amongst entities of the promoter group			
5.	Relevant regulation under which the acquirer is exempted from making open offer.	Regulation 10(1)(a)(iii)			
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, – Whether disclosure was made and whether it was made within the timeline specified under the regulations. – Date of filing with the stock exchange.	Yes Yes November 1, 2012			
7.	Details of acquisition	Disclosures made/required to be made under regulation 10(5)		Actual	
	a. Name of the transferor / seller	Bioscope Cinemas Private Limited		Bioscope Cinemas Private Limited	
	b. Date of acquisition	8th November, 2012 or within 90 days thereafter		9 th November, 2012	
	c. Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	13,29,72,840 Shares		9,00,00,000	
	d. Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	29.40%		19.90%	
	e. Price at which shares are proposed to be acquired / actually acquired	Not above the prevailing market price		Nil consideration	
8.	Shareholding details	Pre-Transaction		Post-Transaction	
		No. of shares held	% w.r.t. to total share capital of TC	No. of shares held	% w.r.t. to total share capital of TC
	– Each Acquirer / Transferee(*)	NIL	NIL	9,00,00,000	19.90%
	– Each Seller / Transferor	26,20,40,427	57.95%	17,20,40,427	38.05%

For Direct Media Solutions Private Limited


Director/ Authorised Signatory
Place: Mumbai
Date: November 12, 2012

