

**FORMAT FOR DISCLOSURES UNDER REGULATION 29(1) OF SEBI (SUBSTANTIAL
ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Direct Media Solutions Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition/disposal under consideration, holding of :</u>			
a) Shares carrying voting rights	NIL	NIL	N.A.
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
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)	N.A.	N.A.	N.A.
Total (a+b+c)	NIL	NIL	N.A.
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired	9,00,00,000	19.90%	N.A.
b) VRs acquired otherwise than by equity shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.



Total (a+b+c)	9,00,00,000	19.90%	N.A.
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,00,00,000	19.90%	N.A.
b) VRs otherwise than by equity shares	N.A.	N.A.	N.A.
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) after acquisition	N.A.	N.A.	N.A.
Total (a+b+c)	9,00,00,000	19.90%	N.A.
6. Mode of acquisition/ <u>sale</u> (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Off market Inter se transfer		
7. Date of acquisition / <u>sale</u> of shares / VR or <u>date of receipt of intimation of allotment of shares</u> , whichever is applicable	November 9, 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition/ <u>sale</u>	No. of Shares: 45,22,12,915 Amount: Rs. 45,22,12,915		
9. Equity share capital/ total voting capital of the TC after the said acquisition/ <u>sale</u>	No. of Shares: 45,22,12,915 Amount: Rs. 45,22,12,915		
10. Total diluted share/voting capital of the TC after the said acquisition/ <u>sale</u>	N.A.		

Note:

(*) 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.

Signature of the acquirer / Authorised Signatory

For Direct Media Solutions Private Limited

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Director/Authorised Signatory

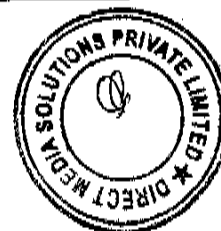
Place: Mumbai

Date : November 12, 2012



**FORMAT FOR DISCLOSURES UNDER REGULATION 29(2) OF SEBI (SUBSTANTIAL
ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Direct Media Solutions Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the acquisition/disposal under consideration, holding of :</u>			
a) Shares carrying voting rights	NIL	NIL	N.A.
b) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
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)	N.A.	N.A.	N.A.
Total (a+b+c)	NIL	NIL	N.A.
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired	9,00,00,000	19.90%	N.A.
b) VRs acquired otherwise than by equity shares	N.A.	N.A.	N.A.
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	N.A.	N.A.	N.A.



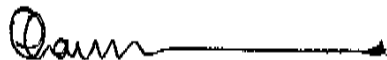
Total (a+b+c)	9,00,00,000	19.90%	N.A.
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,00,00,000	19.90%	N.A.
b) VRs otherwise than by equity shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	N.A.	N.A.	N.A.
Total (a+b+c)	9,00,00,000	19.90%	N.A.
6. Mode of acquisition/ <u>sale</u> (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Off market Inter se transfer		
7. Date of acquisition / <u>sale</u> of shares / VR or <u>date of receipt of intimation of allotment of shares</u> , whichever is applicable	November 9, 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition/ <u>sale</u>	No. of Shares: 45,22,12,915 Amount: Rs. 45,22,12,915		
9. Equity share capital/ total voting capital of the TC after the said acquisition/ <u>sale</u>	No. of Shares: 45,22,12,915 Amount: Rs. 45,22,12,915		
10. Total diluted share/voting capital of the TC after the said acquisition/ <u>sale</u>	N.A.		

Note:

(*) 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.

Signature of the acquirer / Authorised Signatory

For Direct Media Solutions Private Limited



Director/Authorised Signatory

Place: Mumbai

Date : November 12, 2012

