SITI Cable Network Limited
GYS Global, Tower A, 4th Floor, Sector 125
Noida - 201301, Uttar Pradesh, India
Tel. : +91-120-4526700
Website : www.siticable.com

May 4, 2016

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

Subject : Clarification / Information on published news

Ref. : Your letter no. NSE/CM/Surveillance/6245 dated May 4, 2016

Dear Sir,

This is regarding your above referred letter seeking clarification/confirmation on news appearing in "Economic Times" under title *"SITI Cable in talks to acquire DEN; deal pegged at Rs 2,000 crore."*

We hereby vehemently deny the correctness of the said news appeared in The Economic Times today indicating likely acquisition of Den Networks by SITI Cable.

We would further like to being in your kind attention that we have already circulated a press release in this regard to various media (print/electronic/online media) stating that:-

"The SITI Cable Management vehemently denies the correctness of the news appeared in the Economic Times today indicating likely acquisition of Den Networks by SITI Cable.

Commenting on the news appeared in the media, Mr. V.D.Wadhwa, Executive Director & CEO SITI Cable said, "There are no such developments between SITI Cable and Den Networks and we would not like to comment on the speculative news being carried out in the media in this regard"."

We are attaching herewith a copy of our said press release in this regard for your ready reference.

Thanking you,

Yours truly,
For Siti Cable Network Limited

Suresh Kumar
Company Secretary

SITI CABLE NETWORK LTD.

PRESS RELEASE

Noida, 4th May 2016: The SITI Cable Management vehemently denies the correctness of the news appeared in The Economic Times today indicating likely acquisition of Den Networks by SITI Cable.

Commenting on the news appeared in the media, Mr. V.D.Wadhwa, Executive Director & CEO SITI Cable said, "There are no such developments between SITI Cable and Den Networks and we would not like to comment on the speculative news being carried out in the media in this regard".

About SITI Cable Network Limited

SITI Cable Network Limited is a part of the Essel Group, which is one of India's leading business houses with a diverse portfolio of assets in media, packaging, entertainment, technology-enabled services, infrastructure development and education.
SITI Cable Network Limited is one of India's largest Multi System Operator (MSO). With 40 analogue and 18 digital head ends and a network of more than 22,000 Kms of optical fiber and coaxial cable, it provides its cable services in India's 300+ cities and the adjoining areas.

SITI Cable deploys State-of-the-art technology for delivering multiple TV signals to enhance consumer viewing experience. Its product range includes Digital & Analogue Cable Television, Broadband and Local Television Channels. SITI Cable has the technical capability to provide features like Video on Demand, Pay per View, Electronic Programming Guide (EPG) and Gaming through a Set Top Box (STB). All products are marketed under SITI brand name.