

IDBI Trusteeship Services Ltd.**Regd. Office :**

Asian Building, Ground Floor,
17, R. Kamani Marg. Ballard Estate,
Mumbai - 400 001.

Ref: 8647/ITSL/OPR/2012-13

Date: March 06, 2013

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400001	National Stock Exchange of India Ltd. Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex Bandra (E) Mumbai - 400 051
SITI CABLE NETWORK LTD 135, Continental Building, Dr. Annie Besant Road, Worli, Mumbai, Maharashtra 400018	

Dear Sir/Madam,

Sub: Disclosure pursuant to Regulation 29(1) /29 (2) (which ever is applicable) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in relation to pledge/ encumbrance of shares of SITI CABLE NETWORK LTD.

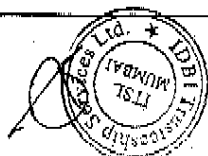
Pursuant to the disclosure required to be made under Regulation 29(1) /29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached the disclosure in respect of the Pledged shares of SITI CABLE NETWORK LTD in favour of IDBI Trusteeship Services Limited in the capacity of Debenture Trustee for the benefit of Debenture Holder.

For and on behalf of

IDBI Trusteeship Services Ltd**Authorised Signatory**

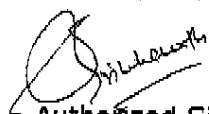
Annexure B**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.**

1. Name of the Target Company (TC)	SITI CABLE NETWORK LTD		
2. Name(s) of the acquired and Persons Acting in Concert (PAC) with the acquirer	Pledge of Eq. shares of SITI CABLE NETWORK LTD under share pledge arrangement in favour of IDBI Trusteeship Services Limited (ITSL), Debenture Trustee on behalf of Debenture Holder		
3. Whether the acquirer belongs to Promoter/Promoter group	_____		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited , National Stock Exchange of India Limited		
5. Details of the disposal of shares	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 b) Voting rights (VR) otherwise than by shares c) 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)			
Total (a+b+c)	-	-	
<u>Details of Pledge of shares</u>	5,18,00,000	11.45	
a) Shares carrying voting rights acquired/ sold b) VRs acquired/sold otherwise than by shares 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			
Total (a+b+c)	5,18,00,000	11.45	



After the acquisition/sale, holding of: a) Shares carrying voting rights b) VRs otherwise than by shares 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.	5,18,00,000	11.45	
Total (a+b+c)	5,18,00,000	11.45	
6. Mode of acquisition / sale (e.g.open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	By way of pledge in favour of ITSL as security for the benefit of debenture holders. Issuer of NCD's being Prime Publishing Pvt Ltd		
7. Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	05-03-2013		
8.Equity share capital /total voting capital of the TC before the said acquisition/ sale	45,22,12,915		
9. Equity share capital/ total voting capital of the TC after the said acquisition/ sale	45,22,12,915		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	45,22,12,915		

For IDBI Trusteeship Services Ltd



Authorized Signatory



Place: Mumbai

Date: 06-03-2013