

DIRECT MEDIA SOLUTIONS LLP

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013
Tel: +91 22 71061234 LLPIN: AAI-2417

May 11, 2020

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 and 31(4) of Securities and Exchange Board of India
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

We, Direct Media Solutions LLP (formerly known as Direct Media Solutions Private Limited, one of the Promoters of Siti Networks Limited ("Siti") together with other promoter entities hold in aggregate 572,725,985 Equity Shares constituting 65.68% of total share capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Number of Shares	% of total share capital
1	Direct Media Solutions LLP	121,000,000	13.88
2	Digital Satellite Media & Broadband Private Limited	40,790,273	4.68
3	Direct Media & Cable Private Limited	85,714,285	9.83
4	Digital Satellite Holdings Private Limited	151,045,816	17.32
5	Bioscope Cinemas Private Limited	112,008,946	12.84
6	Essel Media Ventures Limited	43,166,665	4.95
7	Manaaska Fashions LLP	19,000,000	2.18
8	Arrow Media & Broadband Private Limited	Nil	Nil
	Total	572,725,985	65.68

In this regard, please find enclosed our disclosures as per Regulation 30(2) and 31(4) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

DIRECT MEDIA SOLUTIONS LLP

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Tel: +91 22 71061234 LLPIN: AAI-2417

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

Thanking you.

Yours faithfully,
For Direct Media Solutions LLP

Ashok Sanghavi
Authorized Signatory

Encl: As above.

CC: Siti Networks Limited
Unit No. 38, 1st Floor, A Wing,
Madhu Industrial Estate, P.B. Marg,
Worli, Mumbai - 400 013

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media Solutions LLP		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020, holding of: a) Shares b) Voting Rights (otherwise than by shares) c) Warrants d) Convertible Securities e) Any other instrument that would entitle the holder to receive shares in the TC.	121,000,000 NIL NA NA NA	13.88 NIL NA NA NA	13.88 NA NA NA NA
Total	121,000,000	13.88	13.88

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

Part-B**

Name of the Target Company: Siti Networks Limited (formerly known as Siti Cable Network Limited)

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the Person and PACs
Promoters		
Digital Satellite Media and Broadband Private Limited	Yes	
Arrow Media and Broadband Private Limited	Yes	
Direct Media and Cable Private Limited	Yes	
Direct Media Solutions LLP	Yes	
Digital Satellite Holdings Pvt. Ltd.	Yes	
Bioscope Cinemas Pvt. Ltd	Yes	
Essel Media Ventures Limited	Yes	
Manaaska Fashions LLP	Yes	
PACs		
Nil	Nil	Nil

For Direct Media Solutions LLP

Ashok Sanghavi
Authorized Signatory

Place: Mumbai

Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (*) 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.
- (**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s) : a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite Media & Broadband Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020, holding of:			
a) Shares	40,790,273	4.68	4.68
b) Voting Rights (otherwise than by shares)	NIL	NIL	NIL
c) Warrants	NA	NA	NA
d) Convertible Securities	NIL	Nil	NIL
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	40,790,273	4.68	4.68

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Digital Satellite Media & Broadband Private Limited

Ashok Sanghavi
Authorized Signatory
 Place: Mumbai
 Date: May 11, 2020

Note:
 1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Direct Media & Cable Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020, holding of:			
a) Shares	85,714,285	9.83	9.83
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	85,714,285	9.83	9.83

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Direct Media & Cable Private Limited

Ashok Sanghavi
Authorized Signatory

Place: Mumbai
Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020, holding of:			
a) Shares	151,045,816	17.32	17.32
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	151,045,816	17.32	17.32

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Digital Satellite Holdings Private Limited

Ashok Sanghavi
Authorized Signatory

Place: Mumbai
Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Bioscope Cinemas Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2020, holding of:			
a) Shares	112,008,946	12.84	12.84
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	112,008,946	12.84	12.84

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Bioscope Cinemas Private Limited

Ashok Sanghavi
Authorized Signatory

Place: Mumbai
Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (formerly known as Siti Cable Network Limited)		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s) : a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Essel Media Ventures Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31 st 2020, holding of:			
a) Shares	43,166,665	4.95	4.95
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	43,166,665	4.95	4.95

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Essel Media Ventures Limited



Authorized Signatory

Place: Mauritius

Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	BSE Ltd. & National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Manaaska Fashions LLP		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020 holding of:			
a) Shares	19,000,000	2.18	2.18
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	19,000,000	2.18	2.18

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Manaaska Fashions LLP

Ashok Sanghavi
Authorized Signatory

Place: Mumbai
Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.

Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	1. BSE Limited 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s) : a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	Arrow Media & Broadband Private Limited		
4. Particulars of the shareholding of persons(s) mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2020, holding of:			
a) Shares	NIL	NIL	NIL
b) Voting Rights (otherwise than by shares)	NIL	NIL	NIL
c) Warrants	NA	NA	NA
d) Convertible Securities	NIL	NIL	NIL
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
Total	Nil	Nil	Nil

Further, pursuant to Regulation 31(4) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we hereby declare that we have not made any encumbrance, directly or indirectly, other than those already disclosed during the financial year.

For Arrow Media & Broadband Private Limited

Ashok Sanghavi
Authorized Signatory

Place: Mumbai
Date: May 11, 2020

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(*) 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.