

DIRECT MEDIA SOLUTIONS LLP

(Formerly known as Direct Media Solutions Private Limited)

Regd. Office: 18th Floor, A-Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013

Tel: +91 22 71061234 LLPIN: AAI-2417

April 6, 2018

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 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 (formerly known as Siti Cable Network Limited) ("Siti") together with other promoter entities hold in aggregate 64,05,07,140 Equity Shares constituting 73.45% 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 (formerly known as Direct Media Solutions Private Limited)	12,10,00,000	13.88
2	Digital Satellite Media & Broadband Private Limited	5,14,28,571	5.90
3	Arrow Media & Broadband Private Limited	5,71,42,857	6.55
4	Direct Media & Cable Private Limited	8,57,14,285	9.83
5	Digital Satellite Holdings Private Limited	15,10,45,816	17.32
6	Bioscope Cinemas Private Limited	11,20,08,946	12.84
7	Essel Media Ventures Limited	4,31,66,665	4.95
8	Manaaska Fashions LLP	1,90,00,000	2.18
	Total	64,05,07,140	73.45



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

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

Thanking you.

Yours faithfully,

For Direct Media Solutions LLP

(formerly known as Direct Media Solutions Private Limited)



Director/ Authorized Signatory



Encl: As above.

CC: Siti Networks Limited (formerly known as Siti Cable Network Limited)

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

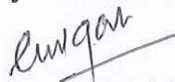
Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	Siti Networks Limited (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.	Direct Media Solutions LLP (formerly known as Direct Media Solutions 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 2018, holding of:			
a) Shares	12,10,00,000	13.88	13.88
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	
Total	12,10,00,000	13.88	13.88



**For Direct Media Solutions LLP
(formerly known as Direct Media Solutions Private Limited)**


Partner/ Authorised Signatory



Place: Mumbai

Date: April 6, 2018

Note:

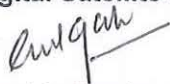
1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares 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 (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.	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 st 2018, holding of:			
a) Shares	5,14,28,571	5.90	5.90
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	5,14,28,571	5.90	5.90

For Digital Satellite Media & Broadband Private Limited


Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2018



Note:

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

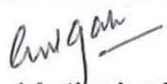
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

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.	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 st 2018, holding of:			
a) Shares	5,71,42,857	6.55	6.55
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	5,71,42,857	6.55	6.55

For Arrow Media & Broadband Private Limited


Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2018



Note:

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

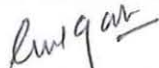
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

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.	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 st 2018, holding of:			
a) Shares	8,57,14,285	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	8,57,14,285	9.83	9.83

For Direct Media & Cable Private Limited


Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2018



Note:

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

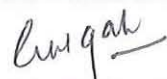
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

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.	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 st 2018, holding of:			
a) Shares	15,10,45,816	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	15,10,45,816	17.32	17.32

For Digital Satellite Holdings Private Limited


Director/ Authorised Signatory

Place: Mumbai
Date: April 4, 2018



Note:

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

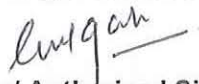
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

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.	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 2018, holding of:			
a) Shares	11,20,08,946	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	11,20,08,946	12.84	12.84

For Bioscope Cinemas Private Limited


Director/ Authorised Signatory



Place: Mumbai
Date: April 4, 2018

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 2018, 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

For Essel Media Ventures Limited

[Signature]

Director/ Authorised Signatory

Place: Mauritius

Date: April 4, 2018



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 (formerly known as Siti Cable Network 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, 2018 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

For Manaaska Fashions LLP

(Signature)
Authorized Signatory

Place: Mumbai

Date: April 4, 2018



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.