

DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

135, CONTINENTAL BUILDING, DR. A. B. ROAD, WORLI, MUMBAI - 400018

November 1, 2012

✓ **National Stock Exchange of India Limited**

Exchange Plaza,
Bandra Kurla Complex,
Bandra (West),
Mumbai - 400 051

Bombay Stock Exchange Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Dear Sir,

**Ref: Disclosure under Regulation 10(5) of Securities and Exchange Board of India
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Pursuant to Regulation 10(5) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (hereinafter referred to as 'SEBI (SAST), 2011') we wish to inform you that we, Direct Media Solutions Private Limited propose to acquire shares of Siti Cable Network Limited, a company listed on your stock exchange, on the 8th day of November, 2012 or any day thereafter within a period of 90 days by way of inter-se transfer of shares amongst the promoter group. In this connection please find enclosed the disclosure as per Regulation 10(5) of the SEBI (SAST), 2011.

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

Thanking you,

Yours faithfully,

For Direct Media Solutions Private Limited



Director/ Authorised Signatory

Encl: As above.

Cc:

Siti Cable Network Limited
135, Continental Building,
Dr. Annie Besant Road,
Worli, Mumbai 400018

Format for Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Siti Cable Network Limited
2.	Name of the acquirer(s)	Direct Media Solutions Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Bioscope Cinemas Private Limited
	b. Proposed date of acquisition	8 th November, 2012 or within 90 days thereafter
	c. Number of shares to be acquired from each person mentioned in 4(a) above	132,972,840 shares
	d. Total shares to be acquired as % of share capital of TC	29.40%
	e. Price at which shares are proposed to be acquired	Not above the prevailing market price
	f. Rationale, if any, for the proposed transfer	-
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	10(1)(a)(iii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Rs. 20.80/-
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Yes
9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in	Yes

✓

	Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)				
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting Rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	- Acquirer(s) and PACs (other than sellers)(*)	NIL	NIL	132,972,840	29.40%
	- Seller (s)	262,040,427	57.95%	116,700,454	25.81%

Signature of the Acquirer
For Direct Media Solutions Private Limited



Authorised Signatory

Place: Mumbai
Date: 1st November, 2012