

SITI Cable Network Limited

Essel House, B-10, Lawrence Road,
Industrial Area, Delhi - 110 035, India

Tel. : +91-11-47502600

Fax : +91-11-27184709

Website : www.siticable.com



March 25, 2014

To,

BSE Limited

P.J. Tower, Dalal Street,
Mumbai - 400001.

National Stock Exchange of India Limited Exchange Plaza,

Plot no. C/1, G Block,
Bandra - Kurla Complex, Bandra (E)
Mumbai - 400051.

Kind Attn: Manager — Corporate Relationship**Subject: - Conversion of Warrants into Equity Shares**

Dear Sir,

This is to inform you that as per the terms of 16,20,00,000 Warrants issued by the Company on 19.03.2013 on preferential basis, the Allotment Committee of the Board of Directors of the Company at the meeting held today has upon receipt of balance of 75% consideration aggregating to Rs. 1,02,75,00,000/- approved allotment of 6,85,00,000 Equity Shares upon conversion of equivalent number of warrants at an issue price of Rs.20 per share to the below mentioned allottees:

Name of Allottee	No of Equity Shares	Total consideration received
ESSEL MEDIA VENTURES LIMITED	4,22,83,951	84,56,79,020/-
ESSEL INTERNATIONAL LIMITED	2,62,16,049	52,43,20,980/-

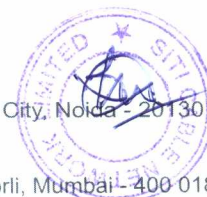
The said issuance of Warrants and allotment of Equity Shares is in accordance with:

- the approval accorded by the Members at the Extra Ordinary General Meeting held on 6th September, 2012
- In-principle approval granted by BSE and NSE vide letter DSC/PREF/PS/PRE/414/2012-13 dated September 13, 2012 and letter no.NSE/LIST/180261-N dated September, 6, 2012, respectively and
- FIPB approval vide letter no. FC.II: 245(2006)/150(2006)-Amend dated March 6, 2013



Corp. Off.(North Zone) : FC-09, Gate No. 03, Sector 16 A, Film City, Noida - 201301 India.
Tel. : +91-120-4526700 Fax : +91-0120-4526777

Regd. Off. : 135, Continental Building, Dr. Annie Besant Road, Worli, Mumbai - 400 018, India.
Tel. : +91-22-6697 1234 Fax : +91-22-2490 0302



A detailed application for listing of 6,85,00,000 Equity Shares is being made separately.

Thanking You,

Yours Sincerely,

For Siti Cable Network Limited



Suresh Kumar

(Company Secretary)

