

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



April 2, 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 75% consideration aggregating to Rs.140,25,00,000/- approved further allotment of 9,35,00,000 Equity Shares upon conversion of such remaining 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 Rs.
ESSEL MEDIA VENTURES LIMITED	5,77,16,049	86,57,40,735
ESSEL INTERNATIONAL LIMITED	3,57,83,951	53,67,59,265

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

A handwritten signature in blue ink.



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

- FIPB approval vide letter no. FC.II: 245(2006)/150(2006)-Amend dated March 6, 2013

A detailed application for listing of 9,35,00,000 Equity Shares allotted today is being made separately.

Thanking You,

Yours Sincerely,

For Siti Cable Network Limited



Suresh Kumar
Company Secretary