

Essel Media Ventures Limited
(formerly known as "Delgrada Limited")

March 28, 2014

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 Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

M/s. Siti Cable Network Limited has vide its communication dated March 26, 2014, informed the Company that upon receipt of remittance of balance 75% consideration, they have allotted 4,22,83,951 Equity Shares of Re. 1 each to the Company.

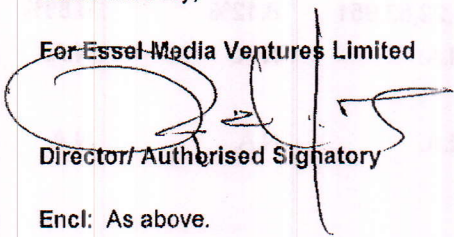
Based on said intimation from Siti Cable Network Ltd, we hereby enclose our disclosures, as mentioned herein, confirming acquisition of 4,22,83,951 Equity Shares of Re. 1 each of Siti Cable Network Ltd, upon conversion of equivalent number of Warrants

- a) Disclosure under Regulation 29(1) & 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.
- b) Disclosure under Regulation 13(1), 13(4A) & 13(6) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 as amended

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

Thanking you,
Yours faithfully,

For Essel Media Ventures Limited


Director/ Authorised Signatory

Encl: As above.

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

Registered Address: 2nd Floor, Ebene House, 33 Cybercity, Ebene, Mauritius

Disclosures under Regulation 29(1) & 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Siti Cable Network Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Essel Media Ventures Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) BSE Limited (BSE)		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition/disposal under consideration, holding of :			
a) Shares carrying voting rights	1,64,31,000	3.63%	2.68%
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	N.A.	N.A.	N.A.
c) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	10,00,00,000	N.A.	N.A.
e) Total (a+b+c+d)	11,64,31,000	3.63%	2.68%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	4,22,83,951	8.12%	6.88%
b) VRs acquired /sold otherwise than by shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	N.A.	N.A.	N.A.
d) Shares encumbered / invoked/released by the acquirer.	N.A.	N.A.	N.A.
Total (a+b+c+/-d)	4,22,83,951	8.12%	6.88%

After the acquisition/sale			
a) Shares carrying voting rights acquired/sold	5,87,14,951	11.28%	9.56%
b) VRs acquired /sold otherwise than by shares	N.A.	N.A.	N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	5,77,16,049	N.A	N. A
d) Shares encumbered / invoked/released by the acquirer.	N.A.	N.A.	N.A.
e) Total (a+b+c+/-d)	11,64,31,000	11.28%	9.56%
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Conversion of Warrants		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of receipt of intimation - March 26, 2014 Date of Allotment – March 25, 2014		
Equity share capital / total voting capital of the TC before the said acquisition/sale	No. of shares: 45,22,12,915 shares Amount: Rs. 45,22,12,915/-		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of shares:52,07,12,915 shares Amount: Rs. 52,07,12,915/-		
Total diluted share/voting capital of the TC after the said acquisition/sale	No. of shares: 61,42,12,915 shares Amount: Rs. 61,42,12,915/-		

For Essel Media Ventures Limited

Name: Deepak Jain (Authorised Signatory)

Place:Mauritius

Date: March 28, 2014

Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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.

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company – Siti Cable Network Limited

Name, PAN No. & Address of Promoter/Person who is part of Promoter Group/Director/Officer.	No. & % of shares/voting rights held by the Promoter/Person who is part of Promoter Group/Director/Officer.	Date of receipt of allotment advice/acquisition/sale of shares/voting rights	Date of intimation to company	Mode of purchase (market purchase/public rights/preferential offer, etc.)/sale	No. & % of shares/voting rights post acquisition/sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy value	Sell quantity	Sell value
Essel Media Ventures Limited 2 nd Floor, Ebene House, 33 Cybercity, Ebene, Mauritius PAN No.- AABCD7273Q	1,64,31,000 shares (3.63%)	Date of Intimation - March 26, 2014 Date of Allotment March 25, 2014	March 28, 2014	Conversion of Warrants into Equity Shares	5,87,14,951 (11.28%)	Not Applicable	Not Applicable	4,22,83,951	Rs. 84,56,79,020/-	NA	NA

Note: Percentage of Post Acquisition shareholding is based on Paid-up Capital post allotment

For Essel Media Ventures Limited

Director

Name: Deepak Jain

Date: March 28, 2014

Place: Mauritius

FORM 'A'
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(1)]

Regulation 13(1)—Details of acquisition of 5% or more shares in a listed company - Siti Cable Network Limited

Name PAN & address of shareholders with telephone numbers	Share-holding prior to acquisition	No. & % of shares/ voting rights acquired	Date of receipt of allotment/ advice- Date of acquisition (specify)	Date of intimation on to company	Mode of acquisition (market purchase/ public rights/ preferential offer etc.)	Shareholding subsequent to acquisition	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (Rs)
Essel Media Ventures Limited 2nd Floor, Ebene House, 33 Cybercity, Ebene, Mauritius PAN No.-AABCD7273Q	1,64,31,000 shares Percentage: 3.63%	Number of shares: 4,22,83,951 Percentage: 7.65%	26-Mar-14	28-Mar-14	Conversion of Warrants into Equity Shares	Number of shares: 5,87,14,951 Percentage: 11.28%	N.A.	N.A.	Number of shares: 4,22,83,951	845,679,020

Note: Percentage of Post Acquisition shareholding is based on Paid-up Capital post allotment

For Essel Media Ventures Limited

Authorised Signatory

Name: Deepak Jain

