

# 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 CIN: U74999MH2007PTC168664

May 5, 2016

✓ **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:** Disclosure by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

With reference to disclosure requirements by the Promoter(s) to the stock exchange and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached herewith our disclosure for the creation of pledge of the equity shares of Siti Cable Network Limited.

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

Thanking you,

Yours faithfully,

**For Direct Media Solutions Private Limited**



**Authorised Signatory**



**Encl:** As above.

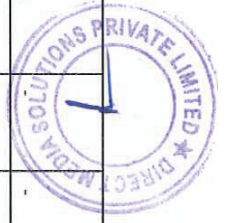
**CC:** Siti Cable Network Ltd  
Continental Building, 135,  
Dr. A. B. Road,  
Worli, Mumbai - 400018.

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

<b>Name of the Target Company (TC)</b>	Siti Cable Network Limited
<b>Name of the stock exchanges where the shares of the target company are listed</b>	NSE / BSE
<b>Date of Reporting</b>	5th May, 2016
<b>Name of the Promoter or PAC on whose shares encumbrance has been created / invoked / released</b>	Direct Media Solutions Private Limited

**Details creation of encumbrance :**

Name of Promoter (s) or PACs with him (**)	Promoter Holding in the target company(1)			Promoter holding already encumbered (2)				Details of Even pertaining to encumbrance (3)						Post event holding of encumbered shares {Creation [(2)+(3)]/-release [(2)-(3)]/ invocation[(2)-(3)]}
	No of Shares	% of total share Capital	% w.r.t. diluted share capital (*)	No of Shares	% of total share Capital	Type of event (creation/release invocation)	Type of encumbrance (pledge/lien/non disposal undertaking /other)	Reasons for encumbrance	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Bioscope Cinemas Private Ltd	5,06,70,529	6.38	N. A.	2,99,10,000	3.77	-	-	-	-	-	-	2,99,10,000	3.77	
Digital Satellite Holdings Private Ltd	7,13,69,898	8.99	N. A.	6,56,08,000	8.26	-	-	-	-	-	-	6,56,08,000	8.26	
Direct Media Solutions Pvt. Ltd.	14,00,00,000	17.63	N. A.	7,55,34,800	9.51	Creation	Pledge	Collateral pledge for Facility of Promoter group Company.	14,30,000	0.18	JIM Financial Products Limited	7,69,64,800	9.69	
Direct Media & Cable Private Limited	8,57,14,285	10.79	N. A.	8,57,14,285	10.79	-	-	-	-	-	-	8,57,14,285	10.79	
Digital Satellite Media & Broadband Private Ltd	3,08,00,000	3.88	N. A.	-	-	-	-	-	-	-	-	-	-	
Essel Media Ventures Ltd	11,64,31,000	14.66	N. A.	-	-	-	-	-	-	-	-	-	-	



Essei International Ltd	6,77,50,000	8.53 N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	10,21,000	0.13 N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Place : Mumbai  
Date : 5th May, 2016



Signature of the Authorised Signatory



(\*\*) The names of all the promoters their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

(\*) Total share 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.