

Date:31.03.2016

✓ **Bombay Stock Exchange 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 Creation / Release of encumbrance the equity shares of Siti Cable Network Limited

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

Thanking you,

Yours faithfully,

For Digital Satellite Holdings Private Limited



Authorised Signatory



For Bioscope Cinemas Private Limited

For Direct Media Solutions Private Ltd



Authorised Signatory



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)

Name of the Target Company (TC)	Siti Cable Network Limited
Name of the stock exchanges where the shares of the target company are listed	NSE / BSE
Date of Reporting	31.03.2016
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	Direct Media Solutions Pvt. Ltd. Digital Satellite Holdings Private Ltd

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)	Date of creation invocation release of encumbrance	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	50,670,529		6.380	N. A.	29,910,000	3.77	-	-	-	-	-	-	29,910,000	3.766	
Private Ltd	71,369,898		8.987	N. A.	51,322,000	6.46	Creation	28.03.2016	Pledge	Collateral release for Facility of Promoter group Company	14,286,000	1.80	Bajaj Finance Ltd	65,608,000	8.261
Satellite Holdings Private Ltd															
Direct Media Solutions Pvt. Ltd.	140,000,000		17.629	N. A.	75,665,000	9.53	Release	23.03.2016	Pledge	Collateral release for Facility of Promoter group Company	130,200	0.016	JM Finance Products Limited	75,534,800	9.511
Direct Media & Cable Private Limited	85,714,285		10.793	N. A.	85,714,285	10.79	-	-	-	-	-	-	85,714,285	10.793	



Digital Satellite Media & Broadband Private Ltd.	30,800,000	3.878	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel Media Ventures Ltd	116,431,000	14.661	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Essel International Ltd	67,750,000	8.531	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashok Mathai Kurien	1,021,000	0.129	N. A.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



[Handwritten Signature]

Signature of the Authorised Signatory

[Handwritten Signature]



Place : Mumbai
Date : 31.03.2016

(**) 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.