

(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)													
Name of the stock exchanges where the shares of the target company are listed													
Date of Reporting													
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released													
Details creation of encumbrance :													
Name of Promoter (s) or PACs with whom (**) No of Shares	% of total share Capital	% w.r.t diluted share capital (*)	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	% of total share Capital	Type of event (creation/release/invocation)	Date of invocation/release of encumbrance	Type of encumbrance (pledge/lien /non disposal undertaken (s/other)	No of Shares	% of total share Capital	Name of the entity in whose favor shares encumbered		No of Shares
Direct Media Solutions Private Limited	18,00,00,000	16.90	N.A.	11,72,65,000	11.01	release	08.01.2015	pledge	10,00,000	0.09	STCI Finance Ltd	11,62,65,000	10.92
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	21,11,30,332	19.83	release	08.01.2015	pledge	6,00,000	0.06	STCI Finance Ltd	21,05,30,332	19.77
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	21,05,30,332	19.77	Creation	12.01.2015	pledge	7,00,000	0.07	IDBI Trusteeship Services Limited	21,12,30,332	19.84
Direct Media Distribution Ventures Pvt. Ltd.	45,72,12,260	42.93	N.A.	21,12,30,332	19.84	Creation	15.01.2015	pledge	10,00,000	0.09	IDBI Trusteeship Services Limited	21,22,30,332	19.93

For DIRECT MEDIA DISTRIBUTION VENTURES PRIVATE LIMITED

Place : Mumbai  
Date : 16.01.2015

Signature of the Authorised Signatory Director / Authorised Signatory

Authorised Signatory / Director

(\*\*) 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.