

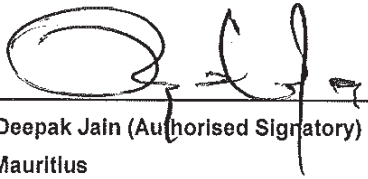
Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations,

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 Ltd (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	58,714,951	11.28%	9.56%
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			
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)	N.A. 57,716,049	N.A. NA	N.A. NA
e) Total (a+b+c+d)	116,431,000	11.28%	9.56%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	57,716,049	9.40%	9.40%
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.
e) Total (a+b+c+d)	57,716,049	9.40%	9.40%
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	116,431,000	18.96%	18.96%
b) Shares encumbered with the acquirer	N.A.	N.A.	N.A.
c) VRs 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) after acquisition	N.A.	NA	NA
e) Total (a+b+c+d)	116,431,000	18.96%	18.96%
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se	Conversion of Warrants		

transfer etc.)	
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	April 2, 2014
Equity share capital / total voting capital of the TC before the said acquisition/sale	No. of shares: 520,712,915 shares Amount: Rs. 520,712,915
Equity share capital/ total voting capital of the TC after the said acquisition/sale	No. of shares: 614,212,915 shares Amount: Rs. 614,212,915/-
Total diluted share/voting capital of the TC after the said acquisition/sale	No. of shares: 614,212,915 shares Amount: Rs. 614,212,915/-

For Essel Media Ventures Limited



Name: Deepak Jain (Authorised Signatory)

Place: Mauritius

Date: April 4, 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.