

(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
NSE/BSE

Name of the stock exchanges where the shares of the target company are listed

25.02.2014
Digital Satellite Holdings Private Limited (formerly Known as Agmesh Builders Private Limited)

Date of Reporting

Direct Media Solutions Private Limited

Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released

Details creation of encumbrance :

Post event holding of encumbered shares

{Creation [(2)-(3)]/release [(2)-(3)]/ invocation[(2)-(3)]}

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									
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)	No of Shares	% of total share capital	Name of the entity in whose favor shares encumbered	No of Shares	% of total share capital	
Direct Media Solutions Pvt. Ltd	140,000,000	30.96	N.A.	104,375,000	23.08	Creation	25.02.2014	Pledge	30,000,000	6.63	IL & FS Trust Co Ltd	134,375,000	29.71
Digital Satellite Holdings Private Ltd	71,369,898	15.78	N.A.			Creation	25.02.2014	Pledge	21,300,000	4.71	IL & FS Trust Co Ltd	21,300,000	4.71
Digital Satellite Holdings Private Ltd	71,369,898	15.78	N.A.	21,300,000	4.71	Creation	25.02.2014	Pledge	19,800,000	4.38	Yes Bank Ltd	41,100,000	9.09

Place : Mumbai
Date : 25.02.2014

FOR DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED or **DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**

Authorized Signatory/Director/Authorised Signatory
[Signature] Director / 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.