

(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares /invoca on 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  
09.07.2014

**Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released**  
Digital Satellite Holdings Private Limited (formerly Known as Agmesh Builders Private Limited)  
Direct Media Solutions Private Limited

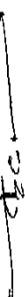
**Details creation of encumbrance :**

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	No of Shares	% of total share Capital	Type of event (creation/revocation/invocation)	Date of creation/revocation/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
Digital Satellite Holdings Private Ltd	71,369,898	11.62	62,000,000	10.09	Creation	01.07.2014	Pledge	9,000,000	47	IL & FS Trust Co Ltd	71,000,000	11.56
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	123,875,000	20.17	Release	03.07.2014	Pledge	14,000,000	28	IL & FS Trust Co Ltd	109,875,000	17.89
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	109,875,000	17.89	Release	03.07.2014	Pledge	11,875,000	93	Aditya Birla Finance Ltd	98,000,000	15.96

For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED

Place : Mumbai  
Date : 09.07.2014

Signature:  Director/Authorized Signatory

Signature:  Authorized 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.