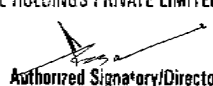
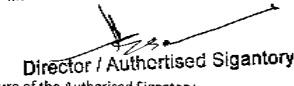


(Format for Disclosure by the Promoter (s) to the stock exchange and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31 (1) and 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)																	
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											12.12.2014						
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released											Direct Media Solutions Private Limited Digital Satellite Holdings Private Ltd						
Details creation of encumbrance :																	
Name of Promoter (s) or PACs with bin (*)	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.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				
Digital Satellite Holdings Private Ltd	71,369,898	11.62	N. A.	71,000,000	11.56	Release	04.12.2014	Pledge	1,200,000	0.20	ECL Finance Ltd	69,800,000	11.36				
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	122,200,000	19.90	Release	04.12.2014	Pledge	4,900,000	0.80	SICOM Ltd	117,300,000	19.10				
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	117,300,000	19.10	Release	08.12.2014	Pledge	50,000	0.01	STCI Finance Ltd	117,250,000	19.09				
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	117,250,000	19.09	Creation	08.12.2014	Pledge	3,030,000	0.49	SICOM Ltd	120,280,000	19.58				
Direct Media Solutions Pvt. Ltd	140,000,000	22.79	N. A.	120,280,000	19.58	Release	11.12.2014	Pledge	3,000,000	0.49	IL & FS Trust Co. Ltd	117,280,000	19.09				
For DIGITAL SATELLITE HOLDINGS PRIVATE LIMITED For DIRECT MEDIA SOLUTIONS PRIVATE LIMITED																	
				 Authorized Signatory/Director				 Director / Authorised Signatory									
Place : Mumbai																	
Date : 12.12.2014																	
(**) 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.																	