

(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	20.03.2015
Name of the Promoter or PAC on whose shares encumbrance has been created /invoked /released	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	% 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	20.67	N. A.	92,130,000	13.60	Creation	19.03.2015	Pledge	7,500,000	1.11	STCI Finance Ltd	99,630,000	14.71
Direct Media Solutions Pvt. Ltd.	140,000,000	20.67	N. A.	99,630,000	14.71	Release	19.03.2015	Pledge	7,550,000	1.11	STCI Finance Ltd	92,080,000	13.59

FOR DIRECT MEDIA SOLUTIONS PRIVATE LIMITED



Director / Authorised Signatory
Signature of the Authorised Signatory

Place : Mumbai
Date : 20.03.2015

(**) 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.