

Essel Media Ventures Limited

April 4, 2014

Siti Cable Network Limited
Continental Building,
135, Dr. Annie Besant Road,
Worli, Mumbai – 400018

Dear Sir,

Ref: Disclosure under Regulation 13(3) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

The Company has on April 2, 2014 acquired 57,716,049 equity shares of Siti Cable Network Limited constituting 9.4% of paid up capital by conversion of warrants into equity shares.

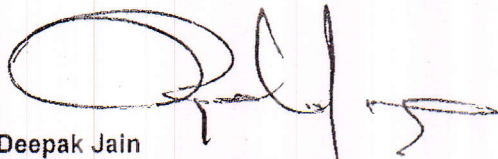
In this connection please find enclosed our disclosure as per Regulation 13(3) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Essel Media Ventures Limited



Deepak Jain
Director/ Authorised Signatory

Encl: As above.

Essel Media Ventures Limited

April 4, 2014

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza,
Plot no. C/1, G Block,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Dear Sir,

Ref: Disclosures under Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

This is to inform you that, as informed by M/s. Siti Cable Network Limited on April 2, 2014, upon receipt of remittance of balance 75% consideration, has issued and allotted 57,716,049 Equity Shares of Re. 1 each.

Based on said intimation from Siti Cable Network Ltd, we hereby enclose our disclosures, as mentioned herein, confirming acquisition of 57,716,049 Equity Shares of Re. 1 each of Siti Cable Network Ltd, upon conversion of equivalent number of Warrants

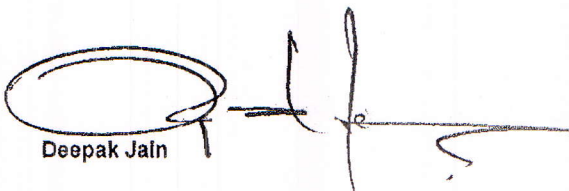
- a) Disclosure under Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.
- b) Disclosure under Regulation 13(4A) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 as amended

Request you to kindly take the same on record and oblige.

Thanking you,

Yours faithfully,

For Essel Media Ventures Limited



Deepak Jain

Encl: As above.

CC: Siti Cable Network Limited
135, Continental Building,
Dr. Annie Besant Road,
Worli, Mumbai - 400018

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	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)	57,716,049	NA	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.

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(3)]

Regulation 13(3)—Details of change in shareholding in respect of persons holding more than 5% shares in a listed company – Siti Cable Network Limited

Name, PAN No. & address of share- holders	Share- holding prior to acquisition/ sale	No. & % of shares/ voting rights acquired/ sold	Receipt of allotment advice/ acquisition of shares/ sale of shares specify	Date of intimation to comp- any	Mode of acquisition on (market purchase/ public rights/ preferential offer etc.)	No. & % of shares/ voting rights post- acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy Value	Sell quantity	Sell value
Essel Media Ventures Limited 2 nd Floor, Ebene House, 33 Cybercity, Ebene, Mauritius PAN No.- AABCD7273Q	58,714,951 shares (11.28%)	57,716,049 shares		April 2, 2014	Conversion of Warrants into Equity shares	116,431,000 18.96%	NA	NA	57,716,049	Rs. 1,154,320,988	N.A.	N.A.

Note: Percentage of Post Acquisition shareholding is based on Paid-up Capital post allotment

For Essel Media Ventures Limited

Director

Name: Deepak Jain

Date: April 4, 2014

Place: Mauritius

FORM D
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4A)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company – Siti Cable Network Limited

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer.	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/ Officer	Date of receipt of allotment advice/ acquisition/ sale-of shares/ voting rights	Date of intimation to company	Mode of purchase (market purchase/ public/rights / preferential offer, etc.)/sale	No. & % of shares/ voting rights post acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy value	Sell quantity	Sell value
Essel Media Ventures Limited 2 nd Floor, Ebene House, 33 Cybercity, Ebene, Mauritius PAN No.- AABCD7273Q	58,714,951 shares (11.28%)	April 2, 2014	April 2, 2014	Conversion of Warrants into Equity Shares	116,431,000 (18.96%)	NA	NA	57,716,049	Rs. 1,154,320,998/-	NA	NA

Note: Percentage of Post Acquisition shareholding is based on Paid-up Capital post allotment

For Essel Media Ventures Limited



Director

Name: Deepak Jain

Date: April 4, 2014
Place: Mauritius