

# DIRECT MEDIA SOLUTIONS PRIVATE LIMITED

(FORMERLY KNOWN AS SE PUBLISHING PRIVATE LIMITED)

April 7, 2015

**BSE Ltd.**  
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**

We, Direct Media Solutions Private Limited one of the Promoters of Siti Cable Network Limited ("Siti") together with other promoter entities hold in aggregate 44,72,42,427 Equity Shares comprising of 66.00% of paid-up Capital of Siti, as detailed herein:

Sr. No.	Name of the Promoter	Shares	% of Paid-up Capital
1	Ashok Mathai Kurien	10,21,000	0.15%
2	Essel International Ltd	6,77,50,000	10.00%
3	Bioscope Cinemas Pvt. Ltd	5,06,70,529	7.48%
4	Essel Media Ventures Limited	11,64,31,000	17.18%
5	Direct Media Solutions Pvt. Ltd	14,00,00,000	20.66%
6	Digital Satellite Holdings Pvt. Ltd.	7,13,69,898	10.53%
	<b>Total</b>	<b>44,72,42,427</b>	<b>66.00%</b>



Regd. Office: Continental Building, 135, Dr. Annie Besant Road, Worli, Mumbai – 400 018  
Tel.: +91-22-2483 1234 Fax: +91-22-2490 0302 CIN: U74999MH2007PTC168664

**DIRECT MEDIA SOLUTIONS PRIVATE LIMITED**  
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In this regard, please find enclosed our disclosures as per Regulation 30(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, in connection with our shareholding in Siti.

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

Thanking you,

Yours faithfully,

**For Direct Media Solutions Private Limited**



**Director/ Authorized Signatory**



**Encl: As above.**

**CC: Siti Cable Network Limited**  
135, Continental Building  
Dr. A. B. Road, Worli,  
Mumbai - 400018

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Direct Media Solutions Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	14,00,00,000	20.66%	20.66%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>14,00,00,000</b>	<b>20.66%</b>	<b>20.66%</b>

(\*) 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.

**Note:**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**For Direct Media Solutions Private Limited**



**Director/Authorised Signatory**



Date: April 3, 2015

Place: Mumbai

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1 BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Mr. Ashok Mathai Kurien		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	10,21,000	0.15%	0.15%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>10,21,000</b>	<b>0.15%</b>	<b>0.15%</b>

(\*) 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.

**Note:**

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**Ashok Kurien**

Date: 06.04.2015  
Place: Mumbai

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Essel International Ltd.		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	6,77,50,000	10.00%	10.00%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NIL	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>6,77,50,000</b>	<b>10.00%</b>	<b>10.00%</b>

(\*) 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.

**Note:**

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**For Essel International Ltd.**



**Director/Authorised Signatory**

Date: April 3, 2015  
Place: Mauritius

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Bioscope Cinemas Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	5,06,70,529	7.48%	7.48%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>5,06,70,529</b>	<b>7.48%</b>	<b>7.48%</b>

(\*) 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.

**Note:**

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**For Bioscope Cinemas Private Limited**



**Director/Authorised Signatory**

Date: April 3, 2015

Place: Mumbai



**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Essel Media Ventures Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	11,64,31,000	17.18%	17.18%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NIL	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>11,64,31,000</b>	<b>17.18%</b>	<b>17.18%</b>

(\*) 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.

**Note:**

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**For Essel Media Ventures Limited**



**Director/Authorised Signatory**

Date: April 3, 2015

Place: Mauritius

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Siti Cable Network Limited		
2. Name(s) of the Stock Exchange(s) where the shares of the TC are listed	1. BSE Ltd. 2. National Stock Exchange of India Limited		
3. Particulars of the shareholder(s): a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the target company) is more than 25% of the voting rights of the TC. or b. Name(s) of promoter(s), member of the promoter group and Persons Acting in Concert (PAC) with him.	Digital Satellite Holdings Private Limited		
4. Particulars of the Shareholding of persons mentioned at (3) above	Number of Shares	% w.r.t .total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31, 2015 holding of:			
a) Shares	7,13,69,898	10.53%	10.53%
b) Voting Rights (otherwise than by shares)	NIL	NIL	NA
c) Warrants	NA	NA	NA
d) Convertible Securities	NA	NA	NA
e) Any other instrument that would entitle the holder to receive shares in the TC.	NA	NA	NA
<b>Total</b>	<b>7,13,69,898</b>	<b>10.53%</b>	<b>10.53%</b>

(\*) 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.

**Note:**

- In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

**For Digital Satellite Holdings Private Limited**



**Director/Authorised Signatory**



Date: April 3, 2015

Place: Mumbai