

June 18, 2015

Mr. Suresh Kumar

Company Secretary and Compliance Officer

Siti Cable Network Ltd.

135, Continental Building,

Dr. Annie Besant Road,

Worli, Mumbai - 400018

Tel No. 24992020 / 1250

Fax No. 022-24988728, 24900302

Dear Sir,

Sub: Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

In accordance with Regulation 29 (1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we wish to inform you that the aggregate holdings of the below-mentioned schemes of HDFC Mutual Fund in "Siti Cable Network Ltd" (the Company) as at the close of the business hours on **June 16, 2015** was **5.99%** of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs. 67,76,33,135 comprising 67,76,33,135 shares of Re. 1/- each).

Scheme	No. of Shares	% of the paid up share capital
HDFC TaxSaver	35,38,270	0.52
HDFC Core & Satellite Fund	15,16,000	0.22
HDFC Equity Fund	3,55,33,000	5.24
Total	4,05,87,270	5.99

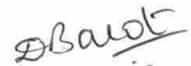
In compliance with Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached details of acquisition in the prescribed format in **Annexure 1** for disclosure to target company and stock exchanges where the shares of the target company are listed.

Kindly acknowledge receipt of the same.

Thanking you,

Yours faithfully,

For **HDFC Asset Management Company Limited**


 Dhruvi Barot
 Chief Manager - Compliance
 Encl: As above
 CC:

Listing Department
National Stock Exchange of India Ltd.
 Exchange Plaza,
 Bandra - Kurla Complex
 Bandra (E), Mumbai - 400 051.
 Tel.: 022- 2659 8190
 Fax: 022- 2659 8191

Listing Department
BSE Limited
 Phiroze Jeejeebhoy Towers
 Dalal Street,
 Mumbai - 400 023.
 Fax: 022-2272 1919

Siti Cable Network Ltd.
 GYS Global
 Tower A, 4th Floor,
 Sector 125
 Noida -201301
 Tel: 011-27101145 - 54
 Fax: 011-27186561

HDFC Asset Management Company Limited

A Joint Venture with Standard Life Investments

CIN: U65991MH1999PLC123027

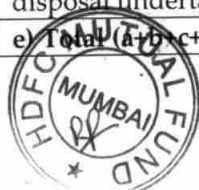
Registered Office : HUL House, 2nd Floor, H.T. Parekh Marg, 165-166, Backbay Reclamation, Churchgate, Mumbai-400 020
 Tel.: 022 - 6631 6333 Fax: 022 - 2204 4304, 6658 0200 Website: www.hdfcfund.com

Annexure – 1

Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A – Details of the Acquisition

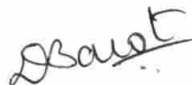
Name of the Target Company (TC)	Siti Cable Network Ltd.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund: HDFC Trustee Company Limited A/c – <ul style="list-style-type: none"> • HDFC TaxSaver • HDFC Core & Satellite Fund • HDFC Equity Fund 		
Whether the acquirer belongs to Promoter/ Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE and BSE		
Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/ voting capital wherever applicable (*)	% w.r.t. total diluted share/ voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	3,15,87,270	4.66	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
c) Voting rights (VR) otherwise than by equity shares	0	0	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)	0	0	N.A.
e) Total (a+b+c+d)	3,15,87,270	4.66	N.A.
Details of acquisition			
a) Shares carrying voting rights acquired	90,00,000	1.33	N.A.
b) VRs acquired otherwise than by equity shares	0	0	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	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+/-d)	90,00,000	1.33	N.A.
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights acquired	4,05,87,270	5.99	N.A.
b) VRs acquired otherwise than by equity shares	0	0	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) after acquisition	0	0	N.A.
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0	N.A.
e) Total (a+b+c+d)	4,05,87,270	5.99	N.A.



Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/ encumbrance, etc.)	Market Purchase
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.
Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/ convertible securities/ any other instrument that entitles the acquirer to receive shares in the TC.	June 16, 2015
Equity share capital / total voting capital of the TC before the said acquisition	67,76,33,135 shares of Re. 1/- each
Equity share capital/ total voting capital of the TC after the said acquisition	67,76,33,135 shares of Re. 1/- each
Total diluted share/ voting capital of the TC after the said acquisition	N.A.

Note: Percentages given above are rounded off to two decimal places.

For HDFC Asset Management Company Limited
(Investment Manager to the Schemes of HDFC Mutual Fund)



Dhruuti Barot
 Chief Manager - Compliance

Place: Mumbai
 Date: June 18, 2015

Notes:

- (*) 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.



For HDFC Asset Management Company Limited
(Investment Manager to the Schemes of HDFC Mutual Fund)

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Dhruti Barot
Chief Manager - Compliance

Place: Mumbai
Date: June 18, 2015

Note:

(**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

