SUN TV NETWORK LIMITED
Murasoli Maran Towers, 73,MRC Nagar Main Road, MRC Nagar, Chennai - 600 028, India.
Tel : +91-44-4467 6767 Fax : +91-44-4067 6161

March 19, 2014

National Stock Exchange of India Limited
Exchange Plaza, Bandra – Reclamation
BandraKurla Complex, Bandra (E)
Mumbai – 400 051

Dear Sir/Madam,

Sub: Sun TV Network Limited signs up with iTunes & YouTube
Ref: Symbol: SUNTV, Series: EQ

ANNOUNCEMENT

Sun TV Network Limited (hereinafter referred to as "Sun TV" or "the Company" elsewhere in this note) is launching an ambitious initiative to monetize its vast content libraries by partnering with several globally active digital distribution platforms that transact with customers over the Internet.

In this regard, the Company is pleased to announce the execution of formal contracts with YouTube and iTunes to facilitate the sale of Sun TV proprietary content on a 'pay for view' basis to customers living across the world. Additionally, the Company has also signed an agreement with Mumbai based Purple IFE Ltd recently to deploy its content library for inflight entertainment. By tying up with Purple IFE, the Company has successfully licensed some of its immensely popular programming in Tamil, Telugu, Malayalam and Kannada languages to provide premium inflight entertainment on leading airlines such as Emirates, Singapore Airlines, Air India, Etihad, Jet Airways, Oman Air, British Airways, Cathay Pacific, Gulf Air, Qatar Airways that carry a lot of South Indian travelers.

Sun TV Network Ltd operates 33 TV channels including four channels in High Definition with a reach of more than 100 million households in India. Sun TV channels can be viewed throughout the world including U.S.A, Canada, UK, continental Europe, Middle East, Singapore, Malaysia, Sri Lanka, South Africa, Australia and New Zealand.

This is for your information and records.

Thanking you,

For Sun TV Network Limited

V.C. Unnikrishnan
Chief Financial Officer