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

14th March 2011

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

Sir,

Sub: Sun TV announces hike in Advertisement rates of Malayalam and Kannada Channels from 1st April 2011

Ref:- Symbol : SUNTV Series : EQ

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Chennai, India, March 14th 2011: Sun TV Network Limited one of the largest Television Broadcasters in India, operates twenty Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam has already announced increase in the Advertisement rates of its Tamil channels and Telugu channels with effect from 1st April, 2011.

Today, Sun TV Network announced hike in its Malayalam Channels, ranging from 6 % to 33 % and also in the Kannada channels ranging from 5 % to 13 % , both effective from 1st April, 2011.

The slot fees (broadcast fees) received from the content producers across both these languages will also be increased accordingly.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer