



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

May 17, 2013

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

Sir,

Sub: Earnings Release for the Quarter and Financial Year ended 31st March 2013
Ref: - Symbol: SUNTV - Series: EQ

Please find enclosed the Earnings Release of our Company for the quarter and financial year ended 31st March 2013 for your information and records.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer



Sun TV Network Limited

Earnings Release for the Financial year ended 31st March 2013

Advertisement Revenues maintain momentum up 15% in the quarter ended March 2013.

DTH Subscription Revenues up by 16% Quarter on Quarter and 12% year on year.

FM Radio Operations post a strong turnaround with Revenues increasing by 26% Year on Year and report profits.

Total dividend for the year at 190%

Highlights:

On a standalone basis:

- ❖ *Advertisement Revenues for the quarter ended 31st Mar'13, up ~15% at Rs.269.40 Crores;*
- ❖ *Revenues for the quarter ended 31st Mar'13, up ~11% at Rs.472.67 Crores ;*
- ❖ *PAT for the quarter ended 31st Mar'13, up ~12% at Rs.177.50 Crores ;*

On a consolidated basis:

- ❖ *For the year ended 31st Mar'13 , Revenues up 4% at Rs.1,923.00 Crores ;*
- ❖ *For the year ended 31st Mar'13, EBITDA at ~73% Rs.1,409.14 Crores ;*
- ❖ *For the year ended 31st Mar'13, PAT up ~2% at Rs.709.56 Crores ;*





*EARNINGS RELEASE FOR THE YEAR
ENDED 31ST MARCH, 2013*

Chennai, India May 17, 2013: Sun TV Network Limited, one of the largest Television Broadcasters in India, operating Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam and presently airing FM radio stations across India reported its standalone and consolidated results for the year ended 31st March, 2013.

INCREASE IN ADVERTISEMENT RATES:

The weekday Prime time advertisement rates (6 out of 9 Half hour slots daily) on flagship channel Sun TV are being increased with effect from 15th July, 2013. These hikes are at an average of 19% and consequently, the Telecast Fees received from Producers are also being revised upwards proportionately.

FOR THE QUARTER ENDED 31ST MARCH 2013, the Revenues was **up by 11%** at Rs.472.67 crores as against Rs.427.01 crores and with the Other income of Rs.21.63 crores, the Total Income was **up by 12%** at Rs.494.30 crores as against Rs.442.09 crores.

During the quarter ended 31st March 2013, E B I T D A was **up by 6%** at Rs. 348.57 crores, as compared to Rs.328.19 crores in the previous quarter ended 31st March 2012. The Profit before interest, tax, depreciation and amortization (PBIDT) for the quarter was **up by 8%** at Rs.370.20 crores, as compared to Rs.343.27 crores in the previous quarter. The Net Profit (PAT) was **up by 12%** at Rs.177.50 crores during the current quarter in comparison to Rs.159.03 crores for the previous quarter.

FOR THE YEAR ENDED 31ST MARCH 2013, the Revenues was **up by 3%** at Rs.1,817.62 crores as against Rs.1,757.37 crores and with the Other income of





*EARNINGS RELEASE FOR THE YEAR
ENDED 31ST MARCH, 2013*

Rs.55.02 crores, the Total Income was **up by 2%** at Rs.1,872.64 crores as against Rs.1,831.57 crores.

FOR THE YEAR ENDED 31ST MARCH 2013, the Consolidated Revenues was **up by 4%** at Rs.1,923 crores as against Rs.1,847.17 crores and with the Other income of Rs.72.21 crores, the Total Income was **up by ~4%** at Rs.1,995.21 crores as against Rs.1,926.72 crores. The Net Profit (PAT) was **up by 2%** at Rs.709.56 crores during the current quarter in comparison to Rs.692.91 crores for the previous year.

FINAL DIVIDEND:

For the financial year ended 31st March 2013, the Board of Directors have recommended a Final Dividend of 40%, i.e., Rs.2.00 per equity share of face value of Rs.5.00 each. This is in addition to the Interim Dividend of 150 %, i.e., Rs.7.50 per equity share of face value of Rs.5.00 each declared during the year. This Final Dividend including the Interim Dividends would result in a total dividend of 190%, i.e., Rs.9.50 per equity share of face value of Rs.5.00 each for the financial year ended 31st March 2013.

* * *

