



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

January 23, 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 nine months ended 31st December 2012

Ref: - Symbol: SUNTV - Series: EQ

Please take note of the press release of the Company given below. This is for your information and notice.

Advertisement Revenues up 20% in Q3 FY 2013

PAT records 13% jump

Third interim dividend of 50% declared

Highlights:

- ❖ **Advertisement Revenues for the quarter ended 31st December, 2012 up 20% at Rs.293.00 Crores;**
- ❖ **Revenues for the quarter ended 31st Dec'12 up 14% at Rs. 485.86 crores;**
- ❖ **E B I T D A for the quarter ended 31st Dec'12 up 10.32% at Rs.376.34 crores;**
- ❖ **PAT for the quarter ended 31st Dec'12 up 13% at Rs.189.88 crores;**

Chennai, India January 23, 2013: Sun TV Network Limited, one of the largest Television Broadcasters in India, operating 33 Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam and presently airing 46 FM radio stations across India reported its results for the quarter and nine months ended 31st December 2012.

Sun TV Network Limited has posted a growth of 20% in the advertisement revenues to Rs.293.00 crores, in comparison to Rs.244.23 crores during the corresponding quarter ended 31st December 2011.

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The Revenues for the current quarter registered an increase of 14.29% at Rs.485.86 crores in comparison to Rs.425.11 crores during the corresponding quarter ended 31st December 2011.

The Total Income for the quarter ended 31st December 2012 was at Rs.496.41 crores in comparison to Rs.448.32 crores during the corresponding quarter ended 31st December 2011 registering a growth of 10.73%.

The EBITDA for the quarter ended 31st December 2012 posted a growth of 10.32% at Rs.376.34 crores in comparison to Rs.341.13 crores for the corresponding quarter ended 31st December 2011.

The Net Profit (PAT) was up by 13.10% at Rs.189.88 crores for the quarter ended 31st December 2012 as compared to Rs.167.88 crores in the corresponding quarter ended 31st December 2011.

INTERIM DIVIDEND:

The Board of Directors has declared a third Interim Dividend of Rs.2.50 per share (50%) on a face value of Rs.5.00 per share. With this the total dividend declared by the Board so far for the financial year 2012 - 13 is Rs.7.50 per share (150%) on a face value of Rs.5.00 per share as against the total dividend of Rs.9.50 per share (190%) on a face value of Rs.5.00 per share declared in the previous year ended 31st March 2012.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer