



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

26th May 2011

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

Sir,

Sub: Revenues up 38%, Rs.19.24 bn; EBITD A at 81%
&
PAT up 36%; Dividend higher @ 175%
Ref: - Symbol: SUNTV - Series: EQ

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

*Revenues up 38%, Rs.19.24bn ; E B I T D A at 81%
&
P A T up 36%; Dividend higher @ 175%*

Earnings Release for the Financial year ended 31st March 2011

Highlights:

On a standalone basis:

- ❖ For the year ended 31st Mar'11 , Revenues up ~ 38% to Rs. 1,923.71 crores;
- ❖ For the year ended 31st Mar'11, EBITDA higher at ~ 81% to Rs. 1,557.89 crores;
- ❖ For the year ended 31st Mar'11, PAT up ~ 36% to Rs. 772.22 crores;

On a consolidated basis:

- ❖ For the year ended 31st Mar'11 , Revenues up ~39 % to Rs. 2,013.46 crores;
- ❖ For the year ended 31st Mar'11, EBITDA higher at ~ 78% to Rs.1,577.86 crores;
- ❖ For the year ended 31st Mar'11, PAT up ~ 48% to Rs. 769.76 crores;
- ❖ Kal Radio has earned an EBITDA profit of Rs.25.40 crores and a PAT of Rs.8.88 Crores.



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Page - 2

Chennai, India May 26, 2011: Sun TV Network Limited, one of the largest Television Broadcasters in India, operating 20 Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam and presently airing 43 FM radio stations across India reported its standalone and consolidated results for the year ended 31st March, 2011.

Sun TV Network Limited has posted a healthy growth of 37.90% in the revenues to Rs.1,923.71 crores with a sharp increase of 1.7% in EBITDA % from 79.61% to 80.98%. The growth in the revenues have been largely a function of the sustained advertising growth and subscription revenue contributed thro' a well-diversified mix of clients (national, regional and local) across multiple product categories.

HIGHLIGHTS - STANDALONE:

Total Income for the year ended 31st March 2011 up 37.08% to Rs.1,970.50 crores in comparison to Rs.1,437.52 crores during the previous financial year.

Earnings before interest, tax, depreciation and amortization (EBITDA) for the year ended 31st March, 2011 grew by 40.28% to Rs. 1,557.89 crores as compared to Rs.1,110.55 crores in the previous year.

The Net Profit (PAT) rose by 36.10% to Rs. 772.22 crores for the year ended 31st March, 2011 as compared to Rs.567.38 crores in the previous year.

FOR THE YEAR ENDED 31st MARCH '2011, the Revenues grew by 37.90% to Rs.1,923.71 crores as against Rs.1,395.01 crores and with the Other income of Rs.46.79 crores, the Total Income was Rs.1,970.50 crores as against Rs.1,437.52 crores.

During the year ended 31st March'2011, E B I T D A was higher by 40.28% to 80.98% at Rs. 1,557.89 crores, as compared to Rs.1,110.55 crores in the previous year ended 31st March'2010. The Profit before interest, tax, depreciation and amortization (PBIDT) for the year was also higher by 39.17% at Rs.1,604.68 crores, as compared to Rs.1,153.06 crores in the previous year. The Net Profit (PAT) also was higher by 36.10% at Rs.772.22 crores during the current year in comparison to Rs.567.38 crores for the previous year.

Accordingly, the Earnings per share as of 31st March'11 registered the same increase of 36.10% to Rs.19.60 (*Face Value Rs.5/-*) as against Rs.14.40 per share as on 31st March '10.

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Page - 3

FINAL DIVIDEND:

For the financial year ended 31st March'2011, the Board of Directors have recommended a Final Dividend of 75%, i.e., Rs.3.75 per equity share of face value of Rs.5.00 each. This is in addition to the Interim Dividend of 100 %, i.e., Rs.5.00 per equity share of face value of Rs.5.00 each declared on January 28th 2011. This Final Dividend including the Interim Dividend would result in a total dividend of 175%, i.e., Rs.8.75 per equity share of face value of Rs.5.00 each for the financial year ended 31st March 2011. *(Prev. Year of 150%, i.e., Rs.7.50 per equity share of face value of Rs.5.00 each.)*

* * *

Thanking you,
For Sun TV Network Limited


R. Ravi
Company Secretary &
Compliance Officer

