



# SUN TV NETWORK LIMITED

4, Norton Road, Mandaveli, Chennai - 600 028, India. Tel : 2464 8181 Fax : 2464 8282

28<sup>th</sup> July 2010

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

Sir,

Sub: Revenues up 53 % & EBITDA at 82%, PAT up 43%,  
Ref: - Symbol: SUNTV - Series: EQ

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

## **Earnings Release for the Quarter ended 30th June 2010**

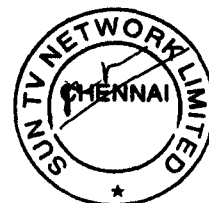
### **Highlights:**

- ❖ For the quarter ended 30<sup>th</sup> June '10 , Revenues up ~53 % to Rs.440.44 crores ;
- ❖ For the quarter ended 30<sup>th</sup> June '10, EBITDA higher at ~82 % to Rs.359.90 crores ;
- ❖ For the quarter ended 30<sup>th</sup> June '10, PAT up ~43 % to Rs.170.96 crores ;

Chennai, India July 28, 2010: 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 results for the quarter ended 30<sup>th</sup> June, 2010.

Sun TV Network Limited has posted a healthy growth of 53% in the revenues to Rs.440.44 crores with a sharp increase of 5% in EBITDA % from 77.74% to 81.71%. 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.

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## HIGHLIGHTS:

Total Income for the quarter ended 30th June 2010 up 49.64% to Rs.451.72 crores in comparison to Rs.301.88 crores during the previous quarter ended 30th June 2009.

Earnings before interest, tax, depreciation and amortization (E B I T D A) for the quarter ended 30th June, 2010 grew by 60.95 % to Rs.359.90 crores as compared to Rs.223.61 crores in the previous quarter ended 30th June, 2009.

The Net Profit (PAT) rose by 42.70 % to Rs.170.96 crores for the quarter ended 30th June, 2010 as compared to Rs.119.80 crores in the previous quarter ended 30th June 2009.

**FOR THE QUARTER ENDED 30<sup>th</sup> JUNE '2010**, the Revenues grew by 53.12 % to Rs.440.44 crores as against Rs.287.65 crores and with the Other income of Rs.11.28 crores, the Total Income was Rs.451.72 crores as against Rs.301.88 crores.

During the Quarter ended 30th June'2010, E B I T D A was higher by 5.12% to 81.71% at Rs.359.90 crores, as compared to Rs.223.61 crores in the previous quarter ended 30th June'2009. The Profit before interest, tax, depreciation and amortization (PBIDT) for the quarter was also higher by 56.06 % at Rs.371.18crores, as compared to Rs.237.84 crores in the previous quarter ended 30th June 2009.

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The Net Profit (PAT) also was higher by 42.70 % at Rs.170.96 crores during the current quarter in comparison to Rs. 119.80 crores for the previous quarter ended 30th June 2009.

Accordingly, the Earnings per share as of 30th June 2010 registered an increase of 42.70 % to Rs.4.34 (Face Value Rs.5/-) as against Rs.3.04 per share as on 30th June 2009.

\* \* \*

Thanking you,

For Sun TV Network Limited

R. Ravi  
Company Secretary &  
Compliance Officer

