



SUN TV NETWORK LIMITED

Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai - 600 028, India.
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09th January, 2012

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

Sir,

Sub: Sun TV launches Three more pay channels on 9th January, 2012

Ref: - Symbol: SUNTV - Series: EQ

ANNOUNCEMENT

Sun TV Network Limited, one of the largest Television Broadcaster in India is launching three more pay Channels - Sun Life and Sun TV RI (Rest of India) in Tamil and Gemini Life in Telugu today.

Sun Life and Gemini Life will focus on lifestyle, religion, health, education etc.

Sun TV RI (Rest of India) will transmit the same Sun TV content but specialized for the Rest of India i.e. all States other than Tamilnadu and enabling the Advertiser to focus on specific geographical areas.

The launch of these pay channels will further add one more genre of "**Life**" to the existing genres of General Entertainment, Movies, Music, News, Kids, Comedy and Action.

With this, the total number of channels in Sun's bouquet moves up to 32 (Thirty two) of which there are Twelve channels in Tamil; Nine channels in Telugu; Seven channels in Kannada and Four channels in Malayalam languages.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer