



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

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

Sir,

Sub: Sun TV Network launches four additional channels - Adithya TV, Gemini Comedy, Kiran TV and Sun Music on DISH Platform in the United States of America

Ref: - Symbol: SUNTV - Series: EQ

Sun TV Network launches four additional channels on DISH Platform, USA

CHENNAI, April 4, 2012 - Sun TV Network Limited, India's largest media conglomerate, broadcasts a bouquet of 32 top-rated channels in four Indian languages. Reaching more than 95 million households in India, SUN TV Network's channels can also be viewed across the world, including in the U.S., Canada, Europe, Singapore, Malaysia, Sri Lanka, South Africa, Australia and New Zealand.

Sun TV Network, which already airs Sun TV, KTV, Gemini TV, Gemini Movies, Udaya TV and Surya TV in the United States of America on DISH Network L.L.C. US's third largest pay-tv provider is today launching four more channels, viz., Adithya TV, Gemini Comedy, Kiran TV and Sun Music. The 24-hour comedy channels in Tamil and Telugu along with the 24-hour music channel will give the South Indian diaspora in the US a greater variety of choice in genres.

With worldwide presence of its channels, SUN TV Network's Mr. K. Vijay Kumar said this would allow the company to further expand its reach in the international markets and enhance the subscription revenues.

"Millions of people around the world watch SUN TV Network channels," said Vijay Kumar. "DISH dominates the South Indian market in the U.S., and we are thrilled to have the opportunity to bring more of our content to an even wider audience."

"We are a leader in delivering TV channels from across India to those in the U.S. seeking news, music and entertainment from their home country," said Chris Kuelling, Vice President of International Programming at DISH. "DISH currently offers 92 South Indian channels, and the launch of additional SUN TV Network programming shows our continued commitment to serve the South Indian community."

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary & Compliance Officer