SUN GROUP

SUN TV NETWORK LIMITED

Murasoli Maran Towers, 73,MRC Nagar Main Road, MRC Nagar, Chennai - 600 028, India.
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14th February 2011

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

Sir,

Sub: Sun TV announces hike in Advertisement rates of Telugu Channels
Ref: Symbol: SUNTV - Series: EQ

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Sun TV announces hike in Advertisement rates of Telugu Channels from 1st April 2011

Chennai, India, February 14th 2011: Sun TV Network Limited one of the largest Television Broadcasters in India, operating Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam has already announced increase in the Advertisement rates of its channel, Sun TV and other Tamil channels with effect from 1st April, 2011.

Today, Sun TV Network announced hike in its Telugu Channels, in its Flagship Telugu Channel, Gemini TV ranging from 6 % to 13 % and in the other Telugu channels, viz., Gemini Movies, Gemini Music, Gemini News, Gemini Comedy, Kushi ranging from 9 % to 43 %, all effective from 1st April, 2011. The slot fees (broadcast fees) received from the content producers will also be increased accordingly.

Thanking you,
For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer