SUN TV NETWORK LIMITED
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9th December, 2011

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

Sir,

Sub: Sun TV to launch 4 HD Channels on 11/12/2011
Ref: - Symbol: SUNTV – Series: EQ

ANNOUNCEMENT

Sun TV Network Limited will launch four new High Definition channels in Tamil and Telugu languages on December 11, 2011.

The Company has always been in the forefront of pioneering new technologies and in bringing value added services to its customers. The launch of these HD channels is in line with that tradition and reinforces the Company's competitive positioning in the South Indian broadcast media space.

The new HD channels are listed below:

Tamil
- Sun TV HD
- K TV HD
- Sun Music HD

Telugu
- Gemini TV HD

The above HD channels will be the first of its kind in Tamil and Telugu.

These HD channels will first be offered on DTH and digital cable platforms in India, and will progressively become available in global markets. These channels would be priced at Rs.40 per subscriber per month per channel for Sun TV HD, K TV HD and Gemini TV HD and Rs.25 per subscriber per month for Sun Music HD. The bouquet price for all the four HD channels will be Rs.100 per month.

With this introduction, the Company will be offering a bouquet of 25 channels including the 4 new HD channels.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer