



SUN TV NETWORK LIMITED

Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai - 600 028, India.
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25th October 2012

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

Sir,

Sub: Sun TV Network wins the Hyderabad IPL Franchise
Ref: - Symbol: SUNTV - Series: EQ

CHENNAI, 25th October, 2012 - Sun TV Network Limited, India's largest media conglomerate, broadcasts a bouquet of 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 Limited is happy to announce that it has successfully bid for the Indian Premier League (IPL) Franchise offered by The Board of Control for Cricket in India (BCCI) and has been awarded the Hyderabad Franchise as long as the League continues for an amount of Rs.85.05 Crores per year payable for five years, 2013 - 17 (inclusive). Thereafter, from and including 2018 onwards an amount equal to 20% of the Franchisee Income received in such year has to be paid in four quarterly installments to BCCI. (*"Franchisee Income" shall mean the aggregate of all income of any kind, which accrues to the Franchisee, Franchisee Group Company or Franchisee Owner as a result of its operation of the Franchise and the Team*)

This is for your information and records.

Thanking you,

For Sun TV Network Limited

R Ravi
Company Secretary &
Compliance Officer