



# 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

09<sup>th</sup> November 2012

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

Sir,

Sub: Earnings Release for the quarter and half year ended 30<sup>th</sup> September 2012

Ref: - Symbol: SUNTV - Series: EQ

Please take note of the press release of the Company given below. This is for your information and notice.

## Earnings Release for the quarter and half year ended 30<sup>th</sup> September 2012

### Highlights:

- ❖ *For the quarter ended 30<sup>th</sup> September '12, Advertisement Revenue up ~4 % to Rs.244.45 crores ;*
- ❖ *For the quarter ended 30<sup>th</sup> September '12, EBITDA at ~76 %;*
- ❖ *For the quarter ended 30<sup>th</sup> September '12, PAT at Rs.151.65 crores;*
- ❖ *For the half year ended 30<sup>th</sup> September '12, Advertisement Revenue up ~4 % to Rs.487.27 crores ;*
- ❖ *For the half year ended 30<sup>th</sup> September '12, EBITDA at ~76 %;*
- ❖ *For the half year ended 30<sup>th</sup> September '12, PAT at Rs.315.96 crores;*

**Chennai, India November 9, 2012:** 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 and presently airing FM radio stations across India reported its results for the quarter ended 30<sup>th</sup> September, 2012.

### HIGHLIGHTS:

### Half Year ended 30<sup>th</sup> September 2012 in comparison with half year ended 30<sup>th</sup> September 2011:

The Advertisement Revenues was up by 4% at Rs.487.27 crores as against Rs.466.60 Crores for the half year ended 30<sup>th</sup> September 2011.



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During the Half year ended 30<sup>th</sup> September'2012, Profit before taxes (PBT) for the half year was at Rs.467.01 crores, as compared to Rs.542.53 crores in the previous half year ended 30<sup>th</sup> September 2011.

The Net Profit (PAT) also was at Rs.315.96 crores during the current half year in comparison to Rs.367.74 crores for the previous half year ended 30<sup>th</sup> September 2011.

**Quarter ended 30<sup>th</sup> September 2012 in comparison with quarter ended 30<sup>th</sup> September 2011:**

Sun TV Network Limited has posted a growth of 4% in the advertisement revenues to Rs.244.45 crores, in comparison to Rs.235.47 Crores during the previous quarter ended 30 September 2011.

The Total Income for the quarter ended 30<sup>th</sup> September 2012 was at Rs.442.95 crores in comparison to Rs.469.88 crores during the previous quarter ended 30<sup>th</sup> September 2011.

The Net Profit (PAT) was at Rs.151.65 crores for the quarter ended 30<sup>th</sup> September, 2012 as compared to Rs.180.12 crores in the previous quarter ended 30<sup>th</sup> September 2011.

**INTERIM DIVIDEND:** The Board of Directors has declared a Second Interim Dividend of Rs.2.50 per share (50 %) on a face value of Rs.5.00 per share. This is in addition to the First Interim Dividend of Rs.2.50 per share (50%) declared at the Board Meeting held on 3<sup>rd</sup> August 2012 with the First Quarter Results.

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Thanking you,

For Sun TV Network Limited

R. Ravi  
Company Secretary &  
Compliance Officer