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

11th March 2011

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

Sir,

Sub: Sub: Appointment of Mr K.Vijay Kumar as Chief Operating Officer
Ref:- Symbol : SUNTV Series : EQ
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This is to inform that Mr.K.Vijay Kumar, Senior Vice President, who has been with Sun TV since 1993, has been elevated as the Chief Operating Officer with effect from 11th March 2011, consequent to Mr Ajay Vidyasagar, Chief Operating Officer resigning from the Company.

Mr Vijay Kumar having more than 18 years of work experience in the broadcasting industry is one of the seniormost media professionals in the country. With Sun TV, he has performed many strategic roles and has been instrumental in building and establishing the brand "Udaya" as a market leader across Karnataka alongwith launching six channels strategically built around the flagship channel, Udaya TV. His elevation to the role of Chief Operating Officer will aid in further strengthening and vitalizing the Network's vision and strategy of retaining and expanding its reach and leadership position across the segments and markets it operates, while seeking to explore new, strategic and evolving cutting-edge trends across the media universe.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary & Compliance Officer