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

14thOctober, 2011

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

Sir,

Ref: Symbol: SUNTV, Series: EQ

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

PRESS NOTE

14th October 2011

SUN TV LAUNCHES KIDS CHANNEL "KOCHU TV" FROM 16TH OCTOBER 2011

Sun TV Network Limited one of the largest Television Broadcaster in India will be launching the first 24 hours Malayalam kid's channel "KOCHU TV" from 16th October 2011 onwards.

Kochu TV will be the first and only of its kind 24 hours kids channel in Malayalam targeting the children in the age group of 4 to 14 years with regional and international flavour, versatile and rich mix of programming which includes best cartoons like Jackie Chan adventures, He-Man and pre school contents, etc. The programmes are designed to engage and stimulate the kids' imagination during the early formative age.

Thanking You,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer