



# 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

3<sup>rd</sup> August 2012

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

Sir,

Sub: Un-audited Financial Results for the quarter ended 30<sup>th</sup> June 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.

*Growth revival in advertising revenues;*

*Interim Dividend of 50 % declared;*

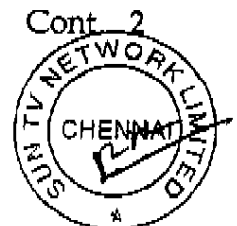
*Agreement with Arasu Cable TV Corporation*

*Earnings Release for the Quarter ended 30<sup>th</sup> June 2012*

**Highlights:**

- ❖ *For the quarter ended 30<sup>th</sup> June '12, Advt Revenue up ~5 % to Rs.242.82 crores ;*
- ❖ *For the quarter ended 30<sup>th</sup> June '12, EBITDA maintained at a high of ~76 %;*
- ❖ *For the quarter ended 30<sup>th</sup> June '12, PAT at Rs.164.31 crores;*

**Chennai, India August 3, 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> June, 2012.





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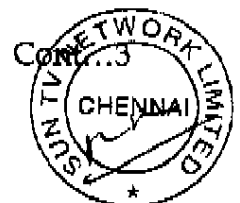
## **HIGHLIGHTS:**

In a significant and welcome development that occurred after the recent quarter ended, the Company successfully concluded an agreement with Tamil Nadu Arasu Cable TV Corporation Ltd, an undertaking owned by the Government of Tamil Nadu engaged in the business of providing signals to Cable Operators in the State of Tamil Nadu. This agreement will enable the total availability of the Company's channels on all cable TV distribution systems run by Arasu Cable across the state of Tamil Nadu with immediate effect. Sun TV already enjoys a dominant market share in terms of viewership ratings and the new arrangement will facilitate in further enhancing the competitive positioning of the Company's extremely popular programming. The Company will also now start collecting additional subscription earnings from Tamil Nadu.

## **Quarter ended 30<sup>th</sup> June 2012 in comparison with quarter ended 30<sup>th</sup> June 2011;**

Sun TV Network Limited has posted a growth of 5% in the advertisement revenues to Rs.242.82 crores, which reverses the adverse trends witnessed in the recent few quarters. The recovery in spending was seen across all categories of advertisers – national, regional and local and across a wide range of industries.

The Total Income for the quarter ended 30<sup>th</sup> June 2012 was at Rs.438.98 crores in comparison to Rs.471.28 crores during the previous quarter ended 30<sup>th</sup> June 2011. The reduction in revenues has been largely an outcome of the fall in cable revenues in the State of Tamil Nadu; however, this subscription revenue will start increasing commencing August 1 2012, in view of the agreement executed with Arasu Cable.





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The Net Profit (PAT) was at Rs.164.31 crores for the quarter ended 30<sup>th</sup> June, 2012 as compared to Rs.187.62 crores in the previous quarter ended 30<sup>th</sup> June 2011.

**Quarter ended 30<sup>th</sup> June 2012 in comparison with quarter ended 31<sup>st</sup> March 2012**

**FOR THE QUARTER ENDED 30<sup>th</sup> JUNE '2012**, the Advertisement Revenues grew by 3.51 % to Rs.242.82 crores as against Rs.234.59 for the quarter ended 31<sup>st</sup> March, 2012.

During the Quarter ended 30<sup>th</sup> June'2012, Profit before taxes (PBT) for the quarter was higher by 3.06 % at Rs.242.73 crores, as compared to Rs.235.52 crores in the previous quarter ended 31<sup>st</sup> March 2012.

The Net Profit (PAT) also was higher by 3.32% at Rs.164.31 crores during the current quarter in comparison to Rs.159.03 crores for the previous quarter ended 31<sup>st</sup> March 2012.

Accordingly, the Earnings per share as of 30<sup>th</sup> June 2012 registered an increase of 3.32% to Rs.4.17 (*Face Value Rs.5/-*) as against Rs.4.04 per share as on 31<sup>st</sup> March 2012.

**INTERIM DIVIDEND:** The Board of Directors have declared an Interim Dividend of Rs.2.50 per share (50 %) on a face value of Rs.5.00 Per Share.

\* \* \*

Thanking you,

For Sun TV Network Limited

  
R. Ravi  
Company Secretary &  
Compliance Officer