



SUN TV NETWORK LIMITED

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31st July 2012

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

Sir,

Sub: Sun TV Network Ltd Signs Up With Arasu Cable

Ref: - Symbol: SUNTV - Series: EQ

Sun TV Network Limited ("the Company") is pleased to announce that it has 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 earning additional subscription revenues from Tamil Nadu.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer