



*Earnings Release for the Quarter ended
31st December 2011*

Sun TV's unique business model continues to endure

Core business of advertising / subscription revenues

remains strong

EBITDA and PBT margins maintained despite a

slowing economy

Third interim dividend of 50 % declared

12 new channels launched

Highlights:

- ❖ *Revenues for the nine months ended 31st Dec'11 at Rs. 1,330.36 crores ;*
- ❖ *E B I T D A at 81 % for the nine months ended 31st Dec'11 at Rs.1,072.48 crores ;*
- ❖ *PAT for the nine months ended 31st Dec'11 at Rs.535.62 crores;*
- ❖ *International revenues up by about 19 % and the DTH revenues up by about 19 %.*
- ❖ *Revenues for the quarter ended 31st Dec'11 at Rs. 425.11 crores;*
- ❖ *E B I T D A for the quarter ended 31st Dec'11 at Rs.341.13 crores;*
- ❖ *PAT for the quarter ended 31st Dec'11 at Rs.167.88 crores;*
- ❖ *12 channels launched in Dec '11 and Jan '12 – now the Sun bouquet extends to 33 channels across ten genres in the four southern languages.*



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❖ *Digitization deadlines mandated by Central Government to accelerate revenue growth from subscriptions in the near future.*

Chennai, India February 10, 2011: Sun TV Network Limited, one of the largest Television Broadcasters in India, operating 33 Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam and presently airing 43 FM radio stations across India reported its results for the quarter ended 31st December' 2011.

Sun TV Network Limited has recorded a total revenues of Rs.1,330.36 crores for the nine months ended 31st December 2011. It may be noted that in the nine months ended 31st Dec 2010, the Company had exceptional one-time revenue from the blockbuster movie “Enthiran” which when adjusted, reflects a growth of about 2.38 % year on year. This growth ought to be viewed in the context of a generally sluggish trend cutting across all sectors of the economy.

It is noteworthy to mention that in a depressed market environment where large companies have rationalized spends on promotion, we have continued to maintain last year's advertising revenues. As regards our subscription business, the Sun bouquet continues to make impressive gains both nationally as well as worldwide. Our international revenues are up by 19 % and the DTH revenues are up by a similar 19 %.

The new legislation enacted by the Parliament is expected to fast track the process of Digitization of the cable and satellite broadcast industry. We believe that, in the post-digitization scenario, both DTH and cable network companies will record big gains in market shares, which in turn will prove to be an important upside to all broadcasters, who today are unable to capture the full revenue potential of the addressable market.



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In the case of Sun TV, the benefits of digitization will start with effect from July 1 2012 with respect to the Chennai metropolitan area. The other key metros of Bangalore and Hyderabad will commence contributing to revenues from March 2013. These are large catchments for the Sun bouquet and hence the new legislation bodes extremely well the Company's prospects.

12 NEW CHANNELS LAUNCHED:

Sun TV Network Limited has launched 12 channels in the recent months and today commands a strong bouquet of 33 channels in the genres of General Entertainment, Movies, Music, News, Kids, Comedy and Action Movie. The launch of the "Action Movie" channels enabled the Company enter into the "Ad free" pay channel world which are premier pay channels.

INTERIM DIVIDEND: The Board of Directors has declared a third Interim Dividend of Rs.2.50 per share (50 %) on a face value of Rs.5.00 per share. With this the total dividend declared by the Board so far for the financial year 2011 – 12 is Rs.8.75 per share (175 %) on a face value of Rs.5.00 per share as against the total dividend of Rs.8.75 per share (175 %) on a face value of Rs.5.00 per share declared in the previous year ended 31st March 2011.

V. C. Unnikrishnan, Chief Financial Officer, said "in the nine months ended 31st Dec 2010, the Company had exceptional one-time revenue from the blockbuster movie "Enthiran" which when adjusted, reflects a growth of about 2.38 % year on year. This growth ought to be viewed in the context of a generally sluggish trend cutting across all sectors of the economy. Also, the Sun bouquet continues to make impressive gains both nationally as well as worldwide. Our international revenues are up by 19 % and the DTH revenues are up by a similar 19 %".



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Unnikrishnan also stated “that with the initiative of the Government of India for digitization, the company expects pay revenues to grow considerably in the medium to long term”.

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