Earnings Release for the Financial year ended 31st March 2012

Sun TV's strong franchise and robust business model help maintain the core business of advertising revenues in a difficult year.

EBITDA and PBT margins continue to hold at industry leading record levels.

Total dividend for the year higher at 190% as against 175% last year.

Highlights:

On a standalone basis:

- ***For the year ended 31st Mar'12 , Revenues at Rs.1,757.37 Crores ;***
- ***For the year ended 31st Mar'12, EBITDA at ~80% Rs.1,400.67 Crores ;***
- ***For the year ended 31st Mar'12, PAT at ~38% Rs.694.65 Crores ;***

EARNINGS RELEASE FOR THE YEAR ENDED 31ST MARCH, 2012

On a consolidated basis:

- ***For the year ended 31st Mar'12 , Revenues at Rs.1,837.72 Crores ;***
- ***For the year ended 31st Mar'12, EBITDA at ~81% Rs.1,495.62 Crores ;***
- ***For the year ended 31st Mar'12, PAT at ~36% Rs.696.61 Crores ;***

Chennai, India May 25, 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 standalone and consolidated results for the year ended 31st March, 2012.

FOR THE YEAR ENDED 31st MARCH '2012, the Revenues was at Rs.1,757.37 crores as against Rs.1,923.71 crores and with the Other income of Rs.74.20 crores, the Total Income was Rs.1,831.57 crores as against Rs.1,970.50 crores.

During the year ended 31st March'2012, E B I T D A was at 79.70% at Rs. 1,400.67 crores, as compared to Rs.1,557.89 crores in the previous year ended 31st March'2011. The Profit before interest, tax, depreciation and amortization (PBIDT) for the year was at Rs.1,474.87 crores, as compared to Rs.1,604.68 crores in the previous year. The Net Profit (PAT) was at Rs.694.65 crores during the current year in comparison to Rs.772.22 crores for the previous year.

Accordingly, the Earnings per share as of 31st March'12 was at Rs.17.63*(Face Value Rs.5/-)* as against Rs.19.60 per share as on 31st March '11.

FINAL DIVIDEND:

For the financial year ended 31st March'2012, the Board of Directors have recommended a Final Dividend of 15%, i.e., Rs.0.75 per equity share of face value of Rs.5.00 each. This is in addition to the Interim Dividend of 175 %, i.e., Rs.8.75 per equity share of face value of Rs.5.00 each declared during the year. This Final Dividend including the Interim Dividends would result in a total dividend of 190 %, i.e., Rs.9.50 per equity share of face value of Rs.5.00 each for the financial year ended 31st March 2012. *(Prev. Year of 175%, i.e., Rs.8.75 per equity share of face value of Rs.5.00 each.)*

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