SUN TV Network Limited

Earnings Release for the quarter and half year ended 30th September 2011

Revenues up 6 % & P A T up 8 %

Highlights:

- ***For the quarter ended 30th Sep'11, Revenues up 6 % to Rs.451.26 crores ;***
- ***For the quarter ended 30th Sep'11, EBITDA at 81 % to Rs.365.43 crores ;***
- ***For the quarter ended 30th Sep'11, PAT up 8 % to Rs.180.12 crores ;***
- ***For the half year ended 30th Sep'11, Revenues up 5% to Rs.905.25 crores ;***
- ***For the half year ended 30th Sep'11, E P S up 9% to Rs.9.33 per share;***
- ***Kochu TV – Malayalam Kids Channel launched on 16th October, 2011 and is No.1 in the kids genre in its second week in Kerala.***

Chennai, India November 3, 2011: Sun TV Network Limited, one of the largest Television Broadcasters in India, operating 21 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 30th September' 2011.

Sun TV Network Limited launched its 21st channel, viz., Kochu TV, on 16th October, 2011 in the kids genre of Malayalam Language, which has received an overwhelming response in the state of Kerala. As per the TAM report for the

week 44, being the second week of its launch, Kochu TV is the Number 1 Malayalam Kids channel with a 65% share among kids genre and with a channel share of 5.38 among all Malayalam Channels (C & S 4+ yrs, Source :TAM) stands 3rd in the entire Kerala market after Asianet and Surya TV.

Sun TV Network Limited has posted a growth of 6% in the Revenues to Rs.451.26 Crores for the quarter ended 30th September'2011. The Channels have been able to continue maintain its advertising growth from a well-diversified mix of clients (national, regional and local) across multiple product categories.

HIGHLIGHTS FOR THE HALF YEAR ENDED 30th SEPTEMBER 2011:

The Total Income for the half year ended 30th September' 2011 was up 6.26% to Rs.941.16 crores in comparison to Rs.885.75 crores during the previous half year.

Earnings before interest, tax, depreciation and amortization (E B I T D A) for the half year ended 30th September' 2011 grew by 5.66% to Rs.731.35 crores as compared to Rs.692.19 crores in the previous period. The Profit before interest, tax, depreciation and amortization (PBIDT) for the Half year was also higher by 7.65% at Rs.767.26 crores, as compared to Rs.712.72 crores in the previous half year.

The Net Profit (PAT) rose by 8.67% to Rs.367.74 crores for the half year ended 30th September' 2011 as compared to Rs.338.39 crores in the previous half year.

Accordingly, the Earnings per share for the half year ended 30th September' 2011 also registered an increase of 8.67% to Rs.9.33 *(Face Value Rs.5/-)* as against Rs.8.59 per share for the half year ended 30th September' 2010.

FOR THE QUARTER ENDED 30th SEPTEMBER' 2011, the Revenues grew by 6.23% to Rs.451.26 crores as against Rs.424.78 crores in the previous quarter and together with the Other income of Rs.18.62 crores, the Total Income was up by 8.26% to Rs.469.88 crores as against Rs.434.03 crores in the previous quarter.

During the quarter ended 30th September' 2011, E B I T D A was up 9.97% at Rs.365.43 crores, as compared to Rs.332.30 crores in the previous quarter ended 30th September' 2010. The Profit before interest, tax, depreciation and amortization (PBIDT) for the quarter was also higher by 12.44% at Rs.384.05 crores, as compared to Rs.341.55 crores in the previous quarter. The Net Profit (PAT) also was higher by 7.57% at Rs.180.12 crores during the same quarter in comparison to Rs.167.44 crores for the previous quarter.

Accordingly, the Earnings per share for the quarter ended 30th September' 2011 also registered an increase of 7.57 % to Rs.4.57 *(Face Value Rs.5/-)* as against Rs.4.25 per share for the quarter ended 30th September' 2010.

INTERIM DIVIDEND: The Board of Directors has declared an Interim Dividend of Rs.3.75 per share (75%) on a face value of Rs.5.00 Per Share.

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