



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

August 2, 2013

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

Sir,

Sub: Earnings Release for the quarter ended 30th June 2013

Ref: - Symbol: SUNTV - Series: EQ

Please find enclosed the Earnings Release of our Company for the quarter ended 30th June 2013 for your information and records.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer



SUN TV Network Limited

Advertisement Revenue up 15% in the quarter as compared to same period previous year

Conversions from analog continue to be strong on the back of digitization underway in various cities:

- *Cable TV Revenue up 38%*
- *DTH Subscription Revenue up 20%*

Interim Dividend of 45% declared.

Earnings Release for the Quarter ended 30th June 2013

❖ *Advertisement Revenue for the quarter ended 30th June '13, up ~15 % at Rs.279.22 crores;*

❖ *EBITDA (excluding IPL) for the quarter ended 30th June '13, up 19% at Rs.384.44 crores;*

❖ *PBT (excluding IPL) for the quarter ended 30th June '13, up 15% at Rs.279.73 crores;*

❖ *PAT (excluding IPL) for the quarter ended 30th June '13, up ~12% at Rs.184.78 crores;*

Chennai, India August 2, 2013: Sun TV Network Limited, one of the largest Television Broadcasters in India, operates Satellite Television Channels across four languages of Tamil, Telugu, Kannada and Malayalam, FM radio channels across





Earnings Release for the quarter ended 30th June 2013

India and the SunRisers Hyderabad Cricket Franchise has reported its results for the quarter ended 30th June, 2013.

We give below the summarized Revenues / E B I T DA of the Company:

Rs. crores

Particulars	Total Media and Entertainment	Broadcasting	SunRisers Hyderabad
Revenues	601.85	503.31	98.54
Operating costs	366.30	118.87	129.33
EBITDA	353.65	384.44	(30.79)
EBITDA %	58.76	76.38	-

For the quarter ended 30th June, 2013, the revenue including the IPL Revenue was up by 41% at Rs.601.85 crores, the same was up 18%, excluding the IPL Revenue at Rs.503.31 crores, as against Rs.425.75 crores for the corresponding quarter ended 30th June, 2012.

Subscription revenues continue to maintain a significant uptrend with cable TV revenues growing by ~38% and DTH subscription revenue growing by ~20% over same quarter last year.

During the quarter ended 30th June, 2013, the EBITDA, including the IPL Revenue was up by ~10% at Rs.353.65 crores and the same was up 19% at Rs.384.44 crores, excluding the IPL Revenue as compared to Rs.322.97 crores in the previous quarter ended 30th June, 2012. The Profit before Interest, Depreciation & Taxes (PBIDT)





Earnings Release for the quarter ended 30th June 2013

including the IPL Revenue and expenses for the quarter was up by ~9% at Rs.367.04 crores as against Rs.336.20 crores for previous quarter ended 30th June, 2012.

INTERIM DIVIDEND: The Board of Directors have declared an Interim Dividend of Rs.2.25 per share (45%) on a face value of Rs.5.00 Per Share.

* * *

