



SUN TV NETWORK LIMITED

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27th April 2017

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

Dear Sir / Madam,

Sub: Sun TV Network launches one more additional channel - Surya Comedy
Ref: Symbol: SUNTV, Series: EQ

ANNOUNCEMENT

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, airs FM radio stations across India and owns the SunRisers Hyderabad Cricket Franchise of the Indian Premier League launches new 'Surya Comedy Channel' which is the first 24 hours Malayalam comedy channel to its bouquet of Malayalam channels namely Surya TV, Surya Movies, Surya Music and Kochu TV. The new channel will be on air from April 29, 2017. A copy of the Press Release is enclosed with this letter.

This is for your information and records.

Thanking you,

For Sun TV Network Limited

R. Ravi
Company Secretary &
Compliance Officer

SUN TV Network to launch the first non-stop Malayalam comedy channel 'Surya Comedy'

Sun TV Network Limited, one of the largest television broadcasters in the country with the reach of more than 95 million households in India is launching a new channel in Kerala.

SUN TV network continues to make its winning presence felt in Kerala by adding Surya Comedy channel which is the first full time Malayalam comedy channel to its bouquet of Malayalam channels namely Surya TV, Surya Movies, Surya Music and Kochu TV.

According to SUN TV Network's official spokesperson *"Humour is an inherent quality among the Kerala audiences and the market boasts of some of the best comic talent in the world of entertainment. The channel is ready to offer the Malayali audience variety of shows in various shades of humour."*

Surya Comedy – *Only Comedy No Boradi* (only comedy and no boredom) is first of its kind channel in Malayalam where content will be focused on comedy 24 hours a day and is set to go on air from April 29th, 2017.

Some of the humour programmes includes:

- ✓ **Chiripooram** A festival of fun will ensure when *thekkekkara* encounters *vadakkekkara*.
- ✓ Fireworks of laughter which will be sparked by **Angamali Ammavan** and his **Ananthiravan**. While Jayakumar wears the guise of the uncle, Nazeer Sankranthi will take up the role of the nephew
- ✓ **Thekku Vadakku** will light up laughter, as the lassie from Koyilandy meets up with the lad of Parassala
- ✓ **Jagathi vs. Jagathi** will present an inexhaustible storehouse of Jagathi Sreekumar's wit and humour
- ✓ **Hello Comedy**, a phone-in live show will respond to instantaneous requests for comic moments



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- ✓ *Kulukki Sarbat* will beat, blend and serve humour in various refreshing forms
- ✓ *Best Kanna Best* will rock the audience with a jovial exchange of fun questions and answers
- ✓ *Saju Kodiyan's Aminaatha Speaking* will engage the viewers in light-hearted banter
- ✓ Kalabhavan, the great institution that has been entertaining the Malayalee audiences over decades, will share its experiences through *Mimics Koodaram*

The world of Malayalam television, where news, soaps and talk shows have always taken centre stage, now heralds humour with the new channel Surya Comedy, launching on April 29, 2017 and is set to make the Malayalam audiences laugh out loud with its humour packed shows and blockbuster comedy films.

About Sun Group

Sun Group, India's largest media conglomerate has power packed 33 Television Channels with the reach of more than 95 million households in India. Sun TV Network's channels can be viewed throughout the world including U.S.A, Canada, Europe, Middle East, Singapore, Malaysia, Sri Lanka, South Africa, Australia and New Zealand. It has 53 FM Radio Stations, two Daily Newspapers, five Magazines, DTH platform & IPL franchise.

