



*Earnings Release for the Quarter & Nine Months
ended 31st December 2013*

Advertisement revenues bounce back .. up 17 % q-on-q

Subscription Revenues maintain ~27 % uptrend y-on-y

Third interim dividend of 50 % declared

Highlights:

- ❖ *Revenues for the quarter ended 31st Dec'13 up ~5 % at Rs. 508.34 crores;*
- ❖ *Total Income for the quarter ended 31st Dec'13 up ~5 % at Rs. 523.19 crores;*
- ❖ *E B I T D A for the quarter ended 31st Dec'13 at Rs.372.02 crores;*
- ❖ *PAT for the quarter ended 31st Dec'13 at Rs.185.79 crores;*

Chennai, India February 7, 2014: 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 results for the quarter and nine months ended 31st December' 2013.

Sun TV Network Limited alongwith posting a growth of ~5% in the revenues to Rs.508.34 crores, has crossed another milestone of Rs.500 crores in quarterly revenues in comparison to Rs.485.86 crores during the corresponding quarter ended 31st December 2012 and Rs.466.41 crores during the previous quarter of 30th September 2013.



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The Total Income for the quarter ended 31st December 2013 also registered an increase of 5.39 % at Rs.523.19 crores in comparison to Rs.496.41 crores during the corresponding quarter ended 31st December 2012.

The EBITDA for the quarter ended 31st December 2013 was at Rs.372.02 crores in comparison to Rs.376.34 crores for the corresponding quarter ended 31st December 2012.

The Net Profit (PAT) was at Rs.185.79 crores for the quarter ended 31st December, 2013 as compared to Rs.189.88 crores in the corresponding quarter ended 31st December 2012.

Despite the reduction in inventory, the Company posted a healthy growth of ~17 % in advertisement revenues during the Dec 2013 quarter in comparison to the previous quarter of Sept 2013.

Subscription revenues from cable and Direct-to-Home continued to maintain the digitization momentum with a sustained growth of over ~27 % on a year on year basis at Rs.167.12 crores as against Rs.131.27 crores in the quarter ended Dec 2012. International subscription revenues grew by 29% over the same period last year.



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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 2013 – 14 is Rs.7.25 per share (145 %) on a face value of Rs.5.00 per share as against the total dividend of Rs.9.50 per share (190%) on a face value of Rs.5.00 per share declared in the previous year ended 31st March 2013.

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