



Impact Assessment

Corporate Social Responsibility



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Preface

This Impact Assessment Report presents an overview of the societal benefits resulting from the Corporate Social Responsibility (CSR) initiatives undertaken by Sun TV Network Limited (“Sun TV”).

The impact assessment results are derived from quantitative and qualitative data collected and analysed along with the success case studies. Studies found that CSR has benefited society at large to get better quality of health, education, sanitation, women empowerment, child care etc.,

The overall outcome of the CSR initiatives is considered effective and meaningful. The projects have not only reached the intended beneficiaries but have also created measurable improvements in the quality of life across target communities.



Impact Assessment Team (IAT)



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Introduction - CSR



Corporate Social Responsibility (CSR) reflects a company's ongoing commitment to contribute to the socio-economic development of the communities in which it operates. It signifies the integration of social and environmental concerns into business operations and strategic decision-making.

In a dynamic global landscape, businesses are increasingly expected to go beyond financial performance and demonstrate accountability in areas such as climate action, gender equality, and inclusive growth.

CSR thus becomes a vehicle for ethical business conduct and a bridge between profitability and purpose.

About Sun TV Network Limited

Sun TV Network Limited (SUN TV) is one of India's most prominent media conglomerates, operating a broad network of satellite television channels across seven Indian languages—Tamil, Telugu, Kannada, Malayalam, Bangla, Marathi, and Hindi. The company also owns and manages multiple FM radio stations across the country.

In addition to its broadcast media portfolio, Sun TV owns the SunRisers Hyderabad franchise in the Indian Premier League (IPL), SunRisers Eastern Cape in South Africa's T20 cricket league, and the Sun NXT digital streaming platform.

With a significant domestic and international viewer base spanning Sri Lanka, Singapore, Malaysia, the UK, Europe, the Middle East, the USA, Australia, South Africa, and Canada, Sun TV holds a unique position in the entertainment and information ecosystem.

For the financial year ending 31st March 2023:

- **Revenue from Operations:** ₹3,661.37 Crores
- **Profit Before Tax:** ₹2,238.12 Crores



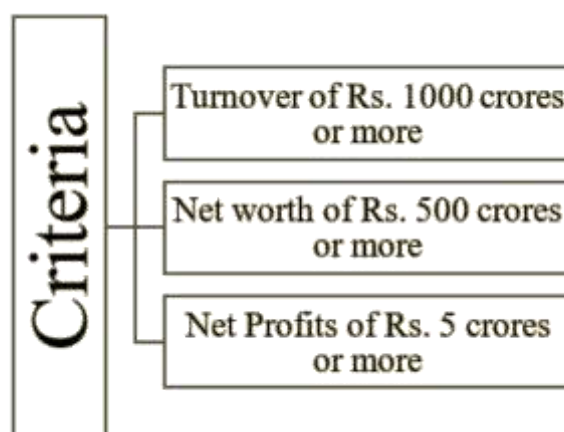
CSR - Applicability

In accordance with Section 135 of the Companies Act, 2013, CSR provisions apply to every company meeting any of the following financial thresholds during the immediately preceding financial year:

- Net worth of ₹500 Crores or more, or
- Turnover of ₹1,000 Crores or more, or
- Net profit of ₹5 Crores or more

Upon falling under the ambit of CSR applicability, a company must:

- 1.Constitute a CSR Committee with a minimum of three directors, including at least one independent director
- 2.Formulate and disclose a CSR Policy outlining key areas of intervention
- 3.Allocate and spend at least 2% of the average net profits* made during the three immediately preceding financial years on CSR activities or disclose the reasons for non-spending in the Board Report



**As mentioned in Explanation to Section 135(5) of The Companies Act, 2013 For the purposes of this section –average net profit shall be calculated in accordance with the provisions of section 198.*

CSR – Scope & obligation

1. Formation of CSR Committee:

In compliance with Section 135 of the Companies Act, 2013, Sun TV Network Limited has constituted a CSR Committee comprising three directors, including one Independent Director.

CSR Committee Members:

- K. Vijay Kumar
- R. Mahesh Kumar
- Nicholas Martin Paul (Independent Director)

2. Formulation of CSR Policy:

The Company has developed a comprehensive CSR Policy aligned with Schedule VII of the Companies Act, 2013. The policy outlines the following focus areas:

- Health Care
- Women Empowerment
- Environmental Sustainability
- Contribution to Rural Development Projects
- Promotion of Arts and Culture
- Any other activity listed under Schedule VII

3. CSR Spend and Contribution

- Average Net Profits* (Past 3 Immediately preceeding financial Years): **₹2,019.65 Crores**
- CSR Obligation @ 2%: **₹40.39 Crores**
- Amount Available for Set-Off (Rule 7, Sub-rule 3): **₹0.07 Crores**

*Note: *As per Explanation to Section 135(5) of the Companies Act, 2013, average net profit is calculated in accordance with the provisions of Section 198.*

Contribution Summary

Sun TV Network Limited's CSR Policy is centered around impactful themes such as healthcare, education, environmental sustainability, rural development, promotion of arts and culture, and women empowerment.

During FY 2022-23, the company made significant contributions to the following institutions and causes:

- **Armed Forces Flag Day Fund** – Supporting the welfare of armed forces personnel and their families
- **Walaja Panchayat** – Welfare activities at the grassroots level
- Contributions to various charitable institutions who served as platform for various welfare programmes organised nationwide like:
 - Save the Children (Bal Raksha Bharat)
 - Sulabh International Social Service Organisation
 - Smile Foundation
 - Child Rights and You (CRY) India
 - Cancer Institute (WIA)

These contributions demonstrate Sun TV's commitment to building resilient communities and supporting vulnerable populations through credible and accountable partners.

Impact Assessment

Understanding Objectives

As per the Companies (CSR Policy) Amendment Rules, 2021, impact assessment is mandatory for companies:

- With a CSR budget of ₹10 Crores or more in a given financial year, and
- For individual projects with an outlay of ₹1 Crore or more

Sun TV Network Limited spent **₹40.46 Crores** on CSR initiatives during FY 2022-23, with **14 projects** having individual outlays above ₹1 Crore. Accordingly, the company falls under the scope of mandatory impact assessment requirements.

The Company's CSR Contribution profile reflects,

- ₹5.72 Crores was contributed to Government-led initiatives
- ₹34.74 Crores was directed to recognized charitable institutions having common welfare objectives.

Impact Assessment

Understanding Objectives

The CSR Policy of Sun TV, formulated by the Board's CSR Committee, provides a structured framework for identifying, implementing, and monitoring social initiatives.

The policy primarily focuses on:

Health care and Education	Women empowerment
Environmental sustainability	Rural Development Projects
Promotion of arts & culture	Any other activity listed under Schedule VII of Companies Act, 2013

The Impact Assessment Team (IAT) reviewed the CSR policy and found it to be robust, compliant with statutory requirements, and aligned with national development goals. The policy outlines priority areas of focus and includes provisions for regular monitoring and review by the Committee.

This ensures that CSR funds are strategically allocated, reach genuine beneficiaries, and contribute to long-term developmental outcomes.

Impact Assessment

In FY 2022–23, Sun TV's CSR activities were directed towards diverse themes including:

- Education and digital empowerment (Smart classrooms, Skill development)
- Sanitation and hygiene infrastructure (Toilets, clean water)
- Preventive healthcare (Medical support and equipment)
- Child welfare and elderly care
- Relief to underprivileged communities
- Support to families of martyred Armed Forces personnel

It is noted that contributions made to government funds are outside the scope of direct impact assessment, as implementation is under state or central jurisdiction.

For contributions routed through charitable partners, the Impact Assessment Team verified utilization reports, field documentation, and evidences produced. The team is satisfied with the implementation and outcome alignment for these projects.

Impact Assessment

CSR Spend Summary – FY 2022–23

Total CSR Expenditure: ₹40.46 Crores

Area of Impact	Amount (₹ Crores)	Percentage of Total
Smart Classrooms & Skill Development	14.84	37%
Sanitation Infrastructure	10.05	25%
Medical Support & Equipment	4.09	10%
Central & State Government Welfare Funds	5.72	14%
Support to Old Age Homes & Relief to the Poor and Needy	5.76	14%

This distribution indicates a balanced and inclusive approach, reflecting the company's commitment to sustainable development, health equity, and educational advancement.

Impact Assessment

Application & Impact

I. Education and Capacity Building

STEM centers, also known as Science, Technology, Engineering, and Mathematics centers, are specialized educational facilities that focus on promoting and enhancing students' understanding and interest in these fields. They provide **an interactive and hands-on learning** environment where students can engage in various STEM activities and experiments.

Bal Raksha Bharath

Bal Raksha Bharat, India's leading independent child rights' NGO, is implementing numerous programmes across various states in India, all aimed at improving the lives of underprivileged children. Safe classrooms, girls' participation, digital access - their interventions remove barriers spanning from urban slums to rural communities. Uplifting over 80,000 students, since 2004.

SUN TV engaged with Bal Raksha Bharath for 4 projects in the FY2022-23, these projects were centred in the following locations,

1. Koraput District and Kandhamal District, Odisha

The objective of this project was to build a learner-friendly environment for experiential learning in government schools and anganwadis of Odisha. This project covered 60 Anganwadi centres, 44 High Schools, benefitting over 14,000 children.

Impact Assessment

Application & Impact

- The STEM classroom support has proved to be highly engaging & effective in enhancing classroom
- Enrolment in these schools increased in 2023-24 and additional students have been admitted and benefitted from these measures.
- Students have access to real models of lungs, heart and eyes in the STEM labs, making science topics easy to understand. Audio-visual methods implemented have enhanced learning.
- The Building Learning Environment in Schools (BLES) initiative has strengthened early childhood education with structured materials, making learning more engaging and teacher training

2. 5 districts in Tamil Nadu: Chengalpattu, Cuddalore, Villupuram, Vellore and Thiruvannamalai District

The objective of this project was Building Smart Classrooms to ensure experiential Learning in Adi Dravidar Welfare Schools Tamil Nadu.

The two areas of prime focus were,

- To enhance enriching learning experiences through SMART classrooms in 85 Adi Dravidars welfare schools
- To build the capacities of teachers on child-centric pedagogy and building school and community relations.

These targeted schools were able to benefit 8,000 children aged 06-18 years and 380 Teachers. Apart from smart classrooms, the **sports kits were also provided** to the schools to encourage children to be active and participate in extracurricular activities

Impact Assessment

Application & Impact

3. Nellore District, Andhra Pradesh

- Project aimed to build STEM Labs and SMART Class Rooms to ensure experiential learning in 45 Government High Schools of Nellore benefitting around 8,000 students
- This intervention has introduced the use of technology in the classrooms and provided STEM models to grades 6-10 as a learning tool to enhance children's knowledge in Science, Technology, Engineering and Math. To ensure the efforts of the project are long lasting, teachers from each of the schools were trained on how to effectively use the resources.
- While the project initially proposed on boarding 40 schools, due to savings and effective use of the budget, the team was able to on board 45 schools for the programme to provide SMART and STEM resources.

4. Kadapa District, Andhra Pradesh

- Objective is to build Smart Classrooms to ensure Information and Communication Technology (ICT)-enabled Education in 52 Government Schools in Andhra Pradesh, benefitting around 16,000 students. SMART classroom enabled with UPS makes SMART classrooms uninterrupted and additional provision of benches made the SMART classrooms comfortable to access.
- Teachers of the schools have been equipped with a new skill of digital teaching.
- The Teachers expressed it has boosted their confidence levels and they are excited to teach new concepts to children by using the resources provided

Impact Assessment

Application & Impact

SMILE FOUNDATION

Smile Foundation's mission is to empower underprivileged children, youth and women through relevant education, innovative healthcare and market-focused livelihood programmes.

Sun TV joined hands with Smile Foundation's Mission Education program in Dec'22 for Enhancing Quality Education through **STEM and Digital Learning Project in 15 Government schools in Sriperumbudur and Kundrathur Block, Kanchipuram district.**

- The Project covered 8,500 children from difficult circumstances, economically weaker families, and socially disadvantaged communities in 15 Government schools in Kanchipuram district.
- The project successfully completed various digital interventions including the installations of Smart TVs for Smart labs, setting up of STEM Labs with DIY Kits and Books, Read To me Software solutions for English learning, Desktop computers with UPS, Multi Printers, Need based Infrastructure development support like CCTV camera installation, RO purifiers with dispensers, Solar installations, Furniture and Fixtures, PA Systems, School Bells, Sports materials for students, Hygiene and Sanitation materials provided to maintain hygiene at schools, etc.
- Beyond infrastructure, the project capacitated the teachers with more engaging teaching-learning practices.
- Through these measures, the project has successfully promoted a better learning environment, enhanced learning levels through technological interventions and overall provided holistic growth opportunities for students.

Impact Assessment

Application & Impact

Child Rights & You (CRY)

Child Rights and You(CRY) India is an Indian non-profit organization that believes in every child's right to a childhood. For 4 decades, CRY through its initiatives has worked with communities to ensure long lasting change in the lives of children.

SUN TV engaged Child Rights and You(CRY) for the project **1.Tech4ALL** – Equipping Government schools with STEM and Digital education infrastructure in Andhra Pradesh and Telangana benefitting above 5,000 children.

1. **7 Districts of Andhra Pradesh and Telangana** – Wanaparthy, Nagar Kurnool, Medchal, Annamayya, Tirupathi, Visakhapatnam, Dr. B. R. Ambedkar Konaseema
 - 10 Government schools were upgraded with STEM centres and Digital centre set-ups. Establishing Mini Science Centre that includes 80 plus models, 80 Users Placard+ 40 Colourful backgrounds and desktop computer.
 - Awareness Programs conducted:
 - i) Enrolment Campaign for Girls by stressing importance of STEM and Digital education
 - ii) Awareness programs on STEM and Digital education at school levels.
 - iii) Parental Education Programs
 - Girl children now have access to advanced learning centers through STEM and digital literacy programs. This has created a more inclusive environment, empowering girls to engage more. The project has led to an overall increase in enrolment and interest in STEM-related courses in schools

Impact Assessment

Application & Impact

Child Rights & You (CRY)

2. Project “#STEM4ALL – Equipping 7 Government schools with STEM and Digital education infrastructure in Andhra Pradesh and Telangana in the 5 districts of Nagar Kurnool, Krishna, Annamayya, Tirupathi, Dr. B. R. Ambedkar Konaseema benefitting above 1,700 children.

- Project focussed on infrastructure strengthening and Awareness Programs.
- 7 Government schools were upgraded with STEM centres and Digital centre set-ups. Establishing Mini Science Centre that includes 80 plus models, 80 Users Placard+ 40 Colourful backgrounds and desktop computer.
- Awareness Programs included Science Fairs, Exposure visits, Career counselling sessions, capacity building of teachers to conduct science and math classes through better engagement.
- Organized seven science fairs across Andhra Pradesh and Telangana on the occasion of National Science Day where 41 Schools participated.
- Basic proficiency of using computers to learn beginner level computer knowledge such as Microsoft WORD, Microsoft Power Point and Microsoft EXCEL.

To bridge the gap in digital divide between underprivileged and privileged children by providing solutions for accessibility, affordability, and digital skills that touch social economics, infrastructure, and technology.

Impact Assessment

Application & Impact

II. Sanitation

Child Rights & You (CRY)

1. **Project #EndPeriodShame** – Refurbishing toilet & washroom infrastructure at Government schools in Tamil Nadu. This project was undertaken in **7 districts in Tamil Nadu**, Chennai, Dharmapuri, Ramanathapuram, Tenkasi, Tirunelveli, Dindigul and Salem.
 - **Awareness Programs to inspire** a circle of support for adolescent girls - male peers, teachers, community allies like chemists
 - Mass awareness to **address myths, taboos and lack of understanding** on access and services related to menstruation and the facts related to menstruation (Through street plays, school skits, pamphlets)
 - Encourage adolescent girls and their immediate support circle to openly talk about periods as a normal body function instead of a topic that incites shame and embarrassment
 - Infrastructure development in schools - Providing quality and adequate sanitation and hygiene facilities in 50 schools. New Overhead watertanks, Taps, Washbasins, Dustbins were installed in these schools.
 - Hygiene and sanitary kits provided to schools.
 - By implementing measures such as providing sanitary napkins, access to clean and private toilets, and menstrual hygiene education, the goal was to **reduce the barriers that prevent girls from attending school during their periods.**
 - These improvements have led to **positive outcomes of decreased dropout rates among children and increase in girl child enrolment.**

Impact Assessment

Application & Impact

Sulabh International Social Service Organisation

Sulabh's contribution in the field of sanitation is both monumental in scale and historical in its application of human rights framing to sanitation

1. Kerala and Karnataka - Construction of toilet blocks

- SUN TV engaged with Sulabh for construction of toilet blocks at schools in Thiruvananthapuram. The project has set up 10 seater toilets and 3 urinal toilet blocks. Similarly, 10 school Toilet Project for Government schools in district of Bengaluru Rural, Devanahalli Taluk, Karnataka.
- The school authorities and parents are also very happy about the good construction of the toilet. With the effect of toilet facility, children strength in school is increasing. Ensuring clean and functional school toilets aligns with sanitation goals for sustainable development.

2. 10 Nos. Community toilets at different district hospitals in Karnataka State

- Locations include – Bagalkot district Hospital, Karnataka Institute of Medical Sciences (KIMS), Shahpur Taluk office, Chintamani Taluk Hospital, KGF Government Hospital. Udupi District Hospital, Shimoga Institute of Medical Sciences (SIMS), Tumkur District Hospital, VIMS Hospital Ballari.

Impact Assessment

Application & Impact

Sulabh International Social Service Organisation

- People below the poverty line come to the hospital and use the Urinal and toilet facility. These toilets have a female side and male side along with **careful consideration for handicap Toilets for ease of use for the public.**
- The hospital authorities are also very happy about the good construction and maintenance of the toilet. The garden near the Sulabh toilet is also a source of attraction.

3. Construction of 2 New public Toilet Blocks in Kollam, Kerala and renovation of 3 Existing Toilet Complexes in Calicut and Kannur, Kerala

- The toilet complex was constructed at Nadakavu Fish Market, Kollam and Ramankulangara Fish Market, Kollam. Many people are working in the market and use the urinal and toilet facility. People are very happy when they use the good toilet facility and it has very good impact in and around the area.
- Proper toilets reduce the risk of disease outbreaks (such as cholera, dysentery) by promoting better sanitation. Toilet facilities are not just a basic necessity but a crucial factor in the successful operation of a market.
- Ensuring proper investment in toilets can lead to significant long-term benefits for the market as a whole.

Impact Assessment

Application & Impact

III. Medical Equipment and Preventive health

Cancer Institute (WIA) Adyar

- Cancer Institute (WIA), is a public charitable institution dedicated to the care of cancer patients for over 65 years, now grown into a comprehensive cancer centre comprising of 675 beds, research division, a college of oncological sciences, epidemiology unit.
- Of the hospital patients, 25-30% are treated totally free and another 35-40% pay a highly subsidised amount which is mostly supported through welfare schemes.
- The ethos of the Institute is “Service to all” irrespective of socio economic status, community or religion.

Impact Assessment

Application & Impact

Cancer Institute (WIA) Adyar

SUN TV had tied up with Cancer institute to provide medical equipments to be used at the centres to treat the patients.

	Equipment	Description	No. of cases handled
1	ERBE Diathermy	Used in gastroenterology department for high frequency electric currents to cut, remove, stop bleeding in tissues	212
2	C- Arm - Gastroenterology Dept	C-Arm fluoroscopy used in gastroenterology department helps doctors see inside the body during surgery(real-time x-ray)	150
3	Anaesthesia for Endoscopy and Cathlab - Gastroenterology Dept	Helps procedures be done safely and with minimal discomfort	465
4	Lead Apron - Gastroenterology Dept	Protection for doctors and medical staffs from radiation exposure	150
5	Video Bronchoscope - Surgical Dept	Tool is very useful for early cancer detection which improves safer treatment, minimally invasive way	200
6	Patient Immobilization Devices – Radiation Dept	Aids in holding the patient during treatment to deliver radiation accurately without affecting healthy tissues	13,250

Impact Assessment

Application & Impact

Eye Research Centre

Eye Research Centre is a Registered Society performing Cataract Surgeries and other Specialty Ophthalmic Surgeries for Poor People in and around Chennai for more than four decades.

- SUN TV as part of the CSR spends had extended financial assistance to support various surgeries for the poor and needy people from below the poverty line.

These included,

- 50 Glued IOL with Vitrectomy
- 20 Corneal Transplantation Surgeries
- 30 Trabeculectomy/ Glaucoma Surgeries

Tamil Nadu Kidney Research Foundation (TANKER Foundation):

TANKER's main objective is to provide subsidized dialysis and financial assistance for transplantation, medication to underprivileged kidney diseases. SUN TV provided 7 Fresenius Haemodialysis machines with stabilizers.

Gallery



SMART Classrooms Bal Raksha Bharath STEM project



Teacher training to use SMART BOARDS



STEM Lab



Science Fair – Awareness Program by CRY



#EndPeriodShame – Awareness Program by CRY



Sanitation and Hygiene facility



Tumkur District Hospital



Manacaud School, Girls facility



Nadakavu Hygiene facility

Impact Assessment Report

Assessment Report:

Corporate Social Responsibility (CSR) contribution made by Sun TV to various specified NGOs, welfare of armed forces and others to meet the objectives set by CSR Committee have been spent effectively and satisfactorily.

Our report is based on evaluation of various documentary evidence provided by Sun TV to demonstrate that the activities have been carried out and results are delivered.