



Impact Assessment

Corporate Social Responsibility



Table of Contents

Preface	03
Impact Assessment Team	04
Introduction to CSR	05
About Sun TV	06
CSR Applicability	07
CSR – Scope and Obligation	08
Contribution Summary	09
Understanding Objectives	10-11
Impact Assessment	12-13
Application & Impact	14-24
Gallery	25-27
Impact Assessment Report	28

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)



Senior Expert: Baskar Srinivas, FCA

Investigator: Kritika Premkumar, ACA

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 operates 3 FM radio stations in Chennai, Tirunelveli, Coimbatore.

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 2024:

- **Revenue from Operations:** ₹4,148.36 Crores
- **Profit Before Tax:** ₹2,548.54 Crores



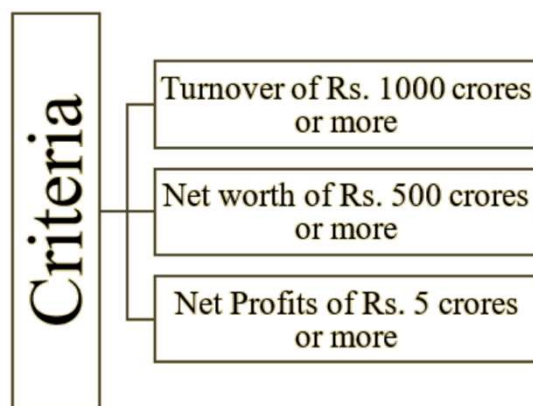
CSR - Applicability

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:

- Education & Skill development
- Sanitation & Health Care
- Women Empowerment
- Environmental Sustainability
- Disaster Management
- 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 preceding financial Years): **₹2,123.50 Crores**
- CSR Obligation @ 2%: **₹42.47 Crores**
- Amount Available for Set-Off in succeeding years: **₹0.11 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 centred around impactful themes such as healthcare, education, environmental sustainability, rural development, promotion of arts and culture, and women empowerment.

During FY 2023-24, the company made significant contributions to the following institutions and causes:

- **Tamil Nadu State Disaster Fund** - Supporting communities that were struggling with flooding, displacement, and loss of income on account of cyclone Michaung

- Contributions to various charitable institutions who served as platform for various welfare programmes organised nationwide like:

- Child Rights and You (CRY) India
- Save the Child Health Initiative
- World Vision India
- HelpAge India
- Cancer Institute (WIA)
- Sulabh International Social Service Organisation
- Smile Foundation
- Smile Train India
- Madras ENT Research Foundation
- Guild of Service (Central) IT
- Loyola College

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 **₹42.58 Crores** on CSR initiatives during FY 2023-24, with **11 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,

- ₹10 Crores was contributed to Government-led initiatives
- ₹32.58 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	Education & Skill Development
Sanitation	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 2023–24, Sun TV's CSR activities were directed towards diverse themes including:

- Preventive healthcare (Medical support and equipment)
- Sanitation and hygiene infrastructure (Toilets, clean water)
- Education and digital empowerment (Smart classrooms, Skill development)
- Child Welfare and elderly care
- Animal Welfare and preservation
- Relief to underprivileged communities

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, beneficiary feedback and evidences produced. The team is satisfied with the implementation and outcome alignment for these projects.

The Impact assessment of projects undertaken in FY2023–24 was conducted between May 2026–July 2026

Impact Assessment

CSR Spend Summary – FY 2023–24

Total CSR Expenditure: ₹42.58 Crores

Area of Impact	Amount (₹ Crores)	Percentage of Total
Medical Support & Equipment	13.18	30%
Smart Classrooms & Skill Development	10.32	24%
Sanitation Infrastructure	5.84	14%
Central & State Government Welfare Funds	5.00	12%
Animal Welfare through Government led initiative	5.00	12%
Support to Old Age Homes & Relief to the Poor and Needy	3.24	8%

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

Education, sanitation, and healthcare have remained the cornerstones of SUN TV's CSR efforts through the years-reflecting the company's sustained commitment to community welfare

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.

Smile Foundation

Smile Foundation is a development organization working towards the upliftment of the underprivileged sections of society.

1. 14 Government schools of Sriperumbudur and Kundrathur Blocks in Kanchipuram district.

Project period – Jun 2023 to Mar 2024

The objective of this project was to promote a conducive learning environment through infrastructural support. The project impacted over 5,000 students studying in 6th to 10th Standard.

The STEM classroom support has proved to be highly engaging & effective in enhancing classroom.

Hands-on experiments, STEM laboratories, robotics, innovation challenges and DIY learning shifted students from passive learning to active exploration and problem solving.

Solar Panel installed in 14 Schools to conserve and promote eco-friendly energy

Impact Assessment

Application & Impact

World Vision

World Vision India is an organization working with vulnerable children in government schools, improving the quality of education across India.

2. 10 Government schools in Thiruvadanai block at Ramanathapuram district, Tamil Nadu
Project period – Nov 2023 to Mar 2024

The objective of this project was to improve the learning environment through school infrastructure and enhance water and sanitation facilities.

Experiential Learning through Digital & STEM Labs - Improved access to digital learning facilities and practical learning spaces has encouraged greater student engagement

The project benefitted over 1,000 students. New toilets for girls were constructed and Menstrual Hygiene Management Lab was set up to encourage female students and minimize absenteeism and dropouts.

Across June 2024 to June 2026, the projected resulted in the Girl:Boy ratio increasing from 0.95 to 1.1.

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 changes in the lives of children.

Impact Assessment

Application & Impact

3. #HealthyStart- Equipping Foundational learning facility in Anganwadis of Andhra Pradesh and Telengana through Child Rights & You Project period – Nov 2023 to Mar 2024

- Benefitting over 2,600 children ages 0-6 years.
- Upgradation of infrastructure by equipping Foundational Learning Infrastructure setup in 50 Government Anganwadi Centres
- 50 Anganwadi teachers from 50 centres, along with 46 project staff and 3 program staff, underwent comprehensive training conducted by experts from "Andhra Mahila Sabha"

4. Infrastructure development for College

Project contribution - Feb 2024

- Commemorating 100 years of service in education (1925-2025), Loyola College's Centenary Building stands as a tribute to its enduring legacy. The ground floor of this building, housing 14 classrooms, has been contributed by SUN TV
- This is an investment in the leaders, innovators and visionaries of tomorrow.

Other donations for education and skill development include preparing ground and providing football coaching facility for Seva Samajam Nursery and Primary School, Saligramam through Guild of Service (Central)

Guild of Service 'Helping Hands Tailoring Training' Programme expanded to include Fashion designing and embroidery course. Donations given to facilitate sponsorship programmes

Impact Assessment

Application & Impact

II. Sanitation Infrastructure

Sulabh International Social Service Organisation (SISSO)

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. 22 Toilet blocks and facilities across Krishnagiri - Tamil Nadu

Project period – Jun 2023 to Mar 2024

- The initiative aimed to strengthen sanitation infrastructure, promote hygiene, and ensure access to safe, dignified toilet facilities for students, faculty, staff, and surrounding communities.
- This initiative impacted 11 schools in Krishnagiri.
- 12 Girls Toilets with Incinerators and Napkin vending machine, 10 Boys Toilets

2. Toilet blocks and facilities in 13 Government schools across Chikmagalur – Karnataka

Project period – Nov 2023 to Mar 2024

- Beneficiaries in the government schools are over 1500 students and 100 teachers

3. 5 Community Toilet Complex construction

Project period – Feb 2024 – Mar 2024

- The 5 Community Toilet Complexes in Central University premises at Pondicherry has beneficiaries over 2500 students, teachers, parents, visitors.

Impact Assessment

Application & Impact

III. Animal Welfare

1. Arignar Anna Zoological Park, Vandalur

Arignar Anna Zoological Park is one of the largest and oldest zoos in the country, spreading across 602 hectares of land. It is modern and a scientifically operated zoo that attracts over 20 Lakhs of visitors annually.

The zoo has attempted to reinvent itself in furtherance of its mandate of promoting conservation education by special programmes.

The Zoo has been self sustaining for the most part, however as it was closed for over 14 months as of June 2023, contributions were made for the welfare programmes by SUN TV. Project period – Jun 2023 to Mar 2024

The main objectives and impact is as below,

- **Construction of Nocturnal Animal House** - The renovated Nocturnal Animal House incorporates advanced exhibit design with a scientifically managed **reverse light cycle that simulates natural night-time conditions**. The modern enclosure design provides an environment that **supports the behavioural and physiological needs** of nocturnal species
- **Renovation of Vedanthangal Aviary** - The spacious aviary provides an enriched environment with ample flying space, natural vegetation, elevated roosting sites, and habitat features that closely resemble natural ecosystems.

Impact Assessment

Application & Impact

- The improved infrastructure has greatly benefited colonial nesting birds such as **Painted Storks, Spot-billed Pelicans, Spoonbills, Ibis, Herons, and Egrets**
- **Introduction of Two Air-Conditioned Safari Buses** – The air-conditioned buses provide a pleasant travel experience for visitors, especially during the summer months when temperatures are high. Visitors have welcomed this initiative and expressed positive feedback
- **Supply of 10 Battery Operated Vehicles (BOVs)**
The average waiting time has been reduced to 15–20 minutes, enabling visitors to enjoy a more comfortable and seamless experience while exploring the zoo.

Impact Assessment

Application & Impact

IV. Medical Support & Equipment

SAVE A CHILD HEALTH INITIATIVE (SACHi)

SACHi Foundation extends their hands to children hailing from poor socio-economic status with heart diseases around the world.

1. 100 Pediatric Cardiac Surgeries

Project period - Sep 2023 to Mar 2024

- Most of these children are unable to receive these life-saving procedures due to lack of finances.
- Through SACHi Foundation, these children are able to receive this treatment at subsidized amounts.
- SUN TV through SACHi Foundation ensured 100 such critical surgeries were successfully completed.
- 70 children underwent catheter-based cardiac interventions, whereas 30 children underwent complex cardiac surgeries.
- These 100 life-saving procedures have restored the heart function to normal and giving them all an improved quality of life.

Impact Assessment

Application & Impact

Child Rights & You (CRY)

2. #HealthFirst - Equipping Health Infrastructure and Refurbishment of 25 Public Health Centres (PHC) in Tamil Nadu

Project period – Jun 2023 to Mar 2024

Districts covered – Chennai, Salem, Dharmapuri, Ramanathapuram, Tenkasi, Tirunelveli

- 25 PHCs refurbished and equipped across 7 Districts of Tamil Nadu.
- Total coverage: 643 villages / town panchayats across 12 Blocks and 7 Districts
- 82 awareness programs conducted across 59 villages
- Refurbishment and upgradation of Public Health Centre infrastructure - walls, interior and exterior painting, beds, mattresses, toilet facilities and enhanced sanitation and hygiene amenities.
- Enhancement of Medical Infrastructure by procuring essential medical equipment (ECG Machines, Fetal Dopplers, Manual BP Apparatus, Stethoscopes, Weighing Machines, Suction Apparatus, Medicine Storage Coolers/Fridges).
- **Safer deliveries have increased as mothers increasingly prefer PHCs over distant hospitals, supported by regular care, medication, and upgraded medical infrastructure at the local PHC.**
- Pregnant mothers report reduced anxiety due to hygienic facilities, accessible ramps, and modern equipment.
- Adolescent girls actively access PHCs for Anaemia screening and counselling

Impact Assessment

Application & Impact

3. Smile Train India

Project period – Nov 2023 to Mar 2024

- In November 2023, Sun TV Network Limited, joined hands with Smile Train India support cleft surgeries for patients born with clefts.
- This partnership provides high quality corrective surgeries to underprivileged beneficiaries born with cleft lip and/or palate at Smile Train Partner hospitals in Tamil Nadu and Karnataka.
- In the fiscal year FY 23-24, the CSR grant has supported **700 life transforming cleft surgeries**, bringing smiles and second chances in life to many underprivileged cleft patients through this valuable partnership.
- 48 % of the beneficiaries, that is, 333 of the 700 beneficiaries are girls. **Many girls born with clefts are often abandoned at birth**

Impact Assessment

Application & Impact

Other Medical donations falling below the threshold of Impact Assessment include,

Cancer Institute (WIA) Adyar

- Cancer Institute (WIA), a public charitable institution dedicated to the care of cancer patients for over 65 years, has now grown into a comprehensive cancer centre comprising of 675 beds, research division, a college of oncological sciences, and an 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. Donations were made towards patient care in FY2023-24 by SUN TV.

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 4 Fresenius Haemodialysis machines with stabilizers. From January 2024 – January 2025 – it has helped 2,496 dialysis and 130 patients

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,

- 38 Glued IOL with Vitrectomy
- 10 Corneal Transplantation Surgeries
- 8 Paediatric Surgeries

Support to Old Age Homes & Relief to the Poor and Needy

Other projects or donations for Old Age Homes below the threshold of impact assessment include purchase of Cots, beds, TV, CCTV camera for safety of inmates, Computers and Printers for computer education for Special children in the homes.

Through Swadhar IDWC – A charitable organization – *Project Ray of Hope* – SUN TV was able to support 230 underprivileged children affected/infected by HIV/AIDS to help children in need of survival, care, protection and access to overall development.

Gallery



Improved learning environment project in Ramanathapuram, World Vision



Solar panel Installation in Government school Kundrathur, Smile Foundation



Pondicherry University – Toilet facilities – SISO

Nocturnal Animal House:



Arignar Anna Zoological Park





PHC – Child Rights & You



Krishnagiri – Toilet facilities – SISO

Impact Assessment Report

Assessment Report:

Corporate Social Responsibility (CSR) contribution made by Sun TV to various specified NGOs 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.