



SUN TV NETWORK LIMITED

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Website: www.suntv.in CIN.: L22110TN1985PLC012491

2nd February 2016

BSE Limited,
Floor No.25, P J Towers,
Dalal Street,
Mumbai - 400 001

Dear Sir/Madam,

Sub: YuppTV partners with Sun Network to launch 10 channels in Middle East & North Africa

Ref: Scrip Code: 532733, Scrip Id: SUNTV

YuppTV, the world's largest Over-The-Top (OTT) provider for Indian content, has partnered with leading South Indian television network Sun Network to offer numerous regional entertainment options to its users. With the partnership in place, YuppTV will launch 10 channels in four languages - Telugu, Malayalam, Tamil and Kannada - in the Middle East and North Africa (MENA).

Under the agreement, YuppTV will make the following Sun Network channels available for its MENA viewers - Surya and Kiran (Malayalam), Sun TV, KTV, Sun Music, Adithya TV (Tamil), Gemini TV, Gemini Movies & Gemini Comedy (Telugu) and Udaya TV (Kannada). The move will add more content to YuppTV's entertainment repertoire which boasts of over 25000 hours of video content in its catalogue.

Speaking on the partnership, Mr. Uday Reddy, Founder & CEO, YuppTV, said, "As the leading digital entertainment provider for expats from the South Asian community, we pride ourselves on making the latest content available to our users across the world. By entering into partnership with Sun Network, one of the largest TV networks in South India, we will curate even more regional entertainment options to add to our already impressive library."

Speaking on this occasion, Mr. Mahesh Kumar, President, Sun TV Network Limited remarked. "The partnership with YUPP is yet another initiative in line with our strategy to improve Sun TV's presence on digital networks and beef up distribution through a variety of OTT platforms worldwide"

As the leading OTT provider for South Asian content, YuppTV already has content partnerships with leading television networks to provide 200+ channels in the South Asian region. With entertainment options in 13 languages including Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali, Punjabi, Oriya, Gujarati, Sinhala, Urdu and Bangla, the brand has established itself as the digital destination for South Asian content in the world.





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About YuppTV

YuppTV is one of the world's leading Over-the-top (OTT) content providers for South Asian Content. YuppTV was founded in 2006, with headquarters in Atlanta, GA, and has branch offices in the USA and India. YuppTV started with two channels and has grown to deliver more than 200+ TV Channels today. YuppTV is accessible on more than 25 internet enabled - Connected TVs, Internet STBs, Smart Blu-ray players, PCs, Smart Phones and Tablets. For more information, visit <http://www.yuppTV.com>

About Sun TV Network Limited

Sun TV Network Limited ('Sun TV') is a leading name in Indian broadcast media industry headquartered in Chennai, India. Established in the year 1993, Sun TV is the largest regional TV network offering a bouquet of thirty three TV channels that are watched by over 95 million Indian households and several more in over 27 other countries. Sun TV also operates - through its subsidiaries and affiliated companies - a network of 48 FM Radio stations across India. Sun TV also owns the Hyderabad-based cricket team Sunrisers Hyderabad that plays in the Indian Premier League, the most watched sporting event in the country. For more information, visit <http://www.sunnetwork.in/>

This is for your information and records.

Thanking you,
For Sun TV Network Limited

R. Ravi
Company Secretary & Compliance Officer