



SUN TV NETWORK LIMITED

Murasoli Maran Towers, 73, MRC Nagar Main Road, MRC Nagar, Chennai - 600 028, India.
Tel : +91-44-4467 6767 Fax : +91-44-4067 6161 Email: tvinfo@sunnetwork.in
Website: www.suntv.in CIN.: L22110TN1985PLC012491

16th June 2017

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

Dear Sir/Madam,

Sub: Sun TV Network launches digital content platform Sun NXT

Ref: - Scrip Code: 532733 - Scrip Id: SUNTV

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 "Digital Content Platform Sun NXT". 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 launches digital content platform Sun NXT Creates milestone of 1.1+ million downloads in 4 days

CHENNAI, June 16, 2017- Sun TV Network Ltd. has launched the all new digital content platform “Sun NXT” enabling customers to watch their popular TV programmes in Tamil, Telugu, Malayalam and Kannada anytime and anywhere on their favorite devices.

Within hours of launch, the Sun NXT received phenomenal response from the public and the company is thrilled to announce that Sun NXT has crossed more than **1.1 million downloads, barely 4 days from launch.**

Compatible with every screen format, from smartphone, through tablet and desktop to the living room TV, and available globally via Android and Apple AppStore, Sun NXT has been among the top trending apps through these last four days.

Sun Network is no stranger to success but as it marks its Silver Jubilee year this one is particularly special. Sun NXT, as the name suggests, is all about the digital, multi-screen, global future of content.

We are delighted to receive such an astonishing response for the Sun NXT from the public. Thanks to their interest, the Sun NXT crossed over 1.1 million downloads. This is the *quickest path to the first million* among its peers in the category. Momentum is strong and accelerating and all signs point towards the next milestone of over 2 million downloads.

With a breathtaking film library of over 4000 titles, over 40 channels streaming live, catch-up TV and everything else that a viewer looks for in a world class digital content platform, Sun NXT is shaping up to be the global destination of choice for content in Tamil, Telugu, Kannada and Malayalam.

Sun NXT is already leaving emphatic streaks in the entertainment sky but this is just the Beginning. Stay tuned for more updates on the exciting story called Sun NXT.

On **Sun NXT**, people can watch Live TV, movies, kids shows, news, comedy clips, catch-up, video on demand (VOD), originals, music and much more in all 4 South Indian languages.



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App Features:

- Live TV
- Catch Up
- App in your own regional language
- HD Viewing
- Exclusive Movies
- Program Recommendations
- Screen Agnostic
- Multiple Profile creation
- Offline Download

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 & IPL franchise.

