

## Sony Pictures Networks India Private Limited: Fact Sheet

(Formerly Culver Max India Pvt. Ltd)

<b>Year of Launch</b>	October 1995 (31 <sup>st</sup> year of operations)
<b>Parent Company</b>	Sony Pictures Networks India (SPNI) is an indirect wholly - owned subsidiary of Sony Group Corporation, Japan.
<b>Broadcast Formats</b>	Standard Definition and High-Definition formats
<b>Businesses</b>	General Entertainment, Sports, Movies, Factual entertainment, Regional, Content production, Kids and Digital
<b>Distribution reach</b>	170 million households in over 8000 towns across India. Over 700 million viewers across India and available in over 150 countries
<b>International Presence</b>	<ul style="list-style-type: none"> <li>Available in over 150 countries with 19 feeds</li> </ul>
<b>Key Management</b>	<ul style="list-style-type: none"> <li><b>Managing Director &amp; CEO:</b> Gaurav Banerjee</li> <li><b>General Counsel:</b> Ritesh Khosla</li> <li><b>CFO:</b> Sibaji Biswas</li> <li><b>Chief Revenue Officer:</b> Rajesh Kaul</li> </ul>
<b>Channel Break-up</b>	
<b>General Entertainment Channels (GEC's) - Hindi</b>  <b>5 channels</b>	<ol style="list-style-type: none"> <li>Sony Entertainment Television: SET &amp; SET HD – Flagship Hindi GECs</li> <li>Sony SAB &amp; Sony SAB HD – India’s first family entertainment channels</li> <li>Sony PAL – archival content from SET and SAB</li> </ol>
<b>Regional Channels – Bengali Marathi</b>  <b>(2 channels)</b>	<ol style="list-style-type: none"> <li>Sony AATH – SPNI’s premium Bangla entertainment channel.</li> <li>Sony Marathi – SPNI’s Marathi general entertainment channel.</li> </ol>
<b>Sony Sports Network</b>  <b>(11 channels)</b>	Sony Sports Network – SONY SPORTS TEN 1, SONY SPORTS TEN 1 HD, SONY SPORTS TEN 2, SONY SPORTS TEN 2 HD, SONY SPORTS TEN 3 HINDI, SONY SPORTS TEN 3 HINDI HD, SONY SPORTS TEN 4 TAMIL, SONY SPORTS TEN 4 TELUGU, SONY SPORTS TEN 4 KANNADA, SONY SPORTS TEN 5 and SONY SPORTS TEN 5 HD.

<b>Movies – Hindi Channels</b> <b>(5 channels)</b>	<ol style="list-style-type: none"> <li>1. Sony MAX and Sony MAX HD – provide movie buffs the best of Hindi Cinema</li> <li>2. Sony MAX 1 – a curated blend of blockbusters, regional hits and dubbed cinema for the entire family.</li> <li>3. Sony MAX 2 – brings alive yesteryear Hindi cinema</li> <li>4. Sony WAH – SPNI’s FTA channel brings the best of Hindi cinema to the vibrant emerging markets of India.</li> </ol>
<b>Movies – English Channels</b> <b>(2 channels)</b>	Sony PIX and Sony PIX HD – engage viewers with amazing Hollywood films
<b>Factual Entertainment Channels</b> <b>(2 channels)</b>	Sony BBC Earth and Sony BBC Earth HD - award-winning factual programming from BBC
<b>Kids Channels</b> <b>(1 channel)</b>	Sony YAY! – A kids entertainment channel with homegrown original content in seven language feeds (English, Hindi, Marathi, Malayalam, Bangla, Tamil and Telugu)
<b>TV &amp; Digital Production</b>	StudioNEXT an independent business unit of SPNI to create original content and IPs for Television and Digital media within India and globally.
<b>Digital (VOD platform)</b>	Sony LIV – the network’s OTT platform for LIVE sports, movies, short films, original and archival content.
<b>Corporate Social Responsibility</b>	Our Corporate Social Responsibility (CSR) programme focusses on creating a positive impact in our M&E ecosystem and is built around 4 pillars – Healthcare, Education, Financial Security, and Livelihood enhancement.

## Company Profile

Sony Pictures Networks India, is one of India's leading media companies that owns, operates, and broadcasts a bouquet of television and digital channels. The Company is an indirect wholly owned subsidiary of Sony Group Corporation, Japan. It began its journey two decades ago in 1995. In its 31<sup>st</sup> year of existence, the company reaches out to over 700 million viewers across India and is available in over 150 countries. The Company telecasts a variety of channels ranging from general entertainment, sports, infotainment, digital and films in both Standard Definition (SD) and High Definition (HD) formats.

**General Entertainment (GEC's): Sony Entertainment Television (SET)** is the flagship channel of SPNI. With a creative and innovative approach, **SET** and **SET HD** have become immensely popular with its cross-interest programming. SPNI engages audiences with rib-tickling humour while simultaneously embracing its changing cultural fabric with its family-oriented entertainment channels **Sony SAB** and **Sony SAB HD**. Offering popular content from SET and Sony SAB, **Sony PAL** is a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPNI's content library. **Sony AATH** is the premium Bangla entertainment channel with an eclectic mix of fiction and regionally produced programmes. **Sony YAY!** the kids entertainment channel, promises to be the destination of unlimited happiness for kids. Bringing BBC's award-winning factual programming to the Indian audience, the network has entered a joint venture with BBC Earth to launch **Sony BBC Earth** and **Sony BBC Earth HD**. With an endeavour to weave bonds of genuine emotions with each life it touches, **Sony Marathi** aims at breaking stereotypes while celebrating the rich cultural fabric of Maharashtra through its innovative and engaging content.

**Sony Sports Network:** Sony Sports Network is the premium destination for sports fans in India and comprises sports channels - **SONY SPORTS TEN 1, SONY SPORTS TEN 1 HD, SONY SPORTS TEN 2, SONY SPORTS TEN 2 HD, SONY SPORTS TEN 3 HINDI, SONY SPORTS TEN 3 HINDI HD, SONY SPORTS TEN 4 TAMIL, SONY SPORTS TEN 4 TELUGU, SONY SPORTS TEN 4 KANNADA, SONY SPORTS TEN 5** and **SONY SPORTS TEN 5 HD**. Sony Sports Network has an enviable line-up of marquee sporting action across genres in its portfolio including international cricket boards - Asian Cricket Council (ACC), England and Wales Cricket Board, New Zealand Cricket Board and the Sri Lanka Cricket Board. Also, a premiere destination for football, Sony Sports Network is home to the best of world class football with the UEFA EURO 2028 along with UEFA Champions League, UEFA Europa League, UEFA Nations League, Bundesliga, FA Cup, Indian Super League, Durand Cup, Kerala Super League and more. The sports broadcaster also brings other sports like 2026 Asian Games, Australian Open, Roland Garros, UFC (Ultimate Fighting Championship), WWE, LivGolf, Extreme H, Formula E, DP World Tour as well as domestic leagues like Hockey India League, Ultimate Kho Kho, Pro Panja League and more to Indian audiences through the year to deliver a distinct experience and engage viewers in a multi-sport milieu. Sony Sports Network provides English, Hindi, Tamil, Telugu and Kannada commentary for various sporting events and scales up with more regional language commentary for marquee sports events.

**Digital: Sony LIV** is a premier OTT platform available across territories. The platform underwent a transformative brand evolution in May 2020. This relaunch introduced a modernised interface and a robust slate of high-end original programming. Sony LIV has since achieved critical acclaim and massive viewership with breakout hits such as *Scam 1992: The Harshad Mehta Story*, *Maharani*, *Avrodh*, and *Undekhi*. Beyond its extensive library of archival television, Sony LIV offers a diverse range of regional originals, exclusive movie premieres, and a powerhouse lineup of LIVE sports, recently headlined by the **Asia Cup 2025**.

**Movies: Sony MAX, Sony MAX 1, Sony MAX 2** and **Sony MAX HD** provide movie buffs with the very best of Hindi cinema. MAX is the destination for world premieres, while MAX HD mirrors the disposition of the Indian viewers who love their movies, appreciate superior and premium quality in their TV viewing experience. **Sony MAX 1** offers a curated cinematic experience rooted in family sensibilities, bringing a diverse mix of Bollywood blockbusters, regional gems, and popular Hollywood dubbed titles. **Sony MAX 2** caters to the needs of the discerning viewers who appreciate rich Indian cinema that are evergreen and iconic in nature. **Sony WAH** is Hindi movie channel for rural audiences. The Company's English movie channels **Sony PIX** and **Sony PIX HD** engage viewers with Hollywood films.

**StudioNEXT:** An independent business unit of SPNI, StudioNEXT creates original content and IPs for television and digital media within India and globally. This newly formed venture began its journey by co-producing Season 10 of KBC in partnership with Big Synergy. Going forward, StudioNEXT will produce new IPs whilst leveraging the existing ones under the Company.

**Distribution:** SPNI distributes the networks television channels across different genres and languages through multiple content delivery platforms. It reaches out to over 170 million households across 8000 towns.

**Corporate Social Responsibility (CSR):** The Company firmly believes in creating meaningful and lasting value for the communities it serves. Driven by its commitment to fostering positive social impact, SPNI focuses on improving the lives of daily wage workers from the media sector and their families through four key pillars — Healthcare, Education, Financial Security, and Livelihood enhancement.

**Sustainability:** With a goal to achieve Zero Waste to Landfill, SPNI has embarked on a sustainable journey to reduce its carbon footprint. The Company initiated its waste management journey in 2021, by implementing the 'avoid, reduce and recycle waste' approach in not just the organisation, but also with its content production houses to fulfil the organisation's goal of achieving a zero environmental footprint by 2050.

**Awards:** Recognised as an employer of choice within and outside the media industry, SPNI is a recipient of several awards, including India's Best Companies to Work For 2021 by the Great Place to Work® Institute, India, Exemplars of Inclusion in AVTAR & Seramount's Most Inclusive Companies Index 2024 and listed as one of the 100 Best Companies for Women in India for eight consecutive years by AVTAR & Seramount. In recognition of the company's unique workplace culture and exceptional people practices SPNI won the ET Future Skills 2025 for DEI Learning Initiative, Best Use of Games and Simulation in L&D, and Best Learning Program Supporting a Change Transformation Business Strategy. It also won BW People Excellence Awards across four categories, TISS LeapVault CLO Awards 2025 in three categories and ET Human Capital Award for Excellence in Employer Branding & Positioning.

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