



Highway To Growth

EXECUTIVE SUMMARY
OF THE SRS GROUP



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In today's competitive, cutting-edge world, maximizing revenues, growth and profitability forms the final destination for leading corporates. But then, there's a different breed of business enterprises which go beyond this ultimate frontier – those who believe in not only maximizing value for the shareholders but also for employees, associates and the entire society. Enterprises who believe that businesses exist for overall good - and the fact that by focusing on this, they will not counter fast growth,



instead they will merely elevate to a higher plane of profitable growth and expansion.

The SRS Group is one such business entity that belongs to the latter category. It is driven with a vision to grow by offering innovative and superior products & services, while enriching the society as a whole.

A dynamic and diversified business house, SRS has interests across multiple sectors that include real estate, film exhibition, food & beverages, retail and financing. Headquartered at Faridabad, New Delhi NCR, we are at the nerve centre of the country and well poised to leverage the growth story called India.

The SRS Group epitomizes the new entrepreneurial spirit of India. This is evident in its growth trajectory, business models and its pro-activeness to embrace new ideas to fuel profitable growth.

The SRS Group's guiding light is the motto of 'Enduring Quality & Trust' which denotes the company's belief in integrity, innovation and customer focus. For SRS, quality means delivering product and services that bring satisfaction, empowerment and value to all the stakeholders, be it the consumers, employees, associates, government or the law. The group is committed to continuously improve its business processes, benchmark standards and offerings to meet the desires and expectations of its varied target audience sets.

Leadership par excellence The SRS Group believes that sustainable success comes through staying together as a team and realizing extraordinary victories. This understanding translates into the Group's commitment to keep all the members of the extended corporate family together - small wonder then that its name simply expands into 'Sab Raho Sath'.

The credit for the extraordinary progress realized by the SRS Group goes to its committed and professional team. It has truly owned and brought to life the vision of Dr Anil Jindal, Group CMD who created this business right from scratch. His is a story that is truly inspiring and promises even better victories in the times to come. It is a story of determination, dynamism and a vision coming true. A sheer demonstration of what happens when a person's thinking knows no boundaries.

Dr Jindal was brought up in a middle class atmosphere, often challenging at times, though unfavorable and trying circumstances were hardly a match for his determination. As a young man, he fulfilled his duties by delivering milk door-to-door to his customers, and simultaneously completed his Post Graduation degree.

Hardwork Always Works !

Dr. Anil Jindal
Chairman, The SRS Group



As his vision took shape, he founded a financial services business in 1985. This soon led to the creation of a limited company called 'BTL Investments Ltd.', which he soon nurtured to become a renowned name across fields spanning finance, rubber products, refined oil and more. As the businesses grew, he created vertical specific companies to bring in sharper focus.

His 15 years of multi-domain experience had honed his business skills and made him a maverick in identifying and leveraging new opportunities. He has engineered the group's foray into several businesses that include cinemas, retail, food & beverages, wholesale & retail of complete building solutions, gems & jewellery and more. He also founded SRS Entertainment Ltd. in the year 2000, a company which came up with its flagship project 'SRS Multiplex' in the heart of Faridabad. As a result of his passionate efforts, Faridabad boasts of having its own first multiplex with world class facilities way back in the year 2004.

However, for Dr Jindal, business is just a part of the real story. He is driven equally strongly by the objective of greater societal benefit and wealth creation for people as a whole. This is seen in the creation of the SRS Society for Seniors, which is busy working towards the upliftment of our elder citizens to give them a life of security and dignity. He is associated with several organizations involved in charitable and social welfare activities such as Prayas Social Welfare Society, Rotary Club, Lions Club etc. He is also in the process of setting up an educational university to empower the youth of the country.

Despite his busy schedule, his zeal to learn never ended, which in the year 2009 saw him receive the highest degree in Academics – D. Litt. in International Human Resource Management (IHRM). Earlier in 2005, he was awarded with a Doctorate degree in Commerce in services marketing, with special reference to bank marketing. This is in addition to the MBA and CCA degrees that he holds as well.

A perfectionist who is humble to the core, he is a source of motivation to many, both within and outside the SRS Group. He believes in giving everything his best, with the belief that Koshish karne walon ki kabhi haar nahi hoti – those who try passionately, never ever fail.

History of SRS Group - The seeds of success of the SRS Group were sown in the year 1990, when Dr Jindal organized his finance & leasing business and incorporated 'BTL Investments Ltd.' and 'Bansla Finlease Ltd.' with the key objective of providing loans/financing for vehicles and machinery.

In the year 1997, it diversified its business and entered into manufacturing and marketing of Edible Oil & Tea and for this purpose floated two new companies – 'BTL Industries Ltd.' and 'BTL Commercial Ltd.'. By then, the group had gained recognition and become famous as the 'BTL Group'.

In the year 2000, the group took a quantum leap and entered the retail, real estate, cinemas food court businesses – sectors that were on the upswing and in sync with the emerging needs of the masses. This was the new beginning for the group, and paved way for SRS Limited, the flagship company of the SRS Group. It is this company that is now known as SRS Limited.

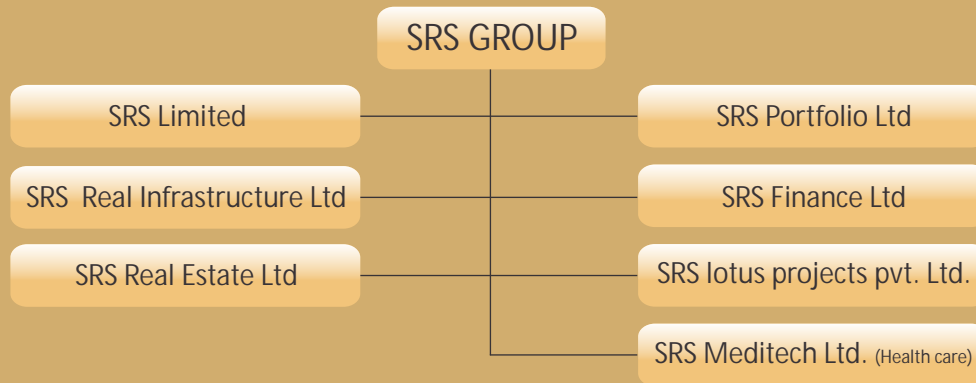
With the launch of SRS Multiplex in 2004 at City Centre, Faridabad, the whole outlook of the group changed. The SRS Group lifted up to an altogether new level and took the centre stage across all businesses and its future expansions. It became the beacon for change, growth and expansion and started chartering the group's foray into new geographies and businesses.



SRS GROUP: OPERATIONS OVERVIEW

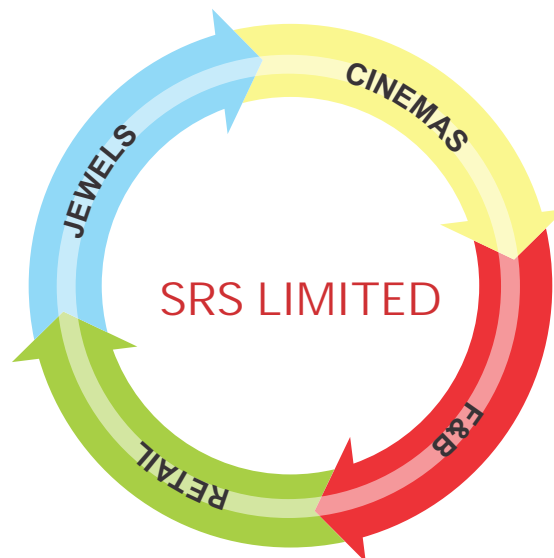
The Group's combined networth as on date is more than Rs. 500 Cr, with a huge land bank of over 400 acres that has a realizable value of approximately Rs. 1000 Cr. In FY 2008-09, the Group achieved a turnover of Rs. 1150 Cr and is expected to touch a turnover of about Rs. 2500 Cr in the FY 09-10.

Today, the group employs more than 2000 people to fuel its growth story. With an expanding scale of operations and business areas, SRS is the holding company of four key companies that manage its businesses across retail, entertainment, gems & jewellery, food & beverages and realty.



CONSUMER GOODS & SERVICES DIVISION

This division focuses on the retail and wholesale businesses and SRS Limited, the group's flagship company manages these brands. Additionally, the company also active in the wholesale/cash & carry business.



What sets SRS Limited apart from others is its diversified business portfolio. The four business verticals enable the company to profitably exploit the business synergies while building a rich pool of knowledge resource. In a growing economy whose demographics are very favourable by way of a youthful population and high disposable incomes, the company immediate and long term business potential is almost guaranteed to be very rewarding and profitable.

SRS CINEMAS: this is the film exhibition brand under which the company operates a chain of cineplexes spread across 6 cities at present. This includes 11 properties at premium locations with a combined strength of 30 screens and 7608 seats. It is a dynamic brand that is fast spreading its footprints across major cities of North India. Its ability to deliver a world class experience in the movie crazy society of ours is a key differentiator that has allowed the brand to retain the top slot in each geography it operates in.



SRS VALUE BAZAAR: Retail is a huge opportunity in India and fundamentally strong players are all set to see unprecedented growth in the coming years. SRS Value Bazaar is a modern format retail store chain that offers food & groceries, apparel, home care, cosmetics, personal care, crockery, appliances, accessories and much more, thereby becoming a one-stop solution for its consumers. Offering a modern and pleasant ambience to deliver unmatched value, a vast choice of products and brands customized to local tastes and high service levels have made them the preferred store of consumers. The brand operates 23 stores covering an area of 0.132 mn sq feet. Apart from this, the brand is also present in the cash and carry business to take advantage of its core competences and scale of operations.



SRS 7DAYZ: The food & beverages segment of the Company operates a chain of food courts, fine dining restaurants and banquets across several cities. The food courts are run under the **SRS 7dayz** brand and currently, the Company operates 11 food courts across North and Central India. The fine dining restaurants are operated under the brand **Punjabi Haandi** and currently, the Company operates 3 Fine Dining Restaurants that are located at Faridabad, Gorakhpur and Ludhiana. All these outlets are strategically located at high footfalls areas such as malls and high street markets to ensure higher visibility and walk-ins. Apart from this, the Company offers indoor and outdoor catering services through its brand **SRS Banquets**, which is located at Faridabad. The **SRS 7dayz** brand also sells packaged snack food such as *namkeens*, cookies and bakery products through the Company's own retail stores as well as through other retailers.



SRS JEWELLS: In a growing economy, the luxury segment records one of the fastest growth. SRS Jewells, the hallmarked gold and certified diamond jewellery brand, is well poised to take advantage this opportunity by strongly appealing to the affluent consumers of today. The brand has 3 retail showrooms at Delhi, Faridabad and Palwal and 2 wholesale stores at Chandani Chowk and Karol Bagh, the traditional trade strongholds.

The jewellery business is an area of strong focus for the company, and in keeping with this, the company is planning to establish its own jewellery designing and manufacturing factory. This will enable it to provide a faster and customized service to its customers, and allow enjoy the benefit of offering high-quality exclusive designs that may not be available with the competition. This is expected to provide a very strong impetus to the jewellery business and take it to an altogether new level.



The strategy of having four inter-linked business verticals is paying itself very well. It has allowed us to cross-sell our offerings, widen our consumer base, create independent and multiple growth drivers and build a magnificent aura around the SRS brand. A detailed look in the following pages will elaborate this further.

SRS LIMITED: A BRIEF HISTORY

2000: Incorporated as SRS Commercial Co. Limited with the objective of trading in FMCG goods

2001: The management, reading the early signs of a long term potential decided to enter the Retail, F&B and Entertainment sectors.

2002: The company applies for and subsequently acquires a 3-acre plot from the Haryana Urban Development Authority (HUDA), for establishing a multiplex at Sector 12, Faridabad. Construction began soon thereafter.

2004: *On 22nd October 2004 the company unveiled SRS Mall – Faridabad’s first and highly impressive multiplex, which soon became a landmark property in Faridabad.

*On the same day, the company launches its 1st Food Court

* Launches its first state-of-the-art 3-screen Cinema on 12th Nov 2004. The Indian Cinema magazine rated the cinema lobby as ‘Not the Biggest but the BEST’.

2006: Company opens its first Retail outlet at SRS Mall, Faridabad on 1st January

2005: To reflect its strategic and operational focus, the company changed its name from SRS Commercial Co. Limited to SRS Entertainment Limited in the year 2005.

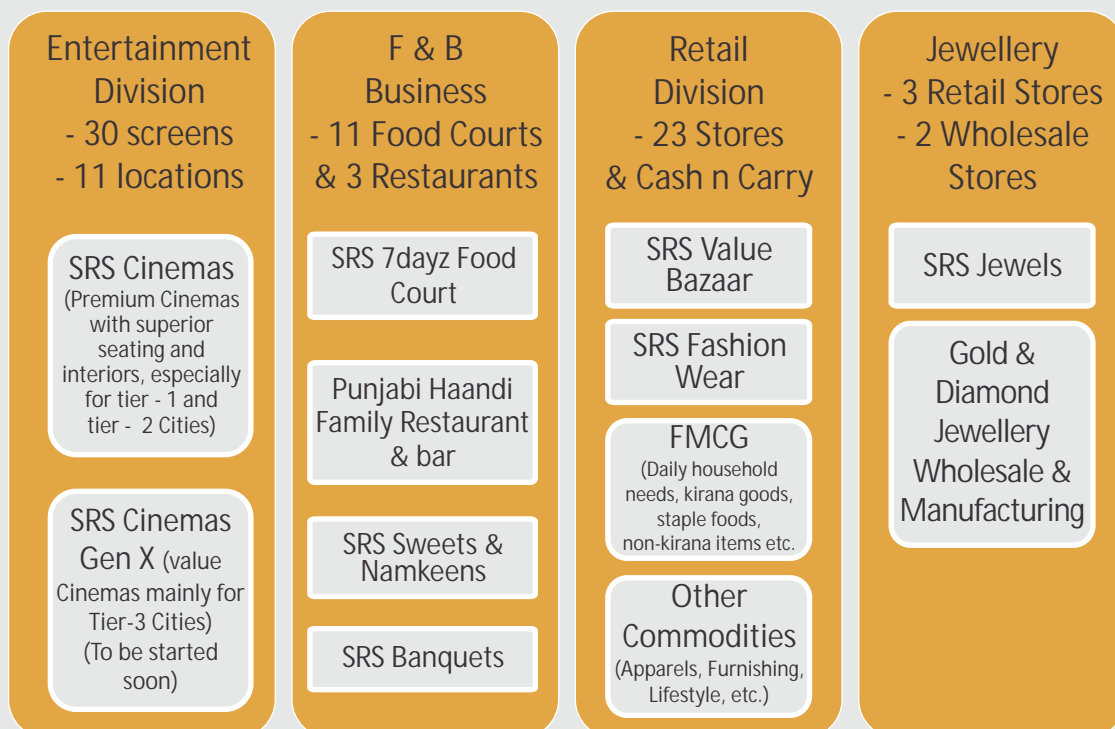
2008: In the year 2008, it changed its name to SRS Entertainment & Multi Trade Limited and then immediately changed its name to SRS Entertainment & Retail Limited on 2nd January 2009. Expansion across its business verticals continues

2009: By this time, company’s vision, strategic focus and operational abilities expanded beyond entertainment and retail sectors. To reflect this, the name of the company was changed to SRS Limited, in the the year 2009 itself. Expansion across its business verticals continues

2010: * February: Company opens up a new food court in the city of Indore, Madhya Pradesh.

* February: Commissions two cineplexes in quick succession at Ghaziabad adding 7 new screens

* March: Enters the small but promising city of Bijnor with the launch of its new cinema. Takes screen strength to 23.





REAL ESTATE SERVICES DIVISION

This division leads the Group's foray into the real estate sector. The operations of the real estate division include residential and commercial projects, townships, IT tower, farmhouses, hotels and more. Within a short span of time, it has established itself as a key player in the field, acclaimed for its sound planning, flawless execution and strong delivery focus.

The Group is building nearly 15 million sq. ft within the next 5 years. The SRS Group started the construction of its commercial complex in the year 2002 and completed the First Commercial Mall in Faridabad in the year 2004. In the month of January 2006, the group launched SRS Residency at Sec- 88, Faridabad. This residential real estate project is expected to be completed by December 2010.

SRS is actively engaged in the development of several residential, industrial and commercial projects through its companies SRS Real Infrastructure Ltd. and SRS Real Estate Ltd.

With an admirable track record of project implementation, SRS is currently implementing several projects that include:



ON - GOING REAL ESTATE PROJECTS

S. No.	Type of Project	Locality	Completion Date	Total Area (Sq. ft. (Mn))	Status
PROPOSED PROJECTS					
1.	Group Housing	Sector – 88 (Residential Flats) Faridabad	Dec-10	1.45	LOI and License received. Construction has started. Almost 12 Floors have been constructed in each of the 17 blocks.
2.	Farm House	SRS Farm House	Dec-10	74	LOI and License received. Construction has started.
3.	Township	Sector – 6, Palwal	Dec-10	69	Statutory approvals received. Development in full swing
4.	IT Tower	Mathura Road	Dec-10	1.75	LOI and License received. Almost 55% construction is complete.
5.	Residential Flats	Sector – 87 Faridabad, (Phase I)	March, 2012	20	LOI and License Received. Building Plan has also been
PROPOSED PROJECTS					
6.	Residential Flats	Sector – 26 Rewari (Phase I)	Dec 2012	5.5	LOI and License Received
7.	Residential Flats	Sector – 26 Rewari (Phase II)	Dec 2012	6.5	LOI and License Received
8.	Residential Flats	Sector – 5, Palwal	Mar, 2013	6	LOI and License Received
9.	Residential Flats	Sector – 8 Palwal	Mar, 2013	15	LOI and License received, Construction Started
10.	Residential Flats	Sector – 87 Faridabad (Phase II)	Mar, 2013	19	LOI and License Received
11.	IT Park	Sector 27-A, Faridabad	Mar, 2013	1	Permission Received and Building plans has been Under Collaboration
12.	Cineplex	Rachna Cinema Complex Faridabad	Mar, 2013	-	
13.	IT Park	Faridabad	Mar, 2014	0.57	Applied for LOI
14.	Hotel	Bhai Land, Faridabad	Mar, 2014	3.25	LOI and License Received
15.	Five Star Hotel	Delhi Agra Road, Faridabad	Mar, 2015	14.75	License Received, Feasibility Report completed by renowned
16.	Motel – 1	Delhi Agra Road, Faridabd	Mar, 2014	3	LOI and License received.
17.	Motel – 2	Delhi Agra Road, Faridabd	Mar, 2014	2.75	LOI and License received.
18.	Low Rise Group Housing	Sector - 88	Sept , 2014	7	Applied for LOI
19.	Group Housing	Sector - 87	Sept , 2014	4	Applied for LOI
20.	Group Housing	Sector - 87	Mar, 2015	6	Applied for LOI
Total Area				280	

FARM HOUSES

SRS is developing a colony of around 120 premier Farm Houses under the brand 'SRS Farms'. Spread over an area of about 70 acres, they are located close to the banks of river Yamuna, in the serene natural environment of Village Akbarpur on the outskirts of Faridabad City. A lush green Golf Course spread over about 17 Acres of land is being developed adjacent to this colony. Approval for this project has been received and development work is in progress.



IT UNIT

SRS is developing an IT Unit by the name of SRS Tower, spread over about 1.75 acres of land at Faridabad. SRS Tower will have a built-up area of approximately 2,25,000 square feet and boast of a Terrace Garden, Cafeteria and other recreational facilities. Apart from this, it will be the first in Faridabad to sport a helipad on its roof top.

SRS Tower is situated on the Main Mathura Road (NH-2), just four kilometers from the Delhi-Faridabad border. It is extremely close to the proposed Metro Station of Badarpur Border. This strategic location is one key factor that has driven its attraction multi-fold. Its construction is in full swing and is expected to be completed in March 2010.

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HOTELS & MOTELS



SRS has acquired 15 acres of land on the Main Mathura Road (NH 2) at Prithla, Faridabad for the purpose of developing one of the biggest Five Star Hotels of India with a helipad, multiplex and several other features. The Government of Haryana has granted the license for the development of this Five Star Hotel and the group has already initiated work on the project.

SRS has also procured two sites, measuring about 2.25 acres and 2.75 acres respectively, at 47 Milestone, Main Mathura Road, Faridabad. The Government of Haryana has awarded the license for development of Motels on these sites, and this project too is in progress.

SRS also has three other sites (measuring about 3 acres, 4 acres and 5 acres, respectively) at Sector 86 and 88, Faridabad, whereon SRS, after considering the large scale development in Nehar Par (Greater Faridabad) area of Faridabad, plans to develop hotels.

OTHER COMMERCIAL & REAL ESTATE PROJECTS

The other upcoming projects in pipeline are: -

S. No.	Location	Size of Land	Type of Project
1.	Main Mathura Road, Near Good Year, Faridabad	3.25 Acres	Commercial Complex
2.	Sector 22, Faridabad	1 Lac Sq. ft. of Built up Area	Multiplex
3.	Sector 4, Faridabad	5.25 Acres	Commercial Complex
4.	Plot No. 1, Sector 27A, Faridabad	1 Acre	IT Park

SRS GROUP: THE COMPETITIVE EDGE

Our business mix has turned out to be our biggest source of strength. Additionally a highly competent team and our strong systems & processes make SRS a formidable player. Following are our core strengths that make us ready to succeed – today and tomorrow.

Strong Synergies

All the businesses are inter-linked to a great extent, and each feeds into another by way of consumer footfalls, management skills, brand salience, resourcing, operating procedures and the like. This enables the group to grow, while still staying nimble. For example, when the retail division enters buying agreements with manufacturers, it also buys material for the f&b division, allowing the latter to benefit from industry-leading raw material costs.

Strong Negotiating Power

The Company generally prefers opening its the Food Court, Retail outlet and Multiplex at one location. This not only gives it a better bargaining power to negotiate rentals, but also allows it to play upon the inherent synergies to attract and retain footfalls. This ability to offer a mix of three consumer touch points is an area of unique strength for the company.

Better Operating Margins

The company's focus on scientific inventory management, optimized manpower planning, systems such as Automatic Replenishment System, and strong cost control translate into higher operating margins.

Cross-Promotional Synergies

When we operate in different business segments, we do not necessarily cater to different sets of customers. Thanks to its multi-vertical presence, the company has the advantage of fulfilling varied needs of the consumers. This means that the company is able to convert the consumer of one vertical into buying the services of the other verticals.

One Brand, Many Faces

From apartments to retail chains. From food courts to cineplexes. From apparels to fine jewellery. The world of SRS is includes all this. The marketing initiatives, including the advertising campaigns, build an all pervasive feel around the individual sub-brands, with each reinforcing the other.

Better CRM

Since the outlets are company owned and operated, key factors such as customer footfalls and loyalty programme are micro managed for best results . This ensures that the consumer loyalty levels remain forever high for the brand.

Rich Knowledge Pool

With an experienced, professional team well versed with the strategic and operational aspects of several verticals, the company enjoys a rich knowledge pool. This is a decisive competitive edge that add strength to the company's growth and profitability.



SRS Limited

Regd. Office : SRS Multiplex, Top Floor, City Centre, Sector - 12, Faridabad (Haryana) - 121007 India

T 91 129 4282801-808 F 91 129 4282809/10

info@srsparivar.com www.srsparivar.com

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