

STATEMENT IN LIEU OF ADVERTISEMENT OF SRS LIMITED

Regd. Off.: SRS Multiplex, Top Floor, City Centre, Sector-12, Faridabad (NCR Delhi) – 121007

Ph. No.:0129 4282801-08 Fax No.: 0129 4282809-10

Website:www.srsparivar.com

E-mail: srsLtdfd@srsparivar.com

FIXED DEPOSIT SCHEMES

Advertisement pursuant to the provisions of the Companies (Acceptance of Deposits) Rules,
1975 as amended upto date

SCHEME A: NON-CUMULATIVE DEPOSITS

Period	Minimum Amount (in Rs.)	Rate of Interest (% p.a.)
1 Year	20,000/-	12.00
2 Years	20,000/-	12.25
3 Years	20,000/-	12.50

- Additional amount in multiples of Rs.1,000/-.
- Interest will be compounded monthly and paid quarterly calculated from the date of realization of the cheque/draft.
- Post-dated Interest warrants from the date of realization of cheque of deposit upto the following 31st March will be sent in advance along with the Fixed Deposit Receipt and for subsequent years by 30th April.
- Post-dated cheque for repayment of Principal amount will be dispatched in advance along with Fixed Deposit Receipt.
- Deduction of Tax at Source would be at the rate applicable.
- Nomination Facility is available and Pre-mature withdrawal of deposits is as per Rules applicable.

SCHEME B: CUMULATIVE DEPOSITS

Period	Minimum Amount (in Rs.)	Rate of Interest (% p.a.)	Amount Payable on Maturity (in Rs.)	Yield (% p.a.)
1 Year	20,000/-	12.00	22,536	12.68
2 Years	20,000/-	12.25	25,520	13.80
3 Years	20,000/-	12.50	29,044	15.07

- Additional amount in multiples of Rs.1,000/-.
- Interest is compounded monthly and payable on maturity.
- The amount of interest due on maturity, after deducting TDS, if applicable, will be dispatched after the Deposit Receipt issued by the Company is received back by the Company, complete in all respects.
- Post-dated cheque for repayment of Principal amount will be dispatched in advance along with Fixed Deposit Receipt.
- Deduction of Tax at Source would be at the rate applicable.
- Nomination Facility is available and Pre-mature withdrawal of deposits is as per Rules applicable.

Corporate Off.: SRS Tower, III Floor, 14/5, NH-2, Near Mewla Maharajpur Metro Station, Faridabad
(NCR Delhi)-121003

Branch Off.: 202, 27 New Delhi House, Barakhamba Road, Connaught Place, New Delhi-110001
Ph. No.:011-41571258

Particulars required by the Companies (Acceptance of Deposits) Rules, 1975 as amended upto date, are as under

- a) **Name of the Company** : **SRS LIMITED**
- b) **Date of Incorporation** : **August 29, 2000**
- c) **Business carried on by the Company** :

SRS Limited is a diversified Company with a business portfolio comprising of Jewellery, Cinema Exhibition, Retail and Food & Beverages. The four business verticals of the Company enable it to profitably exploit the business synergies, as well as, smoothen out seasonal business fluctuations. The four business verticals of the Company are briefly described as below:

- **Jewellery:** The Company is into retailing, manufacturing and whole-selling of jewellery. It sells a wide range of gold and diamond studded jewellery, Kundan, Polki and other premium varieties under the brand name of **SRS Jewells**. The product portfolio includes necklaces, rings, pendants, bracelets, earrings, bangles, gold coins etc. The Company has retail showrooms at Delhi, Faridabad, Ghaziabad and Palwal and wholesale outlets at Chandni Chowk; Delhi; Karol Bagh; Delhi, Faridabad, Ahmedabad and Mumbai. The Company has a manufacturing facility (EOU) at Noida SEZ. The Company has also introduced a popular jewellery purchase cum saving scheme called **Samriddhi**, which enables a consumer by paying for twelve instalments and buying jewellery worth fourteen instalments. This scheme is introduced to augment the savings of consumers and the money received under this scheme will be considered under the overall limit of Section 58A of the Companies Act, 1956 read with Companies (Acceptance of Deposits), Rules, 1975 as amended upto date till the amount is adjusted against sale of jewellery.
- **Cinema Exhibition:** The Company operates a chain of cinemas spread across seven cities under the brand name of **SRS Cinemas**. Presently, there are 12 properties at strategic locations having 33 screens with 8621 seats. The SRS Cinemas is fast spreading its footprint across the major cities of North India. The Company undertakes intensive marketing and promotional activities for its cinemas and organizes special marketing programmes such as promotions, events, campaigns and contests to attract patrons to its cinemas. The Company uses print media advertisements, pamphlets for local area distribution, radio advertising, Movie schedule is published in the newspapers, the Company's website and SMS over the mobile phones informing the patrons of film selections and show times. Further, the Company has a domain www.srscinemas.net for providing regular updated information related to SRS Cinemas and online ticket booking. Newspaper advertisements are used on regular basis in leading publications with a view to maintain high level of visibility as well as intimate people about films which are about to be released.
- **Retail:** The Company operates a chain of retail stores under the brand name of **SRS Value Bazaar** that offer FMCG products including food and groceries, apparels, cosmetics, home care, personal care products, crockery, appliances, accessories, etc. **SRS Fashion Wear** is the other brand under which the Company retails multi-brand apparels. The retail stores of the Company are spread across North India.
- **Food & Beverages and Hospitality:** The segment of the Company operates a chain of food courts, fine dining restaurants, banquets and hotel across several cities. The food courts are run under **SRS 7dayz** brand. The fine dining restaurants are operated under the brand Punjabi Haandi & Flamez. The Company also offers indoor and outdoor catering services through its brand SRS Banquets located at Faridabad. The **SRS 7dayz** 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. The Company has also launched an interactive quick serve restaurant coupled with a juice bar in the name and style of "Asian Amigo's", treating patrons with Mexican, Italian and Mangolian stir-fry preparations.

The Company is also engaged in the management of operations of “SRS Lakshya Hotel”, a premium 4-star Hotel with 78 Premium category rooms in Haridwar.

Further, the Company also follows umbrella branding strategy wherein, all the divisions of SRS are promoted collectively to get high attention of their customers. This helps the Company to build strong brand equity.

d) Brief particulars of the Management of the Company:

The Company functions under the control of Board of Directors. At present, the Company has twelve (12) Directors on the Board of which four (4) are Executive Directors and eight (8) Non-Executive Directors including six (6) Independent Directors.

The day-to day operations of the Company are looked after by Dr. Anil Jindal (Chairman), Sh. Sunil Jindal (Managing Director), Sh. Vinod Kumar (Whole-Time Director) and Sh. Raju Bansal (Whole-Time Director). All Executive Directors of the Company are under the direct control and superintendence of the Board of Directors.

e) Names, Addresses and Occupation of Directors

NAME	ADDRESS	OCCUPATION
Dr. Anil Jindal (Chairman)	H. No. 538, Sector-14, Faridabad- 121007	Business
Sh. Sunil Jindal (Managing Director)	H.No.538, Sector-14, Faridabad-121007	Business
Sh. Raju Bansal (Whole-Time Director)	H.No.122, Sector-9, Faridabad-121006	Business
Sh. Vinod Kumar (Whole-Time Director)	B-9, Chawla Colony, Ballabgarh, Faridabad-121004	Business
Sh. Jitender Kumar Garg (Non-Executive Director)	H.No.537, Sector-14, Faridabad-121007	Business
Sh. Praveen Kumar Kapoor (Non-Executive Director)	H.No.515, Sector-14, Faridabad-121007	Business
Sh. Praveen Gupta (Independent Director)	H.No.963, Chawla Colony, Ballabgarh, Faridabad- 121004	Business
Sh. Shiv Mohan Gupta (Independent Director)	219, Ground Floor, Gali Laharan, Ajmeri Gate, Delhi-110006	Business
Sh. Nishant Goel (Independent Director)	H.No.56, Sector-9, Faridabad-121006	Business
Sh. Joginder Lal Chhabra (Independent Director)	A-12FF, Manak Vihar, Near Ashok Nagar, New Delhi-110018	Business
Sh. Kailash Tayal (Independent Director)	47, Gupta Park, Najafgarh, New Delhi-110043	Business
Sh. Lalit Kumar (Independent Director)	H.No.425, Ward No.5, Jindal Traders, Near P.O. Main Bazar, Ballabgarh, Faridabad-121004	Professional

(f) & (g) Profits & Dividends

Year Ended	Profit Before Tax (Rs. in Lacs)	Profit After Tax (Rs. in Lacs)	Dividend per Share
31.03.2010	4,194.76	2,594.06	Nil
31.03.2011	5,604.96	3,713.21	Nil
31.03.2012	5,849.74	4,451.20	Re.1/- per Share

h) Summarized Financial Position of the Company as appearing in the two latest Audited Balance Sheets:

(Rs. in Lacs)

Liabilities	As at 31.03.12	As at 31.03.11	Assets	As at 31.03.12	As at 31.03.11
Share Capital	13,929.10	10,429.10	Fixed Assets	23,691.63	23,175.05
Reserves & Surplus	39,463.35	21,002.43	Investments	-	38.75
Secured Loans	5,833.40	3,557.94	Long Term, Loans & Advances and Other Non-Current Assets	2,685.54	1,385.68
Long Term Liabilities & Provisions	960.74	1,118.57			
Current Liabilities & Provisions	36,413.65	28,653.96	Current Assets	71,643.25	41,538.08
Deferred Tax Liability	1,420.18	1,375.56			
Total	98,020.42	66,137.56	Total	98,020.42	66,137.56

i) Brief Particulars of Contingent Liabilities & Commitments as at 31.03.2012

(Rs. in Lacs)

Particulars	As at 31.03.2012
Contingent Liabilities	
-Contingent Liabilities not provided for in respect of Legal Matters	23.24
-Pending Export Obligations (duty foregone)	1.44
Commitments	
-Capital Commitments	
Estimated amount of contracts remaining to be executed on capital account and not provided for	374.73

S. No.	The amount which the Company can raise under the Companies (Acceptance of Deposits) Rules, 1975 as amended from time to time	(Rs. in Crore)
(i)	25% of the aggregate of the paid-up capital and free reserves from public.	133.48
(ii)	10% of the aggregate of the paid-up capital and free reserves against deposits from its shareholders.	53.39
	TOTAL	186.87
	The aggregate of deposits actually held on the last date of immediately preceding financial year i.e. 31 st March, 2012	NIL

j) On the day of the advertisement, the Company has no overdue deposits.

k) The Company hereby declares:

- i) that it has complied with the provisions of the Companies (Acceptance of Deposits) Rules, 1975 as amended from time to time;
- ii) that the compliance with these rules does not imply that repayment of deposits is guaranteed by the Central Government;
- iii) that the deposits accepted by the Company are unsecured and ranking pari-passu with other unsecured liabilities; and
- iv) that it has not defaulted in the repayment of any deposit or part thereof and any interest thereupon in accordance with the terms & conditions of such deposits.

The text of the above advertisement has been approved by the Board of Directors at its meeting held on 28th February, 2013 and a copy thereof, duly signed by a majority of the Directors on the Board of Directors of the Company as constituted at the time the Board approved the advertisement, has been delivered to the Registrar of the Companies, NCT of Delhi & Haryana, New Delhi. This advertisement is issued on the authority and in the name of the Board of Directors of the Company.

On behalf of the Board
For **SRS Limited**

Place: Faridabad
Date: 28th February, 2013

sd/-
(Anil Jindal)
Chairman