



For immediate release

PRESS RELEASE

**- Ludhiana's first multiplex with Full HD projection
and 7.1 channel surround sound -**

**SRS Cinemas brings world class
entertainment experience to Ludhiana**

**- SRS Group's 12th Multiplex in North India with total 3 screens and capacity of
1013 seats all set to enthrall the local residents -**

Ludhiana, January 25, 2012 - Going ahead with the expansion of its cinemas business, SRS Limited, one of India's leading conglomerates listed on the BSE and NSE and having business interests in organized retail, multiplex cinemas, jewellery, fashion wear, hospitality and food & beverages industries, has announced the launch of its multiplex in Ludhiana. Conveniently located at Omaxe Mall, one of the most happening and widely popular malls in the city and opposite the Feroz Gandhi Market, SRS Cinemas in Ludhiana is SRS Group's 12th multiplex in North India and 2nd in Punjab and is expected to give stiff competition to other multiplexes in the city with Ludhiana's first Full HD projection with 7.1 channel surround sound. Spread across an area of approximately 30,000 sq.ft. the new SRS multiplex has 3 screens with a capacity of 1013 seats. The movies to be screened at SRS Cinemas at Omaxe Mall during the first week will be the eagerly awaited, **AGNEEPATH**, featuring Hrithik Roshan, Sanjay Dutt, Rishi Kapoor and Priyanka Chopra.

Dr. Anil Jindal, Chairman & Managing Director, SRS Ltd., said, "We are reinforcing our presence in North India with the expansion of our cinemas business and are extremely happy to extend the reach of our most vibrant brand, SRS Cinemas to the residents of Ludhiana. We are confident that our new multiplex at Omaxe Mall would receive a warm welcome from the discerning audience in the city because of the unparalleled movie experience and extremely enjoyable ambience that SRS Cinemas offers."

SRS Group is currently in an expansion mode for its highly successful multiplex chain, SRS Cinemas and will invest approx. Rs.12 Crore to add 7 more screens to its current portfolio of 33 screens to take the total number to 40 by the end of FY 2012-13. As part of this expansion plan, SRS Cinemas will soon enchant the residents of many new cities in North India including Bhiwadi, Chandigarh, Amritsar and more.

Mr. Tinku Singh, Group President, SRS Group, said, "Our country has an insatiable appetite for cinema. Bollywood is no less enticing to people when compared to the craze for cricket. No wonder it offers an amazing business opportunity to progressive organizations like ours and we are excited at the prospect of expanding our reach to many more cities over the next few months."

Apart from the multiplex in Ludhiana, SRS Ltd. also has 11 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur and Patiala. With the new multiplex in Ludhiana now operational, SRS Cinemas has a total of 33 screens across 12 multiplexes with a total capacity of 8621 seats.

Each auditorium in the SRS Cinemas offers world-class movie viewing experience as it features digital capable projection and 7.1 Channel Dolby sound, top of the line seating systems and excellent food and beverage facilities.

About SRS Limited

SRS Limited is a diversified Company with a business portfolio comprising of Cinema Exhibition, Food & Beverages, Retail and Manufacturing & Retailing of Jewellery. The Company was incorporated on August 29, 2000 with the objective of trading in FMCG Goods and it later entered into other business segments. SRS Ltd. has recently raised Rs.203 Crores in its maiden IPO and is now a BSE listed company. 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:

- **Cinemas Exhibition:** The **SRS Cinemas** is the cinema exhibition brand of SRS Ltd. under which the Company operates a chain of cinemas spread across six cities. This includes 12 properties at strategic locations having 33 screens and 8,621 seats.
- **Retail and Cash & Carry:** 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 Company has over 20 retail stores in North India with a total floor space of more than 0.132 mn. sq. ft.
- **Food & Beverages:** 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 three Fine Dining Restaurants that are located at Faridabad, Gorakhpur and Ludhiana.
- **Jewellery:** The Company operates a chain of jewellery retail stores called SRS Jewells with operations at New Delhi, Faridabad, Ghaziabad and Palwal, along with two wholesale outlets at Chandni Chowk and Karol Bagh, Delhi. It retails hallmarked gold and certified diamond jewellery, sourced from its 100% subsidiary having manufacturing facility at Patparganj, New Delhi and through third parties. Recently, the Company has also started the manufacturing facility at Noida SEZ.