



**PRESS RELEASE**

***Rajasthan's first multiplex with Full HD projection and digital sound***

## **SRS Cinemas brings world class entertainment experience to Bhiwadi**

***SRS Group's 16<sup>th</sup> Multiplex in North India. Bhiwadi's multiplex has total 3 screens all set to enthrall the local residents***

**Bhiwadi, December 19<sup>th</sup>, 2013** – Going ahead with the expansion of its cinemas business, SRS Limited, one of North India's leading diversified group having interest in real estate, cinemas, jewellery, retail and hospitality, has announced the launch of its multiplex in Bhiwadi. This multiplex will also be Rajasthan's first multiplex. Conveniently located V Square Mall, one of the most happening and widely popular places in the city SRS Cinemas in Bhiwadi is SRS Group's 16<sup>th</sup> multiplex in North India and 1<sup>st</sup> in Rajasthan and is expected to redefine the cinema experience in the city with Rajasthan's first Full HD projection with digital sound system. Spread across an area of approximately 25,000 sqft the new SRS multiplex has 3 screens. The Multiplex was inaugurated by Shri Sunil Jindal, Managing Director, SRS Limited.

**Commenting on the launch, 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 Rajasthan. We are confident that our new multiplex 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.10 Crore to add more screens to its current portfolio of 45 screens to take the total number to 50 by end of FY 2013-14. As part of this expansion plan, SRS Cinemas will soon enchant the residents of many new cities in North India

**Mr. Tinku Singh, Group President, SRS Group, said, "With many years of experience in the cinema world we have an insight on the modern consumer behaviour that a visit to the cinema hall no longer denotes a few hours' outing, but a day-long whirligig of pure entertainment, exotic eating.**

*Keeping these insights in minds, we are proud to bring a world class multiplex to the city of Bhiwadi. I am confident that this will change the way people of this city use to watch movies at standalone theatres our endeavour is to impart an entirely new dimension to the idyllic pastime of watching movies and i promise you that things would never be the same again ”*

Apart from the multiplex in Bhiwadi, SRS Ltd. also have 15 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur, Patiala, Ludhiana, Shimla and Lucknow. With the new multiplex in Bhiwadi now operational, SRS Cinemas has a total of 45 screens across 16 multiplexes with a total capacity of 11453 seats. Each auditorium in the SRS Cinemas offers world-class movie viewing experience as it features digital capable projection and digital sound, top of the line seating systems and excellent food and beverage facilities.

### **About SRS Limited**

Incorporated in the year 2000, SRS Limited is a Faridabad (Delhi NCR) headquartered company with a presence in gold and jewellery, film exhibition, retail and hospitality sectors. Listed on both, the BSE and the NSE, the company closed FY 2013 with a turnover of Rs 2888 crores. Its operations span across several cities in north India such as Delhi, Gurgaon, Faridabad, Noida, Ghaziabad, Shimla, Panipat, Bareilly and more, in addition to presence in Ahmedabad and Mumbai as well.

In jewellery, SRS Limited has 6 retail showrooms, 1 EoU and 4 wholesale offices, and in cinemas it has 15 cinemas with 42 screens. Its retail brands encompass 21 stores across the fmcg and apparel categories, and the hospitality business comprises a 4-Star hotel, banquets, food-courts and fine dining restaurants. The Company made a debut in ET 500 Top Companies with a rank of 337 in terms of revenues.

SRS Limited is a part of the larger SRS Group, which has a turnover of Rs 5000 crores and additional interests in real estate, financial and healthcare sectors. The group was ranked at the 2nd position By Business World in May 2013 in the middleweight organisations category.

### **For further details, please contact**

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