



PRESS RELEASE

Shimla's first multiplex with Full HD projection and digital sound

SRS Cinemas brings world class entertainment experience to Shimla

SRS Group's 13th Multiplex in North India. Shimla's multiplex has total 2 screens and capacity of 374 seats all set to enthrall the local residents

Shimla, May 18th, 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 Shimla. Conveniently located at New ISBT at Tutikandi, one of the most happening and widely popular places in the city SRS Cinemas in Shimla is SRS Group's 13th multiplex in North India and FIRST in Himachal and is expected to redefine the cinema experience in the city with Shimla's first Full HD projection with digital sound system. Spread across an area of approximately 11,000 sqft the new SRS multiplex has 2 screens with a capacity of 374 seats. The Multiplex was inaugurated by Shri GS Bali, Minister Transport, Civil Supplies and Technical Education Govt. of Himachal Pradesh.

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 Shimla. We are confident that our new multiplex at New ISBT 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.25 Crore to add 12 more screens to its current portfolio of 33 screens to take the total number to 45 by the mid 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, *"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 Shimla, SRS Ltd. also have 12 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur, Patiala and Ludhiana. With the new multiplex in Shimla now operational, SRS Cinemas has a total of 35 screens across 13 multiplexes with a total capacity of 8995 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 the SRS Group

The SRS Group is a Faridabad, Delhi NCR headquartered business house with combined turnover of approximately Rs 4200 crores, with interests in real estate, gold & jewellery, film exhibition, retail, hospitality, healthcare and financial services. Two of its companies SRS Real Infrastructure Limited and SRS Limited are listed on the stock exchanges.

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 13 properties at strategic locations having 35 screens and 8,995 seats.

In real estate too, the Company has garnered a reputation for quality construction and adherence to schedules. SRS Real Infrastructure (BSE: 533305) and its subsidiary SRS Real Estate Limited lead the real estate projects of the SRS group, and are currently developing several projects such as group housing, townships, corporate tower, IT Park, farmhouses, a 5 Star hotel, plotted colonies and more.

The cities in which its projects are based include Greater Faridabad, Faridabad, Palwal, Rewari, Kurukshetra, Panchkula, Rewari and Karjat, Mumbai. The SRS Group has a land bank of approx. 450 acres and is planning to launch new projects in a gradual manner to fulfill the needs of its target markets.

SRS Real Infrastructure had a turnover of over Rs 726 cores in FY 2011-12.

For further details, please contact

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