



For immediate release

PRESS RELEASE

SRS Jewells to Glitter in Karol Bagh
- 8th SRS Jewells outlet launched in Karol Bagh, New Delhi -

New Delhi, April 25, 2014 – The fast-growing SRS Group has achieved another major milestone this week with the opening of its 8th and most premium jewellery retail outlet in the plush Karol Bagh area of New Delhi. This comes close on the heels of the launch of its Palwal showroom a couple of months back. SRS Group is one of India's leading conglomerates with business interests in retail, multiplex cinemas, jewellery, fashion wear and food & beverages.

That jewellery is one of the main focus areas of the SRS Group is apparent by the choice of this store, as well as its scale. Karol Bagh happens to be the Wall Street equivalent of the jewellery industry in North India, and with its presence here, SRS Jewells has yet once again reinforced its impeccable credentials, vision and scale behind this business vertical.

The new SRS Jewells outlet is prominently located at the landmark Gurdwara Road at Karol Bagh and is spread over 3 floors covering an area of 5100 sqft. This makes it one of the largest and most visible of the stores, and hence becomes the Flagship store of the SRS Group. The immensely popular brand from SRS offers a wide variety of Certified Diamond and Hallmarked Gold jewellery suitable for all occasions. This is part of company's expansion plan in the increasing the numbers of outlets to reach its customers in the catchment areas.

The new jewellery outlet in Karol Bagh will have a comprehensive collection of Platinum, Polki, Diamond & Gold jewellery prepared with a perfect blend of traditional and modern craftsmanship and specially tailored to suit the preferences of the contemporary Indian woman. The new SRS Jewells showcases an exquisite and endless range of neckwear, earrings, rings and bangles in a plethora of designs to attract customers. SRS has tied up with Forever Mark for Karol Bagh Store and Forever Mark diamonds will be exclusively available in this store.

Dr. Anil Jindal, CMD, SRS Limited, said, *"Coming to the Mecca of the jewellery industry is a moment of great joy for us. It is our 8th glittering showroom in the NCR and we are very happy to open our Flagship store in Karol Bagh. This exciting milestone has given us new excitement and focus, and we are committed to translate it into even better offerings and services to our customers. In fact, the fact that we opened up a large store in the heart of the city is a testimony to the trust consumers have placed in us, and we are thankful to them for this."*

SRS Jewells offers an extremely pleasant ambience and unparalleled shopping experience to its customers with its wide range of designs both in traditional and modern jewellery that is suitable for weddings, special occasions and even for daily use. The exhaustive range of Hallmarked Gold and Certified Diamond jewellery

at SRS Jewells assures value and peace of mind to the buyers. The brand also extends a lifetime return policy on all its jewellery to its customers.

“We have designed this new store to thrill the seekers of fine jewellery. Our customers will find every aspect of this new store thrilling – be it the finely-crafted Gold and Diamond Jewellery, or the store location and ambience or the customer service. We are also happy about the fact that this store will impactfully add to the visibility and presence of our brand and fortify our stature as one of the top jewellery brands of North India.” Said **Mr Tinku Singh, Group President, SRS Ltd.**

The fine pieces of jewellery at SRS Jewells are available in exciting finishes such as antique and oxidized looks to ensure that those who wear it truly stand out. On offer, at SRS Jewells, are the latest styles including exclusive designer jewellery, which are designed in-house as well as by commissioning expert designers.

About SRS

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, Sonipat, Bareilly and more, in addition to presence in Ahmedabad and Mumbai as well.

In jewellery, SRS Limited has 8 retail showrooms, 1 EoU and 4 wholesale offices, and in cinemas it has 17 cinemas with 48 screens. Its retail brands encompass 40 stores across the fmCG and apparel categories, and the hospitality business comprises food-courts, fine dining restaurants and packaged food.

SRS Limited is a part of the larger SRS Group, which has a turnover of Rs 4500 crores and additional interests in real estate, financial services 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

Manoj Kumar
Clout Communications