

SRS Ltd. forays into the Hotel Industry in Haridwar

Haridwar. Taking forward its expansion plans pursuant to the Rs.203 crores initial public offering (IPO), SRS Limited, one of India's leading conglomerates with business interests in retail, multiplex cinemas, jewellery, fashion wear and food & beverages, has announced that it has ventured into the hotel and tourism industry in Haridwar through a strategic tie-up with the promoters of Lakshya Hotel, one of the leading 4-Star properties in the city. Under the agreement, SRS Ltd. will earn substantial royalty and fees for professional management, marketing and operating the property so as to make it the leading choice of potential guests. Plans are afoot to build marketing salience both in India and

abroad to target the tourists. SRS Group already has initiated the plans for its 5 Star Hotel and two motels in Faridabad by procuring the land and the licences for all 3 projects. Dr. Anil Jindal, Chairman, SRS Limited, said, "We are delighted to enter



Haridwar with SRS Lakshya. With our expertise across sectors including F&B and hospitality, this is a natural extension for us. We feel proud to extend the reach of our brand to a whole new segment of

customers and promise to deliver the best of hospitality experience from the SRS family! With SRS Lakshya, we aim to capitalise upon the vast opportunities in the hospitality sector in India and further strengthen our growth strategy while ensuring great value to our shareholders." According to Mr. Tinku Singh, Group President, SRS Ltd., "SRS Lakshya is uniquely positioned in terms of its value proposition and too conveniently located for anyone to give it a miss! It has carved itself a well deserving niche in the Uttarakhand hospitality sector and now that the SRS brand is powering its management and marketing, we are confident that it will scale newer heights."