

“We are focused on expanding our products and services”

SRS's diversified portfolio of businesses help the company exploit business synergies and smoothen out seasonal business fluctuations,” says Anil Jindal, Chairman & Managing Director, SRS, in an interview with *Projects Info*

You are currently expanding your multiplex chain SRS Cinemas. How many new multiplexes are you planning to build and what is the cost of your expansion project?

SRS Cinemas is perhaps the most recognisable brand under the SRS umbrella. We definitely aim to expand its reach by adding more cinema screens to the existing network and reaching out to newer cities. The first step towards the same was the recent opening of a multiplex in Ludhiana and thereby strengthening our presence in northern India.

We plan to further expand our cinema business by investing about Rs 12 crore to add seven more screens to our current portfolio of 33 screens and take the total number to 40 by the end of this financial year. As part of this expansion plan, SRS Cinemas will soon enchant the residents of many new cities including Bhiwadi, Chandigarh and Amritsar and more.

Apart from the funds raised through your maiden IPO, how do you propose to fund your expansion plan?

Currently we are working on channelising the funds received from our IPO. Our key agenda today is to make sure

that we are able to put the funds we raised in our maiden IPO to good use and further strengthen our position in different business verticals in northern India. We aim to live up to the expectations of the shareholders who have put their trust in the brand SRS by investing in our IPO and will target positive return on their investment.

When do you expect to complete the expansion project and what will be the total seating capacity of your multiplexes after expansion?

Currently, we have 33 screens across 12 properties in seven cities. Our combined capacity as on date is 8,621 seats. With the coming up of another 7-10 screens in the short term, we should be able to add another 2,000-2,400 seats.

You are focused in north India. Are there any plans to expand into other regions of India?

We would like to reinforce our presence in north India with the expansion of our cinemas



business and extend the reach of our vibrant brand, SRS Cinemas to a wider audience. Our initial targets include cities like Chandigarh, Amritsar, Bhiwadi, Varanasi, Jaipur etc. After consolidating the growth in this region we might look at

extending our reach to other regions. But till then, we just want to remain focussed in the north.

SRS has a diversified portfolio of businesses, viz. cinema exhibition, food and beverages, retail and manufacturing and retailing of jewellery. How do these businesses synergize with your overall business strategy?

When a customer puts his trust in a particular brand, it is convenient for him to stick to it provided the brand not only meets but surpasses his expectations each and every time. Today, SRS has evolved into a diversified company with a business portfolio comprising of cinema exhibition, food and beverages, retail and manufacturing and retailing of jewel-

lery. The four business verticals of the company enable it to profitably exploit the business synergies, as well as, smoothen out seasonal business fluctuations. Additionally, these businesses help us build a strong set of brands, ensure high visibility and leverage cross-selling our various value offerings. Not the least, it is also instrumental in creating a strong knowledge pool and a multi-faceted professional team.

Your cinemas exhibition business currently comprises 12 properties with 33 screens. In which cities are these properties located and how many of these are single screens and how many are multiplexes?

Apart from the multiplex in Ludhiana, SRS also has 11 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur and Patiala. We also have one single screen auditorium, Shubham, in Faridabad. Each auditorium of 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.

“Borewells that have been sunk at immediate notice in the district should be provided motor and power connection within 24 hours”



K H Muniyappa,
Union Minister of State for
Indian Railways

Many of the borewells sunk in the district lacked either motor or power connection. People cannot benefit from such half-hearted efforts. Providing pumpsets and power connection to borewells is extremely important in emergency situations. Attempting to purchase pumpsets only after sinking the borewells will not fulfill the aims of the district administration. It is also important to ascertain if water would be available before sinking a borewell at any spot. Sinking borewells just because there is need and there are funds will not involve proper utilisation of the funds. Instances of borewells drying up within 10 to 15 days of sinking are only on the rise. 10 per cent of the water in the borewells is drying up every week. Rain is expected in June. But the district will