



## **SRS GROUP Forays into E Commerce**

***Armed with robust customer insights, the group to focus on ease of purchase, and to provide world class online shopping experience to its customer. “No Minimum order, No Delivery Charges” to be the USP of the site.***

**Delhi NCR, 7<sup>th</sup> January 2015:** The multi-domain Rs 5000 crore plus SRS Group announced its foray into the E-Commerce space. As the first step in its E-Commerce journey, the company announced the launch of the SMSGROCERY.com. The website is uniquely designed to provide online shopping experience to customer. In the next phase of its expansion SRS plans to foray into other ecommerce website that will include apparel and jewellery.

**Dr Anil Jindal, Founder Chairman, SRS Group commented on this occasion** *“The e-commerce initiative is born out of customer insights, focuses on ease of purchase, and provides an effortless purchase process. This unique offering is only the start and an attempt to bridge the existing gaps in the online offerings in the market and enter the vast and yet under explored territory of E-Commerce. The E-Commerce space in India is currently valued at ~Rs. 60,000 crore and has been growing at an estimated 30% CAGR. This is a part of our strategy to go ahead with diligent expansions in retail to make SMSGROCERY.com a brand of preference for the consumers. We are unveiling just the 1<sup>st</sup> chapter of SRSSETAIL.com which in times to come will foray into fashion, jewellery, medical and many more such opportunities.”*

The website will have international standards in terms of product range and merchandising, promotions and customer focus. Its wide portfolio includes all key categories such as FMCG products, staples, beverages, home care, personal care, grooming, fruits and vegetables, cleaners and much more. The website is designed to fulfill the entire grocery basket for its customers, making it a one-stop destination for the grocery requirements – something that is of high relevance with time being at a premium for most people. The SMSGROCERY.Com scores on parameters like good user interface and small delivery slots however, it captures the foremost need of the customer of low service fee; SMSGROCERY.com has No service fee – “No Minimum Order & No Delivery Charges”.

**Says Mr Pratik Jindal, Managing Director, SRS e Retail Ltd** *“We are delighted to enter into this new venture. With this, we have not only strengthened our retail presence but are also happy to reach and serve new consumer segments by treating them to world-class products, thrilling promos and unmatched convenience. It is a pleasure to spread the goodness of our brand to online space.”*



Behind the launch of the grocery website is the demonstrated expertise of SRS in the retailing business, leveraging its robust understanding in terms of backend logistics, warehousing & supply, automatic replenishments, shelf fill rates, purchases, marketing and other core areas. The website allows shoppers to enjoy their online shopping experience. The stocking has been carefully balanced to ensure that all key product categories and brands are available.

SRS Limited has held a strong focus on its retail operations, and has chosen stable and profitable expansions, with a strong customer focus. The group has just completed 25 years of its existence. Over the span of these 25 years, the SRS Group has grown from a financial services company to a large, mature player that is now a well-established name in jewellery, cinemas, retail, hospitality, real estate, financial services and healthcare. It has over 120 touch points spread across 7 states and 31 cities across India, with exports to international markets as well.

### **About SRS Group**

The SRS Group is a Faridabad (Delhi NCR) headquartered diversified business enterprise with a presence in gold and jewellery, film exhibition, retail, hospitality, real estate, education, financial services and healthcare sectors.

It has 3 listed companies namely SRS Limited, SRS Real Infrastructure Ltd and SRS Finance Ltd under its fold, among others. All these 3 companies are listed on NSE and SRS Ltd is listed on BSE as well, and the SRS Group as a whole has a turnover of over Rs 5000 crores. Its operations span across several cities in north India such as Delhi, Gurgaon, Faridabad, Karjat (Mumbai), Noida, Ghaziabad, Shimla, Sonipat, Bareilly, Rewari, Gorakhpur, Ludhiana, Patiala, Lucknow and more, in addition to presence in Ahmedabad and Mumbai as well.

In jewellery, SRS has 9 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. It has real estate projects spanning residencies, high-rises, farmhouses, corporate tower, plotted colonies, IT park etc. It also has a syringe manufacturing plant in Greater Noida.

The SRS Group was ranked at the 2nd position by Business World in May 2013 in the middleweight organizations category. Further, SRS Limited was recently ranked as the 48th fastest growing company in 2013-14 by Business World (July 2014 issue).

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