



**PRESS RELEASE**

***Bareilly's first multiplex with Full HD projection and digital sound***

## **SRS Cinemas brings world class entertainment experience to Bareilly**

***SRS Group's 14<sup>th</sup> Multiplex in North India. Bareilly's multiplex has total 4 screens and capacity of 986 seats all set to enthrall the local residents***

**Bareilly, July 4<sup>th</sup>, 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 Bareilly. Conveniently located Phoenix United Mall, Mahanagar, one of the most happening and widely popular places in the city SRS Cinemas in Bareilly is SRS Group's 14<sup>th</sup> multiplex in North India and 5<sup>th</sup> in UP and is expected to redefine the cinema experience in the city with Bareilly's first Full HD projection with digital sound system. Spread across an area of approximately 24,000 sqft the new SRS multiplex has 4 screens with a capacity of 986 seats. The Multiplex was inaugurated by Shri Sunil Jindal, Managing Director, SRS Limited.

**Commenting on the launch, 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 Bareilly. We are confident that our new multiplex 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.10 Crore to add more screens to its current portfolio of 39 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,** *"With many years of experience in the cinema world we have an insight on the modern consumer behaviour that a visit to the cinema hall no longer denotes a few hours' outing, but a day-long whirligig of pure entertainment, exotic eating.*

*Keeping these insights in minds, we are proud to bring a world class multiplex to the city of Bareilly. I am confident that this will change the way people of this city use to watch movies at standalone theatres our endeavour is to impart an entirely new dimension to the idyllic pastime of watching movies and i promise you that things would never be the same again ”*

Apart from the multiplex in Bareilly, SRS Ltd. also have 13 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur, Patiala, Ludhiana and Shimla. With the new multiplex in Bareilly now operational, SRS Cinemas has a total of 39 screens across 14 multiplexes with a total capacity of 9948 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 14 properties at strategic locations having 39 screens and 9948 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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