

# SRS Jewells to shine stronger in Faridabad

*- New SRS Jewells outlet launched in Faridabad -*

Faridabad, February 17, 2012 - Taking its expansion plans forward pursuant to its 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 the launch of a new SRS Jewells outlet in Faridabad, its second in the city and fifth in the National Capital Region (NCR). Set up with an investment of about Rs.20 Crore, the new SRS Jewells outlet is conveniently located at Nehru Ground, NIT, Faridabad. This move by SRS is in line with its commitment to strengthen SRS Jewells, its flagship branded jewellery retail business. The immensely popular brand from SRS offers a wide variety of Certified Diamond and Hallmarked Gold jewellery suitable for all occasions.

The new jewellery outlet in Faridabad is expected to be warmly welcomed by the residents of the city as it will make available a comprehensive collection of 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 store is spread across an area of 5000 square feet and showcases an exquisite range of neckwear, earrings, rings and bangles in a plethora of designs that are sure to wow anyone.

**Dr. Anil Jindal, Chairman SRS Limited, said,** *"The immense success of our first SRS Jewells store encouraged us to launch the new jewellery outlet in Faridabad and make the brand even more easily available to our target audience. We are confident that our new and exciting range jewellery in Kundan, Polki and Hyderabad designs will be appreciated and our brand will continue to enchant and win the hearts of our customers."*

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.

*"SRS Jewells retails jewellery items to suit every budget and taste. Whether one is looking at jewellery for special events or for regular use, SRS Jewells aims to be 'the' one stop destination for discerning customers,"* **Dr. Jindal further said.**

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.

*"The comprehensive jewellery collection available at SRS Jewells is a perfect blend of quality and craftsmanship that suits the tastes of modern woman. SRS Limited aims to*

*present SRS Jewells as a one stop shopping destination that offers joy and comfort sans any worries about the quality and purity of the jewellery,” added Dr. Anil Jindal.*

#### **About SRS Limited**

SRS Limited is a diversified Company with a business portfolio comprising of Cinema Exhibition, Food & Beverages, Retail and Manufacturing & Retailing of Jewellery. The Company was incorporated on August 29, 2000 with the objective of trading in FMCG Goods and it later entered into other business segments. SRS Ltd. has recently raised Rs.203 Crores in its maiden IPO and is listed both on BSE and NSE. Over the last few months, SRS has already enhanced its footprint in the retail, jewellery and cinemas businesses by adding two new Value Bazaar outlets, two new SRS Jewells stores and three new screens to its already impressive portfolio.