



For immediate release

PRESS RELEASE

SRS Jewells to shine in Palwal
- New SRS Jewells outlet launched in Palwal -

New Delhi, Jan 15, 2014 - In line with its commitment to strengthen SRS Jewells, the flagship branded jewellery retail business of SRS Limited (one of India's leading conglomerates with business interests in retail, multiplex cinemas, jewellery, fashion wear and food & beverages) today announced the launch of its new SRS Jewells outlet in Palwal. This is company's second outlet in Palwal. The new SRS Jewells outlet is conveniently located at Agra Chowk, NH - 2, Palwal. The immensely popular brand from SRS offers a wide variety of Certified Diamond and Hallmarked Gold jewellery suitable for all occasions. This is part of company's expansion plan in the increasing the numbers of outlets to reach its customers in the catchment areas.

The new jewellery outlet in Palwal will have 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 1500 square feet and showcases an exquisite range of neckwear, earrings, rings and bangles in a plethora of designs to attract customers.

Dr. Anil Jindal, CMD, SRS Limited, said, *"The immense success of brand SRS Jewells and the enormous opportunity available in the Palwal catchment encouraged us to launch the new jewellery outlet in popular market of Palwal 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, Bengali and Hyderabadi 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. The brand also extends a lifetime return policy on all its jewellery to its customers.

"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 Mr. Tinku Singh, Group President, SRS Limited

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 eleven cities. This includes 16 properties at strategic locations having 45 screens and 11453 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.

For further details, please contact

Manoj Kumar
Clout Communications