



Press Release

For immediate release

- To strengthen its retail presence in Northern India -

SRS Ltd. expands its retail business in Faridabad

- Launches new SRS Value Bazaar outlet at Crown Plaza Mall -

New Delhi, January 01, 2012: Going ahead with the expansion of its retail business, SRS Limited, one of India's leading conglomerates with business interests in retail & FMCG, real estate, multiplex cinemas, jewellery and food & beverages, has launched its one more retail outlet - **SRS Value Bazaar** in Faridabad. Located at **Crown Plaza Mall in Sector 15 A, Faridabad**, the new outlet is spread across **5500 sq. ft.** and offers wide range of domestic and imported products.

The location of SRS Value Bazaar outlet has been chosen keeping in mind the easy accessibility and approachability to consumers in the neighbouring area. The new outlet offers a wide range of products and brands under one roof. The comprehensive range of products spans categories such as food & groceries, fruits and vegetables, health and beauty products, FMCG items, imported products, personal care, home care, confectionery etc. The new outlet is equipped with latest technologies and facilities to create an excellent ambience backed by prompt and dedicated service. The exciting schemes and offers that SRS Value Bazaar keeps introducing for its consumers are sure to make shopping extremely enjoyable for the Faridabad residents.

Dr. Anil Jindal, Chairman, SRS Limited, said, *“We are committed to expanding our base in the retail sector by reaching out to new and high potential areas which currently are underserved by smart modern retail outlets nearby. We are confident that our relentless focus on offering modern consumers world class products, both indigenous and imported, at extremely competitive price points while ensuring quality control will help SRS Value Bazaar win new admirers and add value to our stakeholders’ interests.”*

SRS plans to further expand its retail operations by adding 20 more outlets in 2012 in cities like Gurgaon, Noida, Greater Noida, Ludhiana, Jaipur, Patiala and Indore and strengthen its presence in the retail sector in Northern India.

“We are committed to expand our footprint in the retail segment. In the New Year, we aim to reach out to newer cities and further strengthen our presence in the retail sector in North India. We are confident that SRS Value Bazaar will elicit the same enthusiastic response from the customers in the newer markets as in the existing ones,

based upon our quality offerings, exciting schemes and clear focus on customer service.” said Mr Sunil Jindal, MD, SRS Limited.

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 now a BSE listed company. The four business verticals of the Company enable it to profitably exploit the business synergies, as well as, smoothen out seasonal business fluctuations. The four business verticals of the Company are:

- **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 11 properties at strategic locations having 30 screens and 7,608 seats.
- **Retail and Cash & Carry:** The Company operates a chain of retail stores under the brand name of **SRS Value Bazaar** that offer FMCG products including food and groceries, apparels, cosmetics / home care / personal care products, crockery, appliances, accessories, etc. **SRS Fashion Wear** is the other brand under which the Company retails multi-brand apparels. The Company has over 20 retail stores in North India with a total floor space of more than 0.132 mn. sq. ft.
- **Food & Beverages:** The food & beverages segment of the Company operates a chain of food courts, fine dining restaurants and banquets across several cities. The food courts are run under the **SRS 7dayz** brand and currently, the Company operates 11 food courts across North and Central India. The fine dining restaurants are operated under the brand **Punjabi Haandi** and currently, the Company operates three Fine Dining Restaurants that are located at Faridabad, Gorakhpur and Ludhiana.
- **Jewellery:** The Company operates a chain of jewellery retail stores called SRS Jewells with operations at New Delhi, Faridabad, Ghaziabad and Palwal, along with two wholesale outlets at Chandni Chowk and Karol Bagh, Delhi. It retails hallmarked gold and certified diamond jewellery, sourced from its 100% subsidiary having manufacturing facility at Patparganj, New Delhi and through third parties. Recently, the Company has also started the manufacturing facility at Noida SEZ