



Press Release

For immediate release

- SRS Ltd. to strengthen its retail presence in Northern India -

SRS initiates implementation of Rs.37 Crore Retail expansion plans

- Launches two new SRS Value Bazaar outlets in Noida, UP -

New Delhi, December 22, 2011: SRS Limited, one of India's leading conglomerates with business interests in retail, multiplex cinemas, jewellery, fashion wear and food & beverages has embarked on its expansion plans with the launch of two new retail outlets of its extremely successful brand, SRS Value Bazaar with an outlay of Rs. 37 crores. The two new SRS Value Bazaar outlets have been set up in Sectors 62 and 51 of Noida in Uttar Pradesh and are spread across an area of 5000 square feet each. The move to expand SRS retail chain is in line with company's plans to channelize the proceeds from its recent initial public offering (IPO) and strengthen presence in the various business verticals it operates in. 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.

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."*

The location for both the SRS Value Bazaar outlets has been chosen keeping in mind absence of any quality retail store for the consumers in the neighbouring area. Both the outlets offer 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 outlets are equipped with latest technology 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 Noida residents.

"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.
- **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.
- **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.
- **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.

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