



*For immediate release*

**Press Release**

# **SRS Group's annual turnover touches Rs.3500 crore mark**

## **Reports rise in its revenues and profits**

**New Delhi & Mumbai, July 31, 2012:** SRS Group, one of India's leading conglomerates with business interests in retail & FMCG, real estate, multiplex cinemas, jewellery, hotel and food & beverages etc. has announced that its various businesses have grown to a size where its annual turnover has touched the Rs.3500 crore mark. SRS Group's flagship company, SRS Limited (listed on BSE & NSE) recently held its 1st Annual General Meeting after the successful IPO of Rs.203 crore. In keeping with the robust performance of SRS Ltd., the Board of Directors of the company has decided to pay a dividend of Re.1 per share to the company's shareholders. According to the plans announced by the group Chairman, Dr. Anil Jindal at the AGM, SRS Group is targeting Rs.5000 crore mark as its annual turnover for the year 2012-13.

**In his speech, Dr. Anil Jindal, Chairman, SRS Group, said** *"SRS Ltd. did quite well in the year 2011-12 and we have reported rise in profits amidst the challenging business environment in the country. I thank all our shareholders for their support and the trust they have put in us and would like to reiterate that we are committed to the growth of the company and aim to post even better results next year. We are strongly focussing on taking our business to higher levels of operational excellence and growth."*

SRS Ltd. has been rapidly expanding its footprints across the various verticals it operates in. Over the last few months, it has launched a new multiplex at Ludhiana taking the overall tally of its screens to 33 across 12 properties in 7 cities. SRS Limited's Jewellery business gathered strength with the launch of 2 new premium stores at Faridabad & Ghaziabad and wholesale outlets in Mumbai and Ahmedabad. The Retail operations saw more stores opening up at premium locations in Gurgaon, Faridabad and Noida. With all these additions, the company now owns 1,65,000 sq. feet of total retail space.

Leveraging its expertise in the hospitality sector, the SRS Group recently took over the managerial control of SRS Lakshya, a 4 star hotel property in the holy city of Haridwar with 78 premium category rooms. In addition to the expanding reach, brand building got special attention with the Company investing significantly in such efforts to enhance its visibility, appeal and loyalty.

*“In the current financial year, the Company will follow a very sharp business strategy that is in line with the Company’s higher scale, status and ambitions. There are three pillars to this – one is to nurture the brand SRS to make it even more trusted, preferred and vibrant. Second is to focus strongly on our consumers and deliver a fabulous experience on a sustained basis across each of our business vertical. The third is to look at expansion with a very careful eye to reach out to areas that offer a good catchment, have optimal overheads and are not in a demand over supply scenario. This is the clear endeavour of your Company’s management, and is bound to yield fruitful results”, added Dr. 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 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 12 properties at strategic locations having 33 screens and 8,621 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 1,65,000 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 2 wholesale outlets in Delhi and 1 in Mumbai and Ahmedabad each. 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.

**For further information, please contact :**

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