



## **SRS Cinemas plans ambitious expansions**

### **Aims to double screen count through organic and inorganic route in 2015**

**Delhi NCR, 2<sup>nd</sup> January 2015:** In a remarkable milestone, the multi-domain Rs 5000 crore plus SRS Group's cinema arm SRS Cinemas is celebrating its 10<sup>th</sup> Anniversary this year. Its first cinema was operationalized in November 2004, and since then, the SRS Cinemas has grown to be a multi-city player. Over the span of these 10 years, SRS Cinemas has grown from a single theater to a large, mature player that is now a well-established name in Cinemas. It has over 48 screens spread across 7 states having 17 properties in North India.

**Dr Anil Jindal, Founder Chairman, SRS Group commented on this occasion** *"This is a momentous year for us. Close to the heels of the group completing 25 years, our cinema business completes 10 Years. These years are very special to us as they signify the strength of our long-term vision, our focus on consumers and our ability to run businesses that add value to people and society. Over the last 10 years, we have reinforced our presence in North India with the expansion of our cinemas business and are extremely happy to extend the reach of our most vibrant brand, SRS Cinemas to the residents of North Indians. The plan now is to add almost 50 screens in the coming year, and reach out to new markets and geographies."*

SRS Group is currently in an expansion mode for its highly successful multiplex chain, SRS Cinemas that has earmarked a huge corpus to add more screens to its current portfolio of 48 screens to take the total number to close to 100 by end of 2015. As part of this expansion plan, SRS Cinemas will soon enchant the residents of many new cities in North India. Apart from the organic route that company plans to take; it is also open for inorganic route and has acquired the cinema business of a regional player in UP.

**Mr. Tinku Singh, Group President, SRS Group, said,** *"With many years of experience in the cinema world, we have an insight on the modern consumer behaviour that a visit to the cinema hall no longer denotes a few hours' outing, but a day-long whirligig of pure entertainment, exotic eating. Keeping these insights in minds, we are proud to bring a world class multiplexes to various cities of India. I am confident that over the last 10 years we have been able to change the way people use to watch movies at standalone theatres; our endeavour is to impart an entirely new dimension to the idyllic pastime of watching movies and I am happy that things are changing for good."*

SRS Ltd. has 17 extremely successful multiplexes in the cities of Faridabad, Gurgaon, Ghaziabad, Bijnor, Gorakhpur, Patiala, Ludhiana, Shimla, Lucknow, Bhiwadi and Agra. SRS Cinemas offers a world-class movie viewing experience as it features digital projection and sound, top of the line seating systems and excellent food and beverage facilities.

### **About SRS Group**

The SRS Group is a Faridabad, Delhi NCR headquartered diversified business enterprise with a presence in gold and jewellery, film exhibition, retail, hospitality, real estate, financial services and healthcare sectors.

It has 3 listed companies under its fold, among others. All these 3 companies are listed on BSE and/or NSE, and the SRS Group as a whole has a turnover of over Rs 5000 crores. Its operations span across several cities in north India such as Delhi, Gurgaon, Faridabad, Karjat (Mumbai), Noida, Ghaziabad, Shimla, Sonapat, Bareilly, Rewari, Gorakhpur, Ludhiana, Patiala, Lucknow and more, in addition to presence in Ahmedabad and Mumbai as well.

In jewellery, SRS has 9 retail showrooms, 1 EoU and 4 wholesale offices, and in cinemas it has 17 cinemas with 48 screens. Its retail brands encompass 40 stores across the FMCG and apparel categories, and the hospitality business comprises food-courts, fine dining restaurants and packaged food. It has real estate projects spanning residencies, high-rises, farmhouses, corporate tower, plotted colonies, IT park etc. In healthcare, it operates its recently acquired hospital in Faridabad called SRS Sunflag Hospital, to deliver modern and comfortable medical services to people. Apart from this, it also has a syringe manufacturing plant in Greater Noida. In a recent development, it has entered the education sector with the launch of the SRS International School in Greater Faridabad.

The SRS Group was ranked at the 2nd position by Business World in May 2013 in the middleweight organizations category. Further, SRS Limited was recently ranked as the 48th fastest growing company in 2013-14 by Business World (July 2014 issue).

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