THE SRS GROUP
EXECUTIVE SUMMARY

SRS
Enduring Quality and Trust

Making Waves

SRS GROCERY.COM
LIFE BANAO EASY!

CREATING GROWTH • SPREADING HAPPINESS
SRS
25th ANNIVERSARY
SPRINTING TOWARDS EXCELLENCE

Jewells I Cinemas I Retail I Hospitality I Real Estate I Financial Services I Commodities I Health Care I E-Commerce I Education I Mining I Pharmacy

SRS GROUP:
A BRIEF HISTORY

1985

Financing Services business launched by Dr. Anil Jindal.

1990

The seeds of success of the SRS Group were sown in the year 1990, when Dr Jindal organized his finance & leasing business and incorporated 'Bansla Finlease Ltd.' on 7th October 1991 and 'BTL Investments Ltd.' on 19th May 1995, with the key objective of providing loans/financing for vehicles and machinery.

1997

In the year 1997, it diversified its business and entered into manufacturing and marketing of Edible Oil & Tea and for this purpose floated BTL Industries Ltd. By this time, the group had gained recognition and become famous as the 'BTL Group'.

2000

Incorporated SRS Commercial Company Limited with the objective of trading in FMCG goods.

2002

Applied and subsequently acquired a 3-acre plot from the Haryana Urban Development Authority (HUDA), for establishing a multiplex at Sector 12, Faridabad. Construction began soon thereafter.

2004

On 22nd October 2004 the company unveiled SRS Mall – HUDA Faridabad's first and highly impressive multiplex, which soon became a landmark property in Faridabad. On the same day, the company launched its 1st Food Court. Launched its first state-of-the-art 3-screen Cinema on 12th Nov 2004.

2005

To sharply reflect its strategic and operational focus, the company changed its name from SRS Commercial Company Limited to SRS Entertainment Limited.

2006

Company opened its first Retail outlet at SRS Mall, Faridabad on 1st January.

2008: Changed its name to SRS Entertainment & Multitrade Ltd., and then immediately to SRS Entertainment & Retail Limited. Entered the jewellery segment.

2009: Company's vision, strategic focus and operational abilities expanded beyond entertainment & retail sectors. To reflect this, changed its name to its present name of SRS Limited on 16th July 2009. Continues expansions across verticals.

2010: In February, commissions two cineplexes at Ghaziabad adding 7 new screens. Entered the small but promising city of Bijnor in March by launching a new cinema, taking screen strength to 23. In September, inaugurated a 4 Screen multiplex at the NRI city of Patiala, Punjab.

2011: SRS Limited came out with its Initial Public Offer (IPO) in August 2011 to fund its operational and expansion plans. The IPO got oversubscribed, and the company got listed at the BSE and NSE. This came close on the heels of SRS Real Infrastructure Limited getting listed at the BSE in January earlier this year. The group launched several new projects, including a 3 screen multiplex at Faridabad (which takes the screen count to 30), jewellery stores at the upmarket Rajouri Garden, New Delhi and Ghaziabad as well as SRS Value Bazaar retail outlets in Noida and Faridabad.

2012: Company powers ahead with its expansion plans. Opens up a new multiplex at Ludhiana which takes screen strength to 33 and total number of properties to 12, new retail stores at Gurgaon as well as a 3-level jewellery outlet in Faridabad.

2013: Launches a 2-screen multiplex at Shimla in May followed by a 4-screen multiplex at Bareilly in July. This is followed by the launch of the new 3-screen multiplexes at Lucknow and Bhiwadi, taking the count up to 16 cinemas, 11 cities, 45 screens and 11453 seats. Launches new retail stores in New Delhi & Noida.

2014:
3 luxurious showroom of SRS Jewells launched at Palwal, Karol Bagh and Indirapuram
SRS Cinemas launched its 17th Property with 3 screens at Agra
4 Stores of SRS Value Bazaar launched at I.P. Extension, Patparganj, Delhi; Crossing Republic, Ghaziabad; Khushambi, Ghaziabad; and Sainik Colony, Sector 49, Faridabad
Launches the world-class SRS International School in Sector 88, Greater Faridabad

2015:
SRSGROCERY.com, an online food & groceries portal launched
SRS Worldwide (FZC), a global commodity trading company established at SAIF Zone, Sharjah, UAE
Branch office of SRS Limited opened in SAIF Zone, Sharjah, UAE
3 Properties of SRS Cinemas launched at Saharanpur, Hajipur and Muktsar taking the screen count to 57, with 14750 seats

SRS
Enduring Quality and Trust

FACTSHEET

Name	SRS Group
Founded	1990
Corporate Office	SRS Tower, Near Metro Station Mewla Maharajpur, G. T. Road, Faridabad (NCR Delhi) - 121003
Website	www.srsparivar.com
Chairman	Dr Anil Jindal - D Litt, PhD, MBA
Areas of Operation	Gold & Jewellery, Cinemas, Retail, Hospitality, Real Estate, Healthcare, Financial Services, Commodities, E-Commerce, Education, Mining
Listed Companies	SRS Limited (NSE, BSE), SRS Real Infrastructure Limited (BSE), SRS Finance Limited (BSE)
Combined Turnover (Fy 14-15)	Rs 6000 crores
Turnover (Fy 14-15)	SRS Limited: Rs 3830 crores SRS Real Infrastructure Ltd: Rs 1001 crores SRS Finance Limited: Rs 76 crores SRS Modern Sales Limited: Rs 524 crores
Touchpoints	
Jewellery	10 Retail Stores, 4 Wholesale Offices, 1 Domestic Manufacturing Facility, 1 Export Oriented Unit
Cinemas	62 screens and 16099 seats across 22 properties
Retail	48 Physical Stores, E-commerce portal www.srsgrocery.com
Hospitality	5 Fine Dining Restaurants, 1 Banquet Hall, 8 Food Courts
Mall	SRS Mall, Faridabad
Real Estate	Residencies, Independent Floors, Farmhouses, Townships, Plotted Colonies, Villas, Corporate Tower, IT Park, Hotels.
Healthcare	SRS Sunflag Hospital, Faridabad
E-Commerce	srsgrocery.com
Education	SRS International School, Greater Faridabad
Financial Services	Memberships: BSE, NSE, MCX, NCDEX, MCX-SX, CDSL, NBFC ND-SI
Mining	Faridabad & Palwal, 2950 acres approx
Cities Present in:	33
Overseas Presence:	SAIF Zone, Sharjah, UAE; USA

With the right **values,** one can never go wrong

Celebrating
25 Glorious Years!

SRS: Driven by Values

The SRS Group is an NCR Delhi based business group with interest across industries spanning from entertainment to healthcare to real estate and more. Remarkably, it is as much about the pioneering human spirit as it is about business success – a young man who used to deliver milk to fund his college education rose to become the founder chairman of this multi-crore, multi-domain business house.

While the SRS Group adopted its current form in the year 2000, its early foundations were laid in the year 1985. Today, it has risen to be a Rs 6000 crore plus enterprise with three of its flagship companies listed on the National Stock Exchange and the Bombay Stock Exchange, with a combined market cap of approximately Rs 1500 crores.

The secret behind this extraordinary success lies in the strong values of Honesty, Integrity and Trust, which are a hallmark of the SRS Group. A strong adherence to these, along with a focus on all stakeholders and responsible corporate citizenship has made what the SRS Group is today.

The SRS Group:
More than just business

The SRS Group firmly believes that businesses focusing on overall good, rather than just profitability, are the most sustainable. They are also the ones that add the great economic and social value, while charting robust growth and profitability.

A dynamic and diversified business house, SRS has interests across multiple sectors that include Gold & Jewellery, Cinemas, Retail, E-Commerce, Hospitality, Real Estate, Healthcare, Financial Services, Commodities, Education and Mining. Headquartered at Faridabad (NCR Delhi), it is at the nerve centre of the country and well-poised to leverage exciting growth opportunities. It is driven with a vision to grow by offering innovative and superior products & services, while enriching the society as a whole.

The group epitomizes the new entrepreneurial spirit of India. This is evident in its growth trajectory, business models and its pro-activeness to embrace new ideas to fuel profitable growth.

The SRS Group's guiding light is the motto of 'Enduring Quality & Trust' which denotes the company's belief in integrity, innovation and customer focus. Honesty, Integrity and Trust form its foundation and every business act and philosophy emanates from this.

The SRS Group aspires to add value to all the stakeholders for overall goodness and development: be it the consumers, employees, associates, government or the society as a whole.

History of SRS Group

The seeds of success of the SRS Group were sown in the year 1985, when Dr Jindal organized his finance & leasing business and incorporated 'Bansla Finlease Ltd. and further incorporated 'BTL Investments Ltd.'in the year 1995 with the key objective of providing loans/financing for vehicles and machinery.

In the year 1997, it diversified its business and entered into manufacturing and marketing of Edible Oil & Tea and for this purpose floated BTL Industries Ltd., which was later known as SRS Holdings India Ltd. By this time, the group had gained recognition and become famous as the 'BTL Group'.

In the year 2000, the group took a quantum leap and entered the retail, real estate, cinemas and the food court businesses – sectors that were on the upswing and in sync with the emerging needs of the masses. This was the new beginning for the group, and saw the incorporation of SRS Commercial Company Limited, the flagship company of the SRS Group. It is this company that is now known as SRS Limited.

With the launch of SRS Multiplex in 2004 at City Centre, Faridabad, the whole outlook of the group changed. The SRS Group lifted up to an altogether new level and took the centre stage across all businesses and its future expansions. It became the beacon for change, growth and expansion and started chartering the group's foray into new geographies and businesses.

Built from Scratch. Built to Succeed.

Dr. Anil Jindal Chairman, The SRS Group

The story of the SRS Group is both inspiring and astonishing, and is a toast to the power of good thought, intentions and passion.

The SRS Group was founded by Dr Anil Jindal, Chairman with an intent to enter the rising consumer lifestyle and entertainment industries that comprised cinemas, retail and f&b to start with. It was a unique business model not seen elsewhere, wherein a single entity encompassed multiple consumer facing industries to build reach, scale and interlinked synergies.

What makes it all the more remarkable is the way it was founded by Dr Anil Jindal, who was born in a milkman's family and used to deliver milk to his customers before attending classes in the morning. But his vision was big and his passion strong. This saw him graduate from delivering milk to becoming a sought-after tutor while still in college to getting an offer from his alma mater right after pass out. But he had a much larger vision in his mind and entered the financial services business, forming a successful holding company soon thereafter. He was quick to see the new emerging India in the late 90s and consequently decided to foray into the new economy areas.

Along with his business, Dr Jindal took big strides in the world of academics to satisfy his intellectual urge. After his PhD, he went on to earn the rare and coveted D Litt in International Human Relations.

However, for Dr Jindal, business is just a part of the real story. He is driven equally strongly by the objective of greater social benefit and wealth creation for people as a whole. This is seen in the creation of societies and associations such as the SRS Social Welfare Society and SRS Educational Society, which are busy working towards the upliftment and empowerment of various sections of our society. He is associated with several organizations involved in charitable and social welfare activities such as Prayas Social Welfare Society, Rotary Club, Lions Club etc.

Sab Rahen Saath

SRS nurtures strong and mutually beneficial relationships with everyone who comes in contact with it – be it customers, employees, shareowners, regulators, vendors and the social community. Hence its focus, even in business, is never transactional. Instead, SRS aims to add strength, joy and satisfaction to every stakeholder so that everyone stays together and grows together. That's SRS – Sab Rahen Saath.

SRS GROUP:
Operations Overview

The Group's combined turnover stands at Rs.6000 crores (FY 2014-15), with a land bank of approximately 450 acres and presence in diverse yet synergistic business verticals.

Today, the group employs more than 2500 people to fuel its growth story. With an expanding scale of operations and business areas, specialized group companies manage its businesses across Gold & Jewellery, Cinemas, Retail, Hospitality, Financial Services, Real Estate and Healthcare sectors.

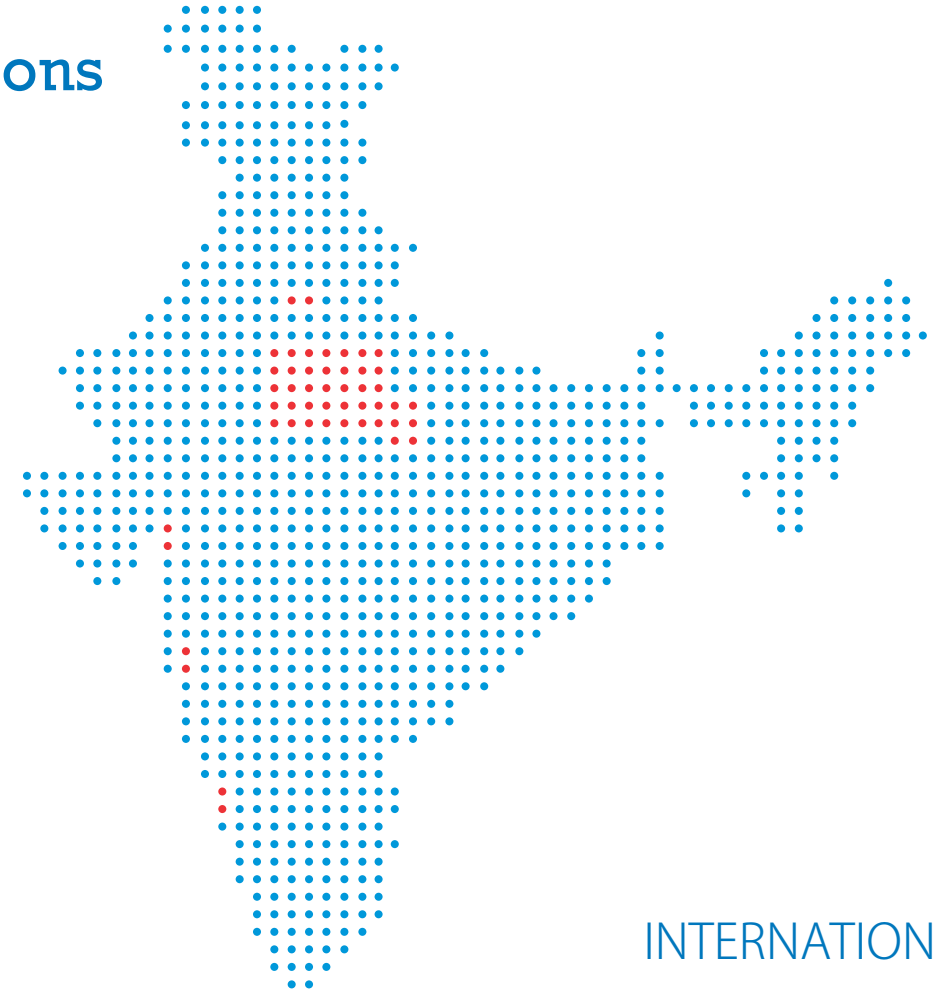
The SRS Group has a strong focus on North India as it enables the company to effectively manage all of aspects of the business with ease as all locations are within easy physical reach. It also allows it to benefit from similar consumer and regional trends.

Equally importantly, the group focuses strongly on tier II and tier III cities as it offers it to reap a first mover advantage along with associated benefits such as lower cost structures, faster payback periods, ready and un-fragmented consumer base and efficient brand building

SRS GROUP COMPANIES

Holding Company for SRS Group	BTL Holding Company Limited
Entertainment	SRS Limited SRS E-Retail Limited SRS Talkies Limited
Real Estate Activities	SRS Real Infrastructure Limited SRS Real Estate Limited SRS Retreat Services Limited SRS Modern Sales Limited
Financial Services	SRS Finance Limited SRS Global Securities Limited SRS Portfolio Limited
Healthcare	SRS Healthcare & Research Centre Limited
Mining	SRS Natural Resources Ltd.
Overseas	SRS Worldwide (FZC)

Operations



INDIA

- Ahmedabad
- Ballabhgarh
- Delhi
- Gorakhpur
- Gurgaon
- Kurukshetra
- Ludhiana
- Noida
- Prithla
- Shimla
- Agra
- Bhiwadi
- Faridabad
- Greater Faridabad
- Hajipur
- khanna
- Mangalore
- Palwal
- Rewari
- Sonipat
- Bareilly
- Bijnor
- Ghaziabad
- Greater Noida
- Kajrat (Mumbai)
- Lucknow
- Muktsar
- Patiala
- Rohtak
- Saharanpur

INTERNATIONAL

- USA
- Sharjah (Dubai)

Our Verticals

- Jewells
- Hospitality
- Commodities
- Education
- Cinemas
- Real Estate
- Healthcare
- Mining
- Retail
- Financial Services
- E-Commerce

SRS E-Retail Ltd.

NO MINIMUM ORDER & NO DELIVERY CHARGES

SRS GROCERY.COM

Life Banao Easy !

SRSGROCERY.Com is a new venture of the SRS Group managed by SRS E-Retail Limited, and marks its entry into the promising world of E-Commerce. It is an online food and grocery portal that allows people to buy Groceries in a snap, and is the first ever online store with no minimum order and zero delivery charges. It takes all the pain out of food & grocery shopping – people no longer need to drive to the store, face parking hassles and spending precious time just to make routine purchases. All they need to do now is to spend a few minutes on their pc or mobile - at home or at work, or in a café or even when on the move, and complete the entire shopping in a single shot.

SRSGROCERY.COM offers exciting deals and promos to make shopping even highly rewarding, and offers the convenience of paying either online or on delivery, and the flexibility to choose a delivery time band most convenient to the buyers. SRSGROCERY.COM is the first initiative of the master portal of the SRS Group namely SRSeworld.com.

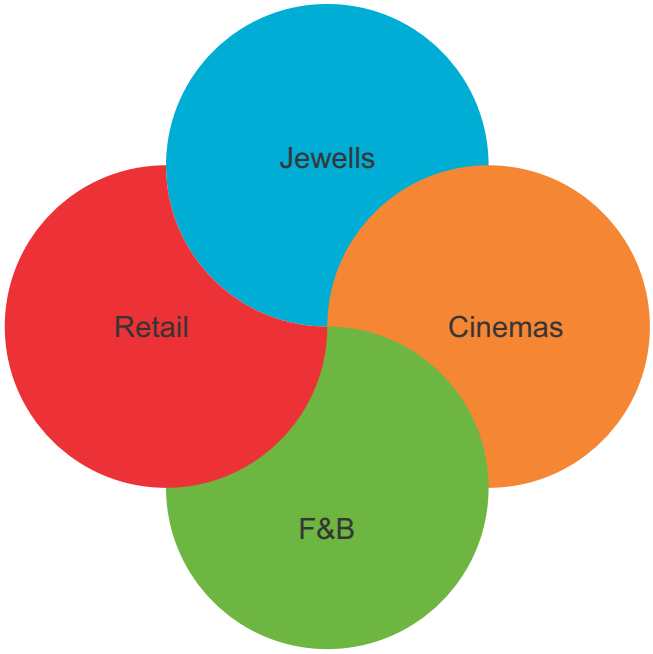
SRS LIMITED Consumer Lifestyle and Entertainment

SRS Limited is a BSE and NSE listed company with a turnover of Rs 3830 crores in FY 2014-15. It operates in the B2C space with a sound product and service portfolio across gold & jewellery, cinemas, retail and hospitality.

This interesting business model enables the company to leverage strong business synergies and cross-promotional activities, bringing strong and sustainable competitive edge in turn. Following is a brief overview of its business verticals.

Fruits of a Diversified Business Portfolio

The advantage of having a varied business portfolio offers a series of benefits to the group companies. These include strong business synergies such as high visibility and effective brand building, rich knowledge pool, multi-tasking work force, cost sharing, strong negotiating power and more. Equally importantly, it allows cross-selling opportunities amongst the various verticals, thus enhancing consumer engagement and their lifetime value.



SRS JEWELLS

SRS CINEMAS

SRS VALUE BAZAAR

SRS 7dayz

10 RETAIL SHOWROOMS **4** WHOLESALE STORES **1** EXPORT ORIENTED UNIT

SRS Jewells:

Adding glitter to life

This is the company's largest line of business. This is well reflected in its operations that are vertically integrated to include manufacturing, exports, wholesale and retail operations. The brand SRS Jewells has 10 premium retail stores that offer hallmarked gold and certified diamond jewellery in a matching ambience to the well-aware and demanding consumer. Superb designs, top class purity, pleasing ambience, exclusive and well-crafted jewellery series along with warm service are the key reasons why they have found the steady preference of an increasing number of consumers.

The brand also provides quality jewellery to other jewellers, and has set 4 wholesale offices for this purpose. Further, it has also set up an EOU for export purposes.

16099 Seats **62** Screens **22** Properties **16** Cities

SRS Cinemas:

Larger than life!

This is the film exhibition brand under which the company operates a chain of cineplexes spread across 16 cities at present. This includes 22 properties at premium locations with a combined strength of 62 screens and 16099 seats. It is a dynamic brand that is fast spreading its footprints across major cities of North India.

All the properties are very well thought out, and offer a pleasing and premium ambience, superb audio and video projection, exciting menu at the candy bar as well as facilities like service-on-seat, online bookings, automated ticketing kiosks and much more. Small wonder that the brand was recently awarded as the Best Multiplex Brand - North India.

Truly, its ability to deliver a world class experience in the movie crazy society of ours is a key differentiator that has allowed the brand to retain the top slot in each geography it operates in.

48 Stores (FMCG & Apparel Retail) **160000** Sq. Ft. Large And Small Formats

SRS Value Bazaar:

More convenience, More money power

Retail is a huge opportunity in India and fundamentally strong players are all set to see unprecedented growth in the coming years.

SRS Value Bazaar is a modern format retail store chain that offers food & groceries, apparels, home care, cosmetics, personal care, crockery, appliances, accessories and much more, thereby becoming a one-stop solution for its consumers. Offering a modern and pleasant ambience to deliver unmatched value, a vast choice of products and brands customized to local tastes and high service levels have made them the preferred store of consumers.

The retail operations of the Company also include SRS Fashion Wear, a chain of mutli-brand apparel stores for ladies, gents and kids. Apart from this, the Company also operates exclusive brand ouitlets (EBOs) of leading, premium brands across categories.

8 Food Courts **5** Restaurants **1** Banquet Hall

SRS 7dayz:
A taste of goodness

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 8 food courts. The fine dining restaurants are operated under the brands SRS Punjabi Haandi and Flamez.

All these outlets are strategically located at high footfalls areas such as malls and high street markets to ensure higher visibility and walk-ins. Apart from this, the Company offers indoor and outdoor catering services through its brand SRS Banquets, which is located in Faridabad. The SRS 7dayz brand also sells packaged snack food by way of a wide range of namkeens and gift packs, that are sold through the group's own retail stores as well as through other retailers.

SRS Educational Society

SRS International School

Latest Methodologies. Timeless Values

The SRS Group has diversified into quality education with the launch of the SRS International School, run by SRS Educational Society. It is a world-class school, with top-of-the-line infrastructure and modern facilities to bring out the best in students. It aims to nurture the limitless potential of children and bring out the best in them, in keeping with its belief that global standards of education coupled with strong values and strength of character can create extraordinary young men and women. Its larger mission is to make a difference in our society by raising exceptional leaders of the new age: people who are intrinsically admirable and go on to become not just successful business leaders, scientists, artists, doctors, engineers, administrators and more, but also fine human beings.

An other offering is Sprouts - A play tree by SRS, which is a world class play school for toddlers. Its purpose is to welcome the little ones to the wonderful world of learning.

SRS Healthcare and Research Centre

285 Bedded Hospital

SRS Sunflag Hospital

Care with Concern

SRS Healthcare and Research Centre Ltd. had acquired the multi-specialty Sunflag Hospital in Faridabad and it is now known as SRS Sunflag Hospital. The Company has been carrying out significant upgrades to make it a modern, world-class hospital. It will have best in class infrastructure coupled with most advanced techniques and state-of-the-art facilities.

SRS Worldwide (FZC)

SRS Worldwide (FZC) is a commodity and jewellery trading company based at Sharjah, UAE and is a 100% subsidiary of SRS Limited. It deals in a vast range of commodities and Jewellery spread across practically every category, with a global operational reach.

The Company has advanced skills in terms of product knowledge, sourcing, logistics, country specific export-import procedures and all other related aspects of the industry. While the Company deals in practically any commodity in any region, it is currently most active in foodstuff-led commodities such as grocery items, rice, pulses, sugar, spices etc.; and dry fruits such as almonds, cashews, pistachios, dates etc., as well as non-food items such as gold and diamond jewellery.

SRS Pharmacy

SRS Pharmacy is the recently launched pharmacy chain that offers quality drugs & medicines to the consumers. It intends to open 50 retail stores in the first phase, and quickly ramp up the numbers thereafter. As of now, the average size of each pharmacy will be 500 sq ft, and every outlet will stock mainline drugs as well as specific medicines prescribed by leading doctors in the catchment of each store.

Apart from selling quality and reliable medicines, the brand aims to augment its scope significantly in the near future. This will see it offer value-added features in the coming times such as online fulfillment of drugs under an ecommerce plan, pathology test collection centres, blood donations, hospital bookings etc. It thus aims to be a single point and convenient stop for people for the fulfillment of their basic medical needs.

SRS REAL INFRASTRUCTURE LIMITED

Real Estate Division

This division leads the SRS Group's foray into the real estate sector. The operations of the real estate division includes Apartments, Group Housing, Townships, Corporate Tower, IT Park, Farmhouses, Hotels and more. Within a short span of time, it has established itself as a key player in the field, acclaimed for its sound planning, flawless execution and strong delivery focus. A reflection of this is the fact that SRS has already handed over possession of select projects such as SRS Residency at Sector- 88, Greater Faridabad; SRS Pearl Floors & SRS Royal Hills at Sector-87, Greater Faridabad; SRS Tower at Delhi-Mathura Road, Faridabad, and Lotus SRS Green City at Sector-9, Kurukshetra.

The SRS Group started the construction of its commercial complex in the year 2002 and completed the First Commercial Mall in Faridabad in the year 2004. In the month of January 2006, the group launched SRS Residency at Sector– 88, Greater Faridabad.

SRS is actively engaged in the development of several residential, industrial and commercial projects through SRS Real Infrastructure Ltd. and its wholly owned subsidiary, SRS Real Estate Ltd. With an admirable track record of project implementation, SRS is currently implementing several projects in the commercial and residential space.

Apart from construction and developmental activities, the company has also diversified into other areas of the value chain. It deals in the trading of construction linked material such as cement, brass, steel, pig iron, aluminium glass, fittings etc, and has tie-ups with leading manufacturers and brands for their procurement.

Residencies I Group Housing I Townships I Plotted Colonies I Independent Floors I Farmhouses

Corporate Tower I IT Park I Hotels & Motels

SRS RESIDENCY

SRS TOWER

The Company successfully completed the construction of the SRS Tower, an imposing corporate address that has enriched the skyline of Faridabad. Several key offices have started operating from here, including select office of the SRS Group of Companies. In addition to this, many more offices are in the final stages of getting operational. A combination of modern infrastructure and design, it is located strategically on Delhi-Mathura Road, Faridabad at a distance of less than 3 Kms from the Badarpur border. The SRS Tower has added to the visibility and credibility of the SRS Group tremendously, and is a marvelous reminder of the Company's scale and ability to deliver world-class projects.

The SRS Tower has been designed with a keen eye on details, and this is apparent in the features and facilities. Sporting 2.40 lac sq ft built-up area, it has several features that include 6 high speed elevators, plus an open area and two basements offering ample parking space for the occupants and visitors. Its luxurious and huge lobby resembles a 5 Star hotel and enables people not only to wait in style but also hold brief meetings comfortably. Also on the ground floor is a stylish restaurant offering international cuisines for power lunches. It will not be an exaggeration to say that the SRS Tower is perhaps Faridabad's finest corporate address.

HOTELS & MOTELS

SRS has a Five Star project site measuring 11.086 acres at 32 Milestone, Main Mathura Road (NH 2) at Prithla, Faridabad for the purpose of developing one of the biggest Five Star Hotels of India with a helipad, multiplex and several other features. The Government of Haryana has granted the license for the development of this Five Star Hotel and the group has already initiated work on the project.

Here at SRS Nest-Hotels and Resorts, some of the most premium banquets & lawns have been developed, with a multitude of indoor and outdoor banqueting options. It provides upscale turnkey solutions to its clients with complete wedding solutions that include catering, decor and events, for celebrations that are truly breath-taking.

SRS has also procured two sites, measuring about 2.78 acres and 2.38 acres each at 32 Milestone, Main Mathura Road, Faridabad. The Government of Haryana has awarded the license for development of Motels on these sites.

SRS also has three other sites (measuring about 3 acres, 4 acres and 5 acres, respectively) at Sector 86 and 88, Faridabad, whereon SRS, after considering the large scale development in Nehar Par (Greater Faridabad) area of Faridabad, plans to develop hotels.

PROJECTS

PROJECT	PROJECT TYPE	LOCATION	AREA	
SRS Residency	Group Housing	Sector-88, Greater Faridabad	17.342 Acres	Residential
SRS Royal Hills	Group Housing	Sector-87, Greater Faridabad	23.05 Acres	Residential
SRS Pearl Floors	Group Housing	Sector-87, Greater Faridabad		Residential
SRS Pearl Heights	Group Housing	Sector-87, Greater Faridabad	24.968 Acres	Residential
SRS Royal Hills Ph-II	Group Housing	Sector-87, Greater Faridabad		Residential
SRS Township	Mix of Plots, Villas & Flats	Sector-6, Palwal	51.97 Acres	Residential
SRS Pearl	Group Housing	Sector-5, Palwal	5.52 Acres	Residential
SRS Royal Hills	Group Housing	Sector-8, Palwal	15.16 Acres	Residential
SRS Royal Hills	Group Housing	Sector-26, Rewari	6.64 Acres	Residential
SRS Royal Hills	Group Housing	Sector-26, Rewari	5.98 Acres	Residential
SRS Affordable Group Housing	Group Housing	Sector-6, Palwal	6.34 Acres	Residential
LOTUS SRS Green City	Residential Plotted Colony	Sector-9, Kurukshetra	54.88 Acres	Residential
SRS Mall	Multiplex	Sector-12, Faridabad	2000000sqft	Commercial
SRS Retreat Farms	Farm House	Manjhawali, Faridabad	90 Acres	Residential

Proposed View
SRS Emerald Court (IT Park)

PROJECTS

PROJECT	PROJECT TYPE	LOCATION	AREA	
Township	Residential	Karjat (Mumbai)	15 acres	Residential
SRS Signature Farms	Farm Houses	Rohtak	60.00 Acres	Residential
SRS Affordable Group Housing	Group Housing	Sector-6, Palwal	6.50 Acres	Residential
SRS Affordable Group Housing	Group Housing	Sector-7 Palwal	10.00 Acres	Residential
SRS Affordable Group Housing	Group Housing	Sector-87, Faridabad	5.00 Acres	Residential
SRS Affordable Group Housing	Group Housing	Sector-84, Faridabad	5.00 Acres	Residential
SRS Prime Floors	Independent Floor	Sector-6, Palwal	6.34 Acres	Residential
SRS Residency	Ploted Colony	Panchkula	32 Acres	Residential
2 Plots	Residential	Greater Noida	50000 Sq mtr	Residential
Site for Factory	Industrial / Factory	Firozpur Kalan, Haryana	12 acres	Commercial
Site for 5 Star Hotel	Premium Hotel	Prithla, Haryana	11.086 Acres	Commercial
Site for 2 Motels	Highway Motels	Prithla, Haryana	5.16 Acres	Commercial
SRS Tower	Corporate Tower	Sector-31, Faridabad	7865 Sq Yards	Commercial
SRS Emerald Court	Corporate Tower	Good Year Chowk, Faridabad	15250 Sq Yards	Commercial

Proposed View
SRS Signature Farms

SRS Finance Ltd.

A BSE Listed Company

SRS Portfolio Ltd

Member: MCX and NCDEX

SRS Global Securities Ltd

Member: BSE, NSE, MCX-SX and CDSL

The financial services business of the SRS Group comprises mainly of financing (loans) and trading in commodities & securities. These are consolidated under its umbrella brand of 'SRS Wealth' and the operations are carried out by three companies: SRS Finance Limited (a NBFC), SRS Portfolio Limited and SRS Global Securities Limited. Diligence and sound expertise is the hallmark of the operations, and one of its biggest strengths lie in the area of risk-assessment, which have worked very well especially for the loans business.

SRS Finance limited was incorporated on 1st January 1994 with the business of financing and investments as its main objective. The year 2009 marked a significant milestone in its history when it got a certificate from the Reserve Bank of India to conduct business as a Non-Banking Financial Company. The key financial solutions offered by the company includes capex cum working capital facility, term loan, loan against property, loan against securities, cash credit limit and vehicle loans. The company also is in the business of funding corporate projects, which is done by way of its own resources and accruals, as well as by way of loan syndication.

SRS Portfolio Ltd. is a member of MCX and NCDEX and is engaged primarily in the commodities business. SRS Global Securities on the other hand is a member of the BSE, NSE, MCX-SX and CDSL and deals in securities.

SRS Natural Resources Ltd.

SRS Natural Resources Ltd. is engaged in the business of sand-mining, bringing with its presence a new level of transparency and eco-friendliness to the business.

The Company operates in 1324 acres of sand-mining area spread across the two units of Palwal 1 and Palwal 2 - together, they account for 12 blocks for this purpose. The lease periods for both these blocks ranges from 8-9 years.

The sand mined from these fields is supplied to developers, builders, colonizers, contractors, corporates, private public and institutions. The companies have a well laid out infrastructure to mine and transport sand – this includes mining machinery, loaders and trucks as well as block-level security for effective and hassle-free operations from start to finish.

The fact that the SRS Group is conducting this activity in systematic manner with proper governmental approvals has brought in several benefits such as ethical operations, scientific procedures, reduced rates of the product, no-polluting and eco-friendly operations.

Corporate Social Responsibility

The SRS Group has embraced CSR since long because of its inherent keenness to play its part in helping uplift the underprivileged sections of its society. Remarkably, these initiatives were started well before CSR spending was made mandatory by the Government: hence, it would be right to say that this is reflection of the real spirit of SRS, rather than that of a regulatory direction.

Over the years, the SRS Group has made contributions and efforts in various fields ranging from health to educational to mass marriage initiatives.

It has contributed directly to the treatment of needy patients by subsidizing or taking over their expenses. It has also conducted community marriages to help the young people from weaker economic background to settle down with a good life partner to begin anew, happy chapter of their lives.

Recently, Prime Minister Shri Narendra Modi announced the Beti Bachao, Beti Padhao Mission, and the SRS Group has strongly committed itself to this mission. As a part of this, it has institutionalized the following:

Educational Privileges to Girl students at SRS International School, wherein the admission and tuition fees of the girl students are subsidized

Free Education to Girl Students at Government Senior Secondary School at Village Ferozpur Kalan, Faridabad. Under this program, their entire tuition fee along with books, bag, notebooks etc. are taken care of by SRS.

Scholarships of Rs 1000 per month are being given to all the registered top 100 Girls Students (Class VI to XII) of Faridabad schools scoring more than 80% marks in 2014-15

Fixed Deposit of Rs 15,000 and Rs 10,000 are being gifted to the parents of girl child (second and first girl child, respectively) born at SRS Sunflag Hospital, Sec 16A, Faridabad

Apart from this, the SRS Group has adopted the village of Ferozpur Kalan, Tehsil Ballabgarh, District Faridabad. While this village is a part of NCR, the waves of development have not arrived at its share yet. SRS has adopted it with a view to help bring NCR-level of facilities in this village.

The SRS Group has also launched the Swachchh & Swasth Faridabad Mission, wherein it has embarked upon a cleanliness drive in Faridabad. Under this, it has also helped in the lighting & upkeep of parks and provided a tractor trolley for waste collection & disposal.

In addition to this, the SRS Group also organizes health camps, blood donation camps and similar other initiatives for the benefit of everyone in the society.

SRS GROUP: THE COMPETITIVE EDGE

Our business mix has turned out to be our biggest source of strength. Additionally a highly competent team and our strong systems & processes make SRS a formidable player. Following are our core strengths that make us ready to succeed – today and tomorrow.

Strong Synergies

All the businesses are inter-linked to a great extent, and each feeds into another by way of consumer footfalls, management skills, brand salience, resourcing, operating procedures and the like. This enables the group to grow, while still staying nimble. For example, when the retail division enters buying agreements with manufacturers, it also buys material for the f&b division, allowing the latter to benefit from industry-leading raw material costs.

Strong Negotiating Power

The Company generally prefers opening its Food Courts, Retail outlets and Multiplexes at one location. This not only gives it a better bargaining power to negotiate rentals, but also allows it to play upon the inherent synergies to attract and retain footfalls. This ability to offer a mix of three consumer touch points is an area of unique strength for the company.

Better Operating Margins

The company's focus on scientific inventory management, optimized manpower planning, systems such as Automatic Replenishment System, and strong cost control translate into higher operating margins.

Cross-Promotional Synergies

When we operate in different business segments, we do not necessarily cater to different sets of customers. Thanks to its multi-vertical presence, the company has the advantage of fulfilling varied needs of the consumers. This means that the company is able to convert the consumer of one vertical into buying the services of the other verticals.

One Brand, Many Faces

From apartments to retail chains, food courts & hotels, cineplexes, apparels, fine jewellery, healthcare, e-commerce, education, financial services and much more, the world of SRS includes it all. The marketing initiatives, including the advertising campaigns, build an all pervasive feel around the individual sub-brands, with each reinforcing the other.

Better CRM

Since the outlets are company owned and operated, key factors such as customer footfalls and loyalty programme are micro managed for best results . This ensures that the consumer loyalty levels remain forever high for the brand.

Rich Knowledge Pool

With an experienced, professional team well versed with the strategic and operational aspects of several verticals, the company enjoys a rich knowledge pool. This is a decisive competitive edge that add strength to the company's growth and profitability.

SRS IN NEWS

SRS Group embraces Beti Bachao Beti Padhao mission

एसआरएस सिनेमाज की स्क्रीन्स संख्या 50 के पार

वर्ष 2015 में स्क्रीन्स की संख्या को दो गुना करने का लक्ष्य

GUEST COLUMN

Betting Big on Budget

How SRS Group became a Rs 4,500-crore business

'We looked at new opportunities even during times of challenges'

In an interview with ET, Dr Anil Jindal, chairman of the Faridabad based SRS Group, *talks about how he has been able to build a multi-crore empire through timely diversification. Excerpts:*

Q: From delivering milk on a cycle to creating a multi-crore business empire. You seem to have come a long way!

Yes, it sure has been an interesting journey, and I hope my story gives everyone with dreams and ambitions, the courage to persevere and make it a reality. I was born in village Ferozepur Kalan in Faridabad, and stayed primarily at the village till my Class X. After my schooling, I came to Ballabgarh to pursue my graduation, and to fund my education, I had to deliver milk to households and shops. So I used to do that in the morning, and then rush to attend my classes.

While initially there were hiccups in my college education, I soon started to do well, and this saw me take up tuition classes. This gave me additional income and I expanded this business. In fact, I used to start at 6 and then attend college and then take classes till late at night. After graduation I was offered lectureship in my own college – I taught there for a year, and all this while, I used to donate my entire salary to the college library.

I quit after a year as I wanted to chase my entrepreneurial dreams. My tuition business had allowed me to accumulate my seed capital, and after that I started my finance business. Things went on very well here, and then around the year 2000 onwards, I ventured into new areas such as multiplexes, modern retail, F&B, jewellery, real estate etc.

Q: What do you think is the mantra behind the success of the SRS Group?

I think many things have contributed to the success of the SRS Group, and it may be difficult to put all of them down. Let me recap the salient ones here. First and foremost, I think it was because of God's blessings - it is helpful to always remember that man proposes and God disposes. All through our growth, another crucial element was that we did everything with a very strong sense of ethics, honesty and integrity. We always adhered to guidelines, and took care not to benefit or grow at anyone's expense – we always tried to carry people along with us.

Also, we always kept our minds open and looked at new opportunities, even during the times of challenges. For example, the financing business was under pressure in the late 90s. At that point, I went overseas without a very firm purpose, to be honest. But there I observed the mall culture and everything under a single roof. I came back and worked to implement it here, which saw the creation of the SRS Mall, Faridabad's first mall under PUBA. We were also fortunate to be a bit ahead of the grain when we decided to venture into modern retail, after looking at the new dynamics and the changing trend of the Indian customers – people who wanted better services, pleasing environment, vast brand & product choices, transparency etc.

Our diversified business model also deserves a special mention. Thanks to our presence in cinemas, jewellery, retail, ecommerce, education, healthcare, financial services and real estate, we are able to grow very well during boom periods, and hedge our prospects during the periods of slower growth. Thanks to the diversified business model, we also have in place a top-class team that is well-rounded not across organizational functions, but diverse industries as well. Also, our customers have been very kind to us, and have graced us through the years, putting up their trust in us.

Q: What does brand SRS stand for? And what does it mean to you?

Brand SRS stands for a refreshing, empowering and fulfilling moments for people, backed on the strength of well-considered product and service deliveries. It stands for a spirit of doing better, doing more and delighting its customers in its transactions. To me, it means the world – a trusted brand, a fabulous business model, a reflection of values and integrity, a brand that makes customers happy, a brand that nurtures talent…I could go on endlessly. Equally importantly, it is also coming up strongly as a brand that cares deeply for the society and environment, and works to support the underprivileged sections of our society.

Q: Can you narrate some anecdotes that you recall over the years?

Let me tell you two. Do you know that while I was working as a tutor, I never used to take specific tuition fees from my students? The reason was that I knew my students came from different backgrounds, and some were really challenged, and hence, not all could afford a standard fee. So my method was simple – I never used to take fees from them myself; instead, I used to tell them to keep it in my drawer. That is how it worked.

During my earlier days, I used to ride a scooter, and had a set mechanic who used to take care of its repairs. I think he liked me as a customer, because one day when I gave him my vehicle for repairs, he took it and came back to me saying that it won't cost me anything as he had replaced a part from another's scooter. While his intent was to benefit me, it made me very uncomfortable as his gesture was rooted in dishonesty. This was something not acceptable to me, and after that incident, I never visited him for repairs gain.

Q: Were there any challenges at all that you faced, or is all this success been a smooth sailing?

Growth and progress never come without challenges! So, like all of us, we at SRS have also seen a tremendous amount of challenges. For example, during the 1990s, our financial services business was doing very well. But suddenly large players came in to offer stiff competition and default rates rose significantly. Those were trying times for us as margins got badly squeezed and the future didn't look rosy any longer. But the point to note is that on account of those very challenges, we looked around for fresh opportunities, and were able to take the rod that led us to where we are today. Then, when we embarked on our new businesses – say cinemas or retail, we had no prior experience, and it was quite a challenge to plan and create them. But we never gave up and continued to work hard, and the results have been good.

Q: What does the future look like now? Where are you headed?

We are happy the way we have come along. We want to continue doing good things we have been doing, and retain a strong focus on our values of trust, honesty, integrity and respect. While doing so, we want to scale up in our individual verticals and spread our operational and geographical reach. We wish to make the association very rewarding for all our stakeholders – customers, employees, business associates and the overall society as such. While doing this, we want to preserve the spirit of a start-up organisation, especially the level of passion one sees in all team members.

We also want to be innovating and be unconstrained in our approach, in order to identify and exploit new avenues. For instance, we have recently ventured into e-commerce, and have made it a priority area for us. You will see more action on this front in the coming times.

Very important to us now is to humbly focus on how we can give back to the society, which has given us everything, including our success. Therefore, we want to take up strong social initiatives and try to bring about a spark in the life of the people who need help. For instance, we have recently put our weight behind the Beti Bachao, Beti Padhao Mission and have announced a series of schemes for the development and education of the girl child, which includes FDs at birth, scholarships, fee waivers and more. We have also launched a cleanliness drive in select areas of Faridabad. There's another on a cleanliness drive. So we want to be active in this area, and fulfill our responsibilities and expectations from us on this front.

SRS crosses 50 screen count with new cinemas

Delhi NCR: In a remarkable milestone, the multi-domain Rs 5000 crore plus SRS Group's cinema arm SRS Cinemas announced its new cinemas through franchise channel/mode at Hajipur (Patna) and Saharanpur. These two properties of SRS Cinemas is a milestone launch for SRS: with these properties operational, the brand has hit the coveted 50 number of screens (now totaling 54 screens), underscoring its rising stature as a large, prominent operator in the cinema/multiplex business. With the addition of this property, SRS now has 19 properties across the cities of Gurgaon, Faridabad, Ghaziabad, Lucknow, Agra, Gorakhpur, Bareilly, Bijnor, Ludhiana, Patiala, Shimla, Bhiwadi, Hajipur and Saharanpur.

SRS Group Forays into E Commerce

Agencies, New Delhi

The multi-domain Rs 5000 crore plus SRS Group announced its foray into the E-Commerce space. As the first step in its E-Commerce journey, the company announced the launch of the SRSGROCERY.com. The website is uniquely designed to provide online shopping experience to customers. In the next phase of its expansion, SRS plans to foray into other ecommerce website that will include apparel and jewellery.

Dr. Anil Jindal, Founder Chairman, SRS Group commented on this, account "The e-commerce initiative is born out of customer insights, focuses on ease of purchase, and provides an effortless purchase process. The unique offerings to suit the start and an attempt to bridge the existing gaps in the online offerings in the market and enter the vast and yet under explored territory of E-Commerce. The E-Commerce space in India is currently valued at ~Rs. 60,000 crore and has been growing at an estimated 30% CAGR. This is a part of our strategy to go ahead with diligent expansions in retail to make SRSGROCERY.com a brand of preference for the consumers.

SRS Group forays into e-commerce

OUR BUREAU
NEW DELHI

The multi-domain Rs 5000-crore plus SRS Group has announced its foray into the e-commerce space. As a first step in this direction, the company has announced the launch of SRSGROCERY.com. The website is uniquely designed to provide online shopping experience to customers. In the next phase of its expansion, SRS plans to forays into other e-commerce websites that will relate to apparel and jewellery, among others.

According to the company, the website will have international standards in terms of product range and merchandising, promotions and customer focus. Its wide portfolio includes all key categories such as FMCG products, staples, beverages, home care, personal care, grooming, fruits and vegetables, cleaners and much more. The website is designed to fulfill the entire grocery basket for its customers, making it a one-stop destination for the grocery requirements.

Talking about their initiative, Dr Anil Jindal, founder chairman of the SRS Group, said, "Our e-commerce initiative is born out of customer insights, focuses on ease of purchase, and provides an effortless purchase process. This unique offering is only the start and an attempt to bridge the existing gaps in the online offerings in the market and enter the vast and yet under-explored territory of e-commerce. The e-commerce space in India is currently valued at Rs 60,000 crore and has been growing at an estimated 30% CAGR. This is a part of our strategy to go ahead with diligent expansions in retail to make SRSGROCERY.com a brand of preference for the consumers. We are unveiling just the 1st chapter of SRSETAIL.com which in times to come will foray into fashion, jewellery, medical and many more such opportunities."

Pratik Jindal, managing director, SRS e-Retail Ltd, said, "We are delighted to enter into this new venture. With this, we have not only strengthened our retail presence but are also happy to reach and serve new consumer segments by treating them to world-class products, thrilling promos and unmatched convenience. It is a pleasure to spread the goodness of our brand to online space."

Behind the launch of the grocery website is the demonstrated expertise of SRS in the retailing business, leveraging its robust understanding in terms of backend logistics, warehousing & supply, automatic replenishments, shelf fill rates, purchases, marketing and other core areas. The website allows shoppers to enjoy their online shopping experience. The stocking has been carefully balanced to ensure that all key product categories and brands are available.

Over the last 25 years of its existence, the SRS Group claims to have become a well-established name in jewellery, cinemas, retail, hospitality, real estate, financial services and healthcare. It has over 120 touch points spread across 7 states and 31 cities across India, with exports to international markets as well.

INTERVIEW Anil Jindal

MARKET GOING THROUGH A CHALLENGING PHASE

हर किसी का समावेशी विकास चाहते है- डॉ. अनिल जिंदल

LIFE BEYOND WORK

Doing your bit

In spite of heading a business conglomerate, Dr. Anil Jindal finds his true accomplishments in extending an arm to people who need it....

The secret of SRS Group's success

BY DR ANIL JINDAL

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