

“Success is always sweetest
when you rise above the challenges and
SHINE BRIGHTER.”



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SUN RISING SOON!

Every dark cloud has a silver lining,
every economy, organization, business, family and
even individuals live through challenges and success.

The nectar of success is always sweetest when you rise above
the challenges and **Shine Brighter.**

It has been a challenging year for us.
We thank all of you for staying together, walking together and
now as we are ready to take new leaps

We as SRS promise each member of SRS Parivar that the

GROWTH WILL ALWAYS BE TOGETHER.



— www.srsparivar.com —

SRS LIMITED IN BRIEF

SRS Limited is the flagship company of SRS Group.
SRS Limited is a diversified company covering sectors like Gold & Jewellery,
Cinemas, Retail and Food & Beverages.

“ Ultimately, leadership is not about glorious crowing acts,
it's about keeping your team focused on a goal and motivated to do
their best to achieve it, especially when the stakes are high and the
consequences really matter.
It is about laying the groundwork for other' success, and then standing
back and letting them shine. ”

- Chris Hadfield





SRS CINEMAS



SRS JEWELS



SRS VALUE BAZAAR



SRS 7DAYZ

MESSAGE FROM CHAIRMAN

Dear Shareholders,

On behalf of the Board of Directors, I welcome you all to the 17th Annual General Meeting of your company. Thank you for your presence here today, and for your continued support that is critical to the success of our company. The fiscal 2016-17 was probably the most challenging year for us, we recorded reduction in revenues. Fierce global economy is under significant stress and the economic inertia is smothering India's growth rates and creating a dismal investment horizon. We, at SRS, are thinking harder, putting in efforts and running the extra mile to counter a not-too-exciting business outlook.

Your company's performance in the last fiscal illustrates the challenges faced by the industry, we have a presence in. The phenomenal impact that digital technology is having on businesses around the world is creating exciting and viable new opportunities. However, capitalizing on this opportunity requires a strong focus on innovation and collaboration.

While these are aggressive and ambitious goals, the Board strongly believes that these are eminently achievable through game changing initiatives. This will of course not be easy. These goals have to be viewed in the context of significant external and internal challenges. Markets are volatile, business models are changing rapidly, new capabilities need to be built and the organization needs to adapt with great agility. Our turnover is reduced to 27% with a loss of Rs.160.50 Crore and Share price has come down to very low. However, with focused energy, creativity and discipline many new initiatives will begin to show tangible results.

We had approached National Company Law Tribunal (NCLT) for extension of time to repay the depositor. The order was passed; however, we are not able to totally comply with that due to the poor financial health of the company.

Since April 2016, your Company is facing liquidity problems; brand image of the company was affected. We were unable to repay secured/unsecured debts, rendering the accounts under NPA category. Numerous losses incurred during the F.Y.2016-2017 entailing turnover reduction, and resignation of Senior and middle-level staff.

The following measures have been taken to revive the financial health of the Company:

- Selling of Shares by Promoters
- Closure of business of FZC, Dubai
- Consolidation of verticals/business

As a Group, we stand committed to the values of integrity, excellence, respect, teamwork and trust. Our values have transcended the barriers of time and continue to inspire the way we operate our businesses, engage with our stakeholders and shape our future.



DR. ANIL JINDAL / CHAIRMAN

“ As a Group,
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Your Company SRS, since 2000 has remained an inseparable part of Indian consumer's daily life. In consonance with the Group's spirit of trust, quality and perseverance, SRS has continuously strived to reinvent itself in tune with changing times.

In addition to our business goals and commitment to drive shareholder value, your company is focused on playing its role as a responsible corporate citizen. We continue to contribute towards initiatives that drive societal change in the communities where we operate, while ensuring that our growth is sustainable.

Unarguably, the road ahead is filled with challenges and opportunities. We are fully equipped to grab the opportunities and face any challenges the market throws up. The year 2017-18, therefore, will be a year of consolidation and laying the foundation for a growth path. The Government's determination to remove the obstacles to economic growth is encouraging. Let us pray for a burst of consistent growth that our country needs, growth driven by our efforts and commitment to serve the Indian masses. Our company's plans of generating greater returns will continue and I would like you to remain with us amidst the unfavourable circumstances.

With this, I would like to conclude my speech.

I once again thank you for your continued support. I would also like to thank other stakeholders – our clients, vendors and partners – for their trust and support.

Regards!



(Dr. Anil Jindal)
Chairman

CORPORATE INFORMATION

CIN: L74999HR2000PLC040183

BOARD OF DIRECTORS

Dr. Anil Jindal	- Chairman (Executive)
Sh. Sunil Jindal	- Managing Director
Sh. Raju Bansal	- Executive Director
Sh. Vinod Kumar	- Non-Executive Director
Sh. Jitender Kumar Garg	- Non-Executive Director
Sh. Jogindar Lal Chhabra	- Independent Director
Sh. Lalit Kumar	- Independent Director
Ms. Anjali Trehan	- Independent Director
Sh. Vaibhav Gupta	- Independent Director
Sh. Shivam Gupta	- Independent Director

COO & COMPANY SECRETARY

Dr. (Ms.) Navneet Kwatra

CFO

Sh. Sachin Goyal

REGD. OFFICE

SRS Tower, 3rd Floor, Near Metro Station
Mewla Maharajpur, G.T. Road, Faridabad,
NCR Delhi – 121003
Ph. #0129-4323100 Fax#0129-4323195

DEPUTY COMPANY SECRETARY & COMPLIANCE OFFICER

Ms. Mamta Rastogi

STATUTORY AUDITORS

M/s. SVP & Associates

M/s. Oswal Sunil & Company

INTERNAL AUDITORS

M/s. Jagannath Sharma & Associates

M/s. 360 Degree Solutions

BANKERS

State Bank of India

Bank of India

Oriental Bank of Commerce

Union Bank of India

Syndicate Bank

REGISTRAR AND SHARE TRANSFER AGENT

Beetal Financial & Computer Services (P) Ltd.

Beetal House, 3rd Floor, 99 Madangir,

Behind Local Shopping Centre,

Near Dada Harsukh Dass Mandir,

New Delhi – 110062

Ph. # 011-29961281 Fax#011-29961284

IN THE SPOTLIGHT

BUILDER'S DOMAIN



Sky is the Limit

Dr Anil Jindal, Chairman, SRS Group is the driving force behind SRS Ltd's IPO that came out in August 2011. After raising Rs 203 crore from the capital markets to fund operational and expansion programs, SRS Ltd was listed on BSE and NSE in September 2011. Apart from generating funds, one prime achievement for him is to bring about higher levels of corporate governance, transparency, and professionalism into the respective corporate.

Describe your journey in the realty industry.

An any business, the realty market has its ups and downs. Faridabad city, where we have our realty projects was earlier less developed as compared to the poor National Capital Region (NCR) cities like Gurgaon, Noida etc. Major challenge came in 2008-09 during the recession and to correct these also there

is a crunch in the real estate market.

The MCR has suffered great infrastructural malfunctions over the years with Noida, Ghaziabad, and Faridabad. Lacking to match the realty development that was expected to happen, because of policy failures. With the approval of the projects like Metro (RRT), there is a rise in real estate activities.

A better policy that will weigh all the pros and cons of development before implementing the same is the need of the hour, and this helps counter failures in the "Smart City" projects. The system needs to be transparent and well thought of to be able to materialise such big projects. The cost in RRT is also high and it is a challenge to materialise "Smart City" project.

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SRS Group to invest Rs 200 crore in multiplex business

By Gaurav Laghani, ET Bureau | Jun 22, 2016, 08:53 PM IST

READ MORE ON » SRS Group | SRS Cinemas | Anil Jindal

MUMBAI: Gurgaon-based SRS Group is going to invest Rs 200 crore in its multiplex business, housed under SRS Cinemas brand, to increase its presence in tier II and III cities.

The group, which has diversified interests ranging from Jewellery, Commodities, Retail, Hospitality, Financial Services, Real Estate, Education and Health Care, said that the investment will help it build 100 new screens.



The cinema, equipped with technology and innovation, will offer a customized theatre primarily and powerful digital sound system to enhance the movie experience.

SRS Cinemas Launches First-of-its-kind 'Online Class'; a Thoughtful Initiative for Convenience of Online Customers

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City Air News Author(s):

Gurgaon, May 31, 2016: SRS Cinemas, one of the largest and burgeoning cinema chains of the country today, launched the first-of-its-kind 'Online Class' - an initiative

INITIALS

India Inc stakeholders react to passage of GST Bill

By ANS-Agust 4, 2016

* MD SRS Retail, Pratik Jindal

"With the implementation of a unified GST in India, taxes for both Centre and State will be collected at the point of sale and the tax burden will be split equitably between manufacturing and services. This will lead to reduction in cost and increase in consumption thereby benefiting consumers and producers alike. In the long term the bill will also help lower tax and logistics costs and increase productivity gains which will contribute significantly to the overall growth of companies."

THE ECONOMIC TIMES

Entertainment

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SRS Cinemas enters Jharkhand with launch of multiplex in Ranchi

By Gaurav Laghani, ET Bureau | Jul 25, 2016, 04:26 PM IST

READ MORE ON » SRS Cinemas | Ranchi | multiplex | Jharkhand | Faridabad

MUMBAI: Faridabad-headquartered multiplex chain SRS Cinemas has entered the state of Jharkhand with the launch of its first multiplex in the city of Ranchi. With the new property, SRS Cinemas now have 62 screens under its belt.

The new three-screen multiplex has a total seating capacity of 881.

Tinku Singh, group president, SRS said, "Over a time span of 12 years SRS Cinemas has grown from a single theater based to a large, mature player that is now a well-established name in Cinemas."



Over a time span of 12 years SRS Cinemas has grown from a single theater based to a large, mature player that is now a well-established name in Cinemas.

पुरुलिया रोड में खुला तीन स्क्रीन वाला एसआरएस सिनेमा



संवादकर्ता

रांची : पुरुलिया रोड डेगडा टोलिया निहत मंडा टावर में एसआरएस सिनेमा ने तीन स्क्रीन का मल्टीप्लेक्स खोला। जिसकी शुरुआत शुक्रवार को हुई। मल्टीप्लेक्स में कुल 881 सीटिंग क्षमता के साथ विश्वस्तरीय तकनीक से सुसज्जित है। यहां पर दर्शकों को बेहतरीन ऑडियो विजुअल क्लैरिटी के साथ मुंबी देखने का शानदार अनुभव प्राप्त होगा। इसमें थ्रीडी टेक्नोलॉजी का भी इस्तेमाल किया गया है। यहां प्रतिदिन 15 से 18 शो चलाये जायेंगे। इस मल्टीप्लेक्स में सिल्वर, गोल्ड, प्लैटिनम और प्रीमियम लेबल के टिकट होंगे।

इन टिकटों की कीमत 50 रुपये से लेकर 250 रुपये तक की होगी। हर शुक्रवार को स्पेशल दर पर फिल्में दिखाई जायेंगी। शुक्रवार को टिकट की कीमत 50 से 90 रुपये तक होगी। मल्टीप्लेक्स के टिकट ऑनलाइन भी बुक किये जा सकते हैं। इसके अलावा बेहतरीन लोकेशन पर बैठकर भी फिल्म देखा जा सकता है। इसके लिए स्पेशल सीट तैयार किया गया है। इस टिकट की बुकिंग ऑनलाइन होगी। शुक्रवार को रजनीकांत की फिल्म कवाली से हुई। इसके अलावा फिल्म मधुरी, मुल्तान आदि फिल्में दिखाई गईं। मल्टीप्लेक्स के बारे में अधिक जानकारी के लिए एसआरएस के अध्यक्ष

चौधरी स्टूडियो ऑफिसर टिकू सिंह ने बताया कि उत्तर और मध्य भारत में हम मजबूत स्थिति में हैं। रांची में मल्टीप्लेक्स खोलने के बाद समूह की 62 स्क्रीन हो गयी। वर्ष 2016 के अंत तक 100 स्क्रीन पहुंचाने की योजना है। आरखंड में एसआरएस ग्रुप का पहला मल्टीप्लेक्स है। बंगलादेश में खोलने की योजना बना रहे हैं। श्री सिंह ने बताया कि मल्टीप्लेक्स में सभी अत्याधुनिक सुविधा का खयाल रखा गया है। मु्वाओं को फिल्म देखने में एक नया अनुभव प्राप्त होगा। मौके पर एसडी सुनील ज़िंदल, प्रतीक ज़िंदल, प्रोलेक्टर मैनेजर श्री श्री सिंह, विद्याल सरीफ समेत अन्य लोग मौजूद थे।

VITALITY FOR THE BRANDS





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