



**PYRAMID SAIMIRA**

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World's Fastest Growing Entertainment Group

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## P. S. Saminathan is Group Chairman, Pyramid Saimira Group

**Chennai, April 21, 2008:** The Board of Directors of Pyramid Saimira Theatre Ltd. unanimously voted Mr. P. S. Saminathan as the Group Chairman, Pyramid Saimira Group, at the Board meeting, held in Chennai, today. This elevation is in recognition of his pioneering efforts towards making the Pyramid Saimira Group as one of the world's largest entertainment conglomerates. Mr. Saminathan has been serving in the capacity of Managing Director, Pyramid Saimira Group before taking on this new responsibility.

Mr. V. Natarajan, Chairman of the company has submitted his resignation from the Board of directors of the company on the onset of 65 years of his age. It may be noted, the company has a policy of retiring its directors at the age of 65.

The Board accepted the resignation of Mr. V. Natarajan and thanked him for the excellent contribution he made towards the growth of the company and requested him to pass on his experience and wisdom to the younger generation leaders of the company. Mr. V. Natarajan has kindly accepted the same and he has been appointed as Chairman-Emeritus, an honorary non-board position. From this position he will advise and mentor the team.

Pyramid Saimira Theatre Ltd., forayed into the theatre chain business in 2005 and Mr. Saminathan's foresight, experience and an unflinching instinct for business expansion has led the Group as a whole to scale its current heights. Today, the Group is present in every aspect of the entertainment business, from distribution, exhibition and production to F&B, gaming, animation and post-production services. Other milestones that the Group has achieved with Mr. Saminathan at the helm include the acquisitions of US-based FunAsia, Mumbai-based Dimples Cine Advertising Pvt. Ltd, UK-based Aurona Technologies Limited and Spize TV. The latest development for the company is the foray into China, through a cultural agreement that has been signed by Pyramid Saimira with the China Social Music Research Board, leading to the formation of the Jiangsu Pyramid Longzhe Group.

Today, the Pyramid Saimira Group's network includes 955 screens in 4 countries (India, USA, Singapore & Malaysia), with 4,34,975 seats, spread over 5 million square feet.

### **About Pyramid Saimira Group:**

Pyramid Saimira Group operates in 6 countries. It is a holistic Indian Multinational Entertainment Company. It is present in film exhibition, film distribution, film production, TV content production, advertisement, Gaming & Animation, media, Food & Beverages and Realty etc. It has around eleven group companies namely **Pyramid Saimira Theatre Ltd., Pyramid Saimira Production International Ltd., Pyramid Saimira Theatre Chain Malaysia Sdn Bhd, Pyramid Saimira Entertainment Ltd-Singapore Pyramid Saimira Entertainment America Inc., Saimira Realty Pvt. Ltd., Pyramid Saimira Production Services Ltd., Dimples Cine Advertising Pvt. Ltd., Aurona Technologies Ltd- UK, Saimira Access Technologies Ltd., and Jiangsu Longzhe Pyramid Saimira Co. Ltd., China.**

Its group holding Company, Pyramid Saimira Theatre Limited, is publicly listed in National Stock Exchange (NSE: PSTL) and Bombay Stock Exchange (BSE: 532791). In the exhibition sector, it has over 53 multiplexes with approximately 955 screens across India, Malaysia, Singapore and North America. Pyramid Saimira Theatre Ltd. has recently signed an agreement with Spize TV, a UK-based DTH player, as well as an arts and cultural cooperation agreement with the China Society of Music Research Board (CSRMB) to operate theatres, distribute films and further engage in other entertainment and cultural activities in China. By 2010, the Group plans to operate 175 multiplexes with 2,000 screens in India alone. By its own estimates, Pyramid Saimira ranks as the world's third largest cinema operator based on its number of seats and admissions with nearly 4,34,975 seats as of April 2008.

**For further details:**

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