



PYRAMID SAIMIRA THEATRE LTD.

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PRESS RELEASE

Pyramid Saimira Theatre Limited (PSTL) has filed Prospectus with Securities and Exchange Board of India (SEBI) for issue of equity shares on 100% Book Building method for an amount aggregating to Rs.8444.00 lakhs. This issue is to part finance the first phase expansion of Company's Mega Digital Theatre Chain project which will take the total theatrical presence of the company to 355 Screens.

Currently, PSTL is India's largest theatre chain company with over 100 theatres in operation. The pre-issue share capital of the company is Rs.19.82 crores and the company has placed the first round of shares with various private Investors and has already collected a premium of Rs.10.08 crores. The company proposes to dilute 25% of the capital to raise Rs.84.44 crores. The company has tie-ups with various parties for Plant & Machinery on pay-per-use basis and has tied-up with reputed builders for building Theatres, Multiplexes and Family Entertainment Centers at the company's choice of locations. PSTL is the only company present in all segments of the exhibition industry and will also act as exhibitor-cum-distributor. PSTL plans to create world's largest vertically integrated theatre chain.

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