



**PYRAMID SAIMIRA**

# PYRAMID SAIMIRA

World's Fastest Growing Entertainment Group

## Pyramid Saimira Group registers annual turnover of Rs. 1,062 Crores Registers 635% growth over last year's turnover

**BSE Scrip code : 532791 NSE Symbol: PSTL**

### Highlights:

- Pyramid Saimira Group Records a Turnover of Rs 1,062 crores with a Post Tax Profit of Rs 117.93 crores. Consolidated EPS stood at Rs.41.71
- Total revenue for stand alone PSTL (Exhibition) for 12 months ended March 31 stood at Rs. 749.31 Crores with Standalone PAT at Rs. 57.87 Crores.
- Became a holistic global entertainment group with over 9 business segments.
- Expanded globally with footprints in China, India, USA, UK, Malaysia and Singapore.
- P.S. Saminathan elevated as the Group's Chairman.
- PSTL added a total of 110 screens in the last quarter.

PYRAMID SAIMIRA THEATRE LIMITED (PSTL) is the listed company of the Pyramid Saimira Group. It has two distinct divisions, viz., Exhibition (theatre chain) and Food & Beverages (food courts and canteens). It also acts as a holding/ investment company for other group companies which operate in related businesses in the media and entertainment value chain. PSTL's turnover for the year ending 31.3.08 stood at Rs 749.31 crores with a PAT of Rs. 57.87 crores as against corresponding figures of Rs 164.76 crores and Rs 13.43 crores for the previous year. This leap forward is attributable to the addition of 500 screens during the year. As at 31.3.08 the company operated a total of 765 screens with a seating capacity of 4.86 lakhs and registered a foot fall of 175 million people with average revenue of Rs 40.05 per patron during the year. The average capacity utilization for the year under review stood at 36.40%.

The Group has posted an impressive consolidated turnover of Rs 1,062 crores with a Net Profit of Rs 117.93 crores during the year ended 31st March 2008. This was made possible by both organic development and through acquisition of allied business segments in the media and entertainment field resulting in the creation of a holistic entertainment giant. The Group acquired FunAsia, a popular theatre chain in the USA and a Gaming and Animation Company, Aurora Technologies Limited in the UK during the year. As a forward integration strategy, PSTL also acquired a domestic Cinema Advertising Company, Dimple Cine Advertising (P) Limited. The Group now has a major presence in most entertainment verticals viz. Production, Post Production, Distribution, Exhibition, Gaming, Advertising & OOH and DTH.

Commenting on the performance of the company, Mr. P. S. Saminathan, Group Chairman, PYRAMID SAIMIRA, said, "The year 2007-08 has been a memorable one for all of us at Pyramid Saimira. We have seen a number of milestones, expanded into 6 countries, added eight more business segments and redefined the entertainment space in India. We also brought into our fold as many as 500 screens in this year, taking the total number of screens at our command up to 765. While the year 07-08 has been marked by rapid growth and expansion, during the current year we intend looking towards integrating and unifying the synergies across the group and focusing upon excellent governance standards to deliver consistent growth, stability with reliability to all our stakeholders."

During the year under review, the Group initiated a step by step approach in consolidating and designing the basic HR functions to manage one of the largest theatre chain companies in the world. The Group's key talent acquisition to increase the Human Capital Management was constantly energized. Considering the key challenges of execution and management bandwidth the Group underwent a major vertical reorganization exercise. It has put in place extensive systems / procedures and internal control.

The Group's business expertise is shared through effective Knowledge Management System. The Group has made substantial investments in state of the art information technology infrastructure and business process systemization.

The Entrepreneurial Spirit, Financial Performance, Strategic Direction and Global Impact have been recognized aptly by Madras Management Association, one of the leading Management Apex Bodies in the country. We are the proud recipient of the Managerial Excellence Award for the year 2008 by the MMA in Service Sector. This award is the consequence of the dedicated contribution to the Media & Entertainment Industry and we are here to lead by example and setting standards and charting a course for the future.

#### **About PYRAMID SAIMIRA THEATRE LIMITED:**

Pyramid Saimira Theatre Limited is publicly listed in National Stock Exchange (NSE: PSTL) and Bombay Stock Exchange (BSE: 532791).

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

Pyramid Saimira Group operates in six 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 twelve 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., USA, Saimira Realty Pvt. Ltd., Pyramid Saimira Production Services Ltd., Dimples Cine Advertising Pvt. Ltd., Aurna Technologies Ltd., UK, Saimira Access Technologies Ltd., Jiangsu Longzhe Pyramid Saimira Co. Ltd., China and Spize TV

In the exhibition sector, it has over 53 multiplexes with approximately 955 screens (as of date) across India, Malaysia, Singapore and North America. Pyramid Saimira Theatre Ltd. 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 4,86,258 seats as of March 2008.

More information is available at [www.pstl.in](http://www.pstl.in)

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