



PYRAMID SAIMIRA

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World's Fastest Growing Entertainment Group

Pyramid Saimira to modernize 250 screens in South India

Plans to invest Rs. 200 crore towards renovation in the next 18 months

Kicks off renovation campaign with Jyothi Theatre in Tamil Nadu

Chennai, September 30, 2008: Pyramid Saimira Group, India's leading entertainment conglomerate, has announced its plans to renovate 250 theatres in the 4 states of South India, with an investment of Rs. 200 crore over the next 18 months. The first theatre that will be renovated under this initiative is Jyothi Theatre, a single-screen theatre on the outskirts of Chennai.

Speaking about the renovation of Jyothi theatre, **Mr. P. S. Saminathan, Chairman & Managing Director, Pyramid Saimira Theatre Ltd**, said, *"This event is one of the most important milestones for all of us at Pyramid Saimira. Till now, we have been focusing on expanding our network and increasing our points of presence. Today, we enjoy significant penetration geographically and our focus will henceforth be on enhancing the quality of experience that we offer our customers and branding. Towards this, we will be renovating theatres in 100 centres in Tamil Nadu, with an investment of close to Rs. 75 crore. We will extend this renovation initiative to the other states also, with Kerala in November, Andhra Pradesh in December and Karnataka in January. Our objective is to have close to 250 model theatres in the next 18 months across these states. We are looking to invest close to Rs. 200 crore in this infrastructure improvement program, which will offer all cine-viewers in South India, the best movie-viewing experience."*

All the theatres will have computerized ticketing facilities and seat selection kiosks. Along with the latest digital projection and DTS sound technology, the theatres will be equipped with an in-built mobile zone enabled with blue-tooth, video booth for live TV, radio and overhead projection facilities. The theatres will also have modernized security facilities, with fire retardants, safety lighting and metal detectors. Facility for news gathering mechanism with Broad band and video conferencing will also be available. The various loyalty schemes will be introduced at the theatres, enabling the customers to avail of many value-added services. The theatres will also have merchandising centres, gaming arcades, music zones and food courts.

Jyothi Theatre, once renovated, will have a seating capacity of 550 seats. The theatre will have an auditorium which can be used as a seminar hall, equipped with state-of-the-art facilities. These will include built-in sound systems, permanent lighting facilities, pointers, presentation facilities, video conferencing facilities as well as facilities to project non-film content, including HDTV/ DTH, etc. The theatre will also allow for marriage counseling for prospective brides and grooms. Also speaking at the occasion, **Mr. K. S. Srinivasan, CEO, Pyramid Saimira Production International Ltd**, said, *"We at Pyramid Saimira are looking to create a network, through which we will be able to take high-quality cinema to all movie-viewing audiences across South India. We are confident that such good quality films will do extremely well in tier II and III cities also. We will also focus on upgrading the technology that we offer in all our theatres, thereby providing our audiences with a memorable experience"*

Further speaking at the occasion, **Mr. Shivakumar, CEO, PSTL Exhibition**, said, *"Our focus in the next 18 months is to create 250 of the best screens in South India and consolidate our position. We are sure that the facilities we introduce in our theatres will be received very well by our customers. Indeed, the revolution that has been started by Pyramid Saimira in the media & entertainment industry is all set to reach the next level."*

About Pyramid Saimira Group:

Pyramid Saimira, a holistic Indian multinational entertainment company, operating in 6 countries is one of the World's fastest growing entertainment group. Its diversified businesses include Exhibition (Theatre), Film and Television Content Production, Distribution, Hospitality, Food & Beverage, Animation and Gaming, Cine Advertising, etc., which has propelled it to take the entertainment industry to the next level.

The flagship company (viz., PSTL) has in the last few years ramped up aggressively and has transformed into a corporate group through its focus on strategic acquisitions and its robust business model. Currently, it has a strong presence in all streams of entertainment business in India.

The Group comprises of 13 companies, viz., Pyramid Saimira Theatre Ltd., Pyramid Saimira Production International Ltd., Pyramid Saimira Content Distribution Pvt Ltd., Pyramid Saimira Entertainment Ltd., Singapore, Pyramid Saimira Theatre Chain (Malaysia) Sdn. Bhd., Pyramid Saimira Production Services Ltd., Pyramid Saimira Entertainment America Inc., Pyramid & Longzhe Culture And Theatre Ltd., China, AURORA Technologies Ltd., UK, Spize TV Pte Ltd., Singapore, Saimira Access Technologies Ltd., Dimples Cine Advertising Pvt. Ltd., and Saimira Realty Pvt. Ltd.

About Pyramid Saimira Theatre Limited

PSTL is India's largest theatre chain company operating with an unbeatable dominant presence across South India. Digitalization was the first step for the company to gain a bigger growth momentum..

In the exhibition sector its mammoth network includes 800 plus screens with 5, 50,000 plus seats across India, Malaysia, Singapore and North America spread over 5 million sq.ft. By 2010, the Group plans to operate 2,000 screens in India alone (with 175 multiplexes and stand alone theatres).

More information is available at www.pstl.in

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