



PYRAMID SAIMIRA

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World's Fastest Growing Entertainment Group

PSTL registers a turnover of Rs.252.25 crore for Q2

Clock growth of 75% in turnover over the same period last year

BSE Scrip Code : 532791

NSE Symbol : PSTL

Highlights :

- Revenue of Rs.252.25 crore as compared to 144.16 crore for the same period last year
- Turnover for 6 months ended September 30, 2008 stood at Rs.502.39 crore, as compared to Rs.266.89 crore for 6 months ended September 30, 2007
- Registers 88% growth in turnover in first 6 months of current fiscal as compared with corresponding period last fiscal
- Company has closed the second quarter of the current fiscal with 745 screens in India and de-hired 57 screens across the country as a consolidation measure
- Company inaugurated a 3-screen Cineplex in Malaysia and a 2-screen Cineplex in China

Chennai, October 31, 2008: PYRAMID SAIMIRA THEATRE LIMITED (PSTL), the movie exhibition arm of the Pyramid Saimira Group, has registered a turnover of Rs.252.25 crore for the quarter ended September 30, 2008, as compared to a turnover of Rs.144.16 crore for the same period last year, thereby registering a 75% growth in turnover. The net profit for the quarter stood at Rs.8.7 crore, as compared with a net profit of Rs.15.11 crore for the corresponding period last year. The margins were under pressure due to increase in all input cost but we maintained our ARPU at Rs.40 only.

For the six months ended September 30, 2008 PSTL has recorded a turnover of Rs.502.39 crore, as compared to a turnover of Rs.266.89 crore for the corresponding period last year, thereby reflecting a growth of 88%. The net profit for this period was Rs.22.2 crore vis-à-vis a net profit of Rs.31.12 crore for the six months ended September 30, 2007.

Speaking about the results, Mr.P.S.Saminathan Chairman, Pyramid Saimira Group, said, "PSTL Group in last two years was on a expansion spree and is in the current fiscal year focusing more on consolidation. We had closed on unviable screens rationalized our expansion and started investing in measures that will improve our ARPU.

As a group, we are a 360 degree entertainment group spanning across Production, Distribution, Exhibition, Post Production, Gaming & Animation, Radio, Magazines, TV etc. The results announced is only for our Exhibition Division and we feel this year as a group we will maintain a growth rate of around 40%.

The company has announced that it will undertake restoration of 250 screens across South India with a budget outlay of Rs.200 crore over a period of 18 months.

The company inaugurated the Pyramid Saimira Summit Cineplex, a 3-screen Cineplex in Bukit Merthajam, Malaysia in July 2008 and the Huainan Pyramid Longzhe Theatre Entertainment Tower, a 2-screen Cineplex in Huainan, China.

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 in to 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, Aurna Advertising Pvt. Ltd., and Saimira Realty 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 745 plus screens with 4.69 lakhs plus seats across India, Malaysia, Singapore, China 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

For further details:

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