



PYRAMID SAIMIRA

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World's Fastest Growing Entertainment Group

Pyramid Saimira launches Simran Thirai

Chennai, Feb 27, 2008: Pyramid Saimira Production International Limited, a part of the Pyramid Saimira Group, the world's fastest growing entertainment conglomerate, has embarked on a mission to recreate television content, with the launch of **SIMRAN THIRAI**, a mini-mega series. The launch of this project also marks the entry of well-known Tamil actor, Simran, into the small screen arena.

Speaking about the launch of the project, **Mr. P S Saminathan, Managing Director, Pyramid Saimira Group, said** *"Television Content Industry has to undergo a serious mindset change if it has to retain its viewership. Already boredom has set in with repetitive long-winding generational stories, portraying women as the worst villain possible. Pyramid Saimira believes in creating a paradigm shift in whatever it does and this serial will be a start of such a review, showcasing creative talents in a tight script and a fast phased execution. This kind of project will create new viewership and also will be testimony to the fact that given "quality content is platform independent"*

Also speaking at the launch, **Mr. K. S. Srinivasan, Director & CEO, Pyramid Saimira Production International Limited, said**, *"It gives us great pleasure to work with Simran, who was chosen to play the protagonist's role, via SMS votes. When Simran took a break from working in films, her absence in Tamil cinema was greatly felt by the industry as well as the avid movie-watchers. We are extremely happy that she has agreed to work with us for this series and we are confident that this series will be very well received by the audiences."*

Speaking about the series, **Ms. Subhaa Venkat, Creative Head, Pyramid Saimira Production, said** *"Simran Thirai is a unique project that will churn out new stories every month, outlining varied and innovative roles for the protagonist. The serial will be aired on Jaya TV from March 3, 2008, during the prime time 8.30PM - 9PM slot daily. The roles portrayed by Simran will delineate diverse dimensions of a modern day woman. Another feature that makes Simran Thirai so unique is the fact that every story will see a different director, different technicians, thereby adding that distinct cinematic flavor to the series. We, at Pyramid Saimira Production, will soon be producing close to two hours of television content in every language"*

Pyramid Saimira Production plans to rope in reputed writers, directors and other technicians from the cine and television industry for this up-market television product. Vannathupoochi, the first serial in the series, is based on a story by popular writer Sujatha and is being directed by artiste Sripriya. A. Ramesh Kumar handles camera while S. Kumareshan pens the screenplay and Subhaa Venkat, Creative Head, Pyramid Saimira Production, pens the dialogues. The second story in the series will be written by Sripriya and directed by National Award winning Director, Agaththiyan.

The special attraction of this series is the stylish title song that is the culmination of Ramesh Vinayagam's music, Kaviyarasu Vairamuthu's lyrics, Dinesh Master's choreography, along with Chinmayi's melodious voice for the playback. This song pledges to be extraordinary and promises to abide by contemporary trends and cater to every individual's taste. The exclusive promos aired on Jaya TV since early January have already generated a lot of excitement amongst the TV-viewing audiences.

About Pyramid Saimira Group:

Pyramid Saimira Group operates in 5 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 nine group companies namely, **Pyramid Saimira Theatre Ltd., Pyramid Saimira Production International Limited, Pyramid Saimira Theatre Chain Malaysia., Sdn Bhd, Pyramid Saimira Entertainment Limited, Singapore, Pyramid Saimira Entertainment America, Inc., Saimira Realty Private Limited, Pyramid Saimira Production Services Limited, Dimples Cine Advertising Private Limited & Aurora Technologies Limited.**

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 800 screens across India, Malaysia, Singapore and North America. 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 4,36,000 seats as of January 2008.

More information is available at www.pstl.in

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