



PYRAMID SAIMIRA

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World's Fastest Growing Entertainment Group

PSEL rides high on the success of Saroja

Chennai, September 10, 2008: Pyramid Saimira Entertainment Limited, Singapore, a wholly-owned subsidiary of the Pyramid Saimira Group released Saroja, the much-awaited Tamil film directed by Venkat Prabhu on Friday, September 5. The movie, released across 100 screens in Tamil Nadu, is running to packed houses all over the state and is being extremely well-received by the audiences. Collections over the opening weekend have been close to 100%.

There were a lot of expectations from the movie, given the success of Chennai 600028, the previous movie directed by Venkat Prabhu. The cast of Saroja includes S. P. Charan, Premji Amaren, Siva and veteran actors Prakash Raj and Jayaram. The success of the movie is largely because of the tight storyline, which keeps the audiences guessing as to what is coming next and the sleek editing. The situations are judiciously mixed with elements of humor which adds to the overall feel of the film. The music, scored by Yuvan Shankar Raja, is already very popular with the youngsters and adults, alike.

The movie is expected to be one of top 5 films of the year 2008.

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, Aurna Technologies Ltd., UK, Spize TV Pte Ltd., Singapore, Saimira Access Technologies Ltd., Dimples Cine Advertising Pvt. Ltd., and Saimira Realty Pvt. Ltd.

More information is available at www.pstl.in

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