



**PYRAMID SAIMIRA**

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World's Fastest Growing Entertainment Group

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## Pyramid Saimira Group appoints Sushil Borkar as Group Vice President –Corporate Compliance and Vigilance

**Chennai, June 9, 2008:** Pyramid Saimira Group, the world's fastest growing entertainment conglomerate, has appointed Mr. Sushil Borkar as Group Vice President – Corporate Compliance and Vigilance. His key responsibilities includes Intelligence, Counter Intelligence, Vigilance, leakage prevention and internal rule compliances.

Speaking on the appointment, **Mr. P. S. Saminathan, Group Chairman, Pyramid Saimira Group**, said, Entertainment Industry especially the Cinema Industry so far has been suffering from lack of transparency, which has ceded many wrong practices in the industry. Emergence of organized entities is streamlining the way, the industry functions. It is imperative for our group who operate in over 800 locations across various countries to have a unified vigilance, leakage prevention and other business intelligence measures.

Mr. Borkar retired from the Indian Police Service in May 2005 after 38 years in service. During this time, he served in the capacities of Deputy General of Police and Inspector General of Police of the state of Karnataka, during 2004-05. Mr. Borkar has also held various prominent positions with the department of Vigilance & Crime, Forestry and Railways.

Mr. Borkar is a very senior and experienced police professional and we are happy to welcome him into the growing professional family of Pyramid Saimira Group.

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

Pyramid Saimira Group operates in 6 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 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., Saimira Realty Pvt. Ltd., Pyramid Saimira Production Services Ltd., Dimples Cine Advertising Pvt. Ltd., Aurona Technologies Ltd- UK, Saimira Access Technologies Ltd., Jiangsu Longzhe Pyramid Saimira Co. Ltd., China , Spize TV**

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 955 screens across India, Malaysia, Singapore and North America. Pyramid Saimira Theatre Ltd. has 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 4,34,975 seats as of April 2008.

### **For further details:**

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