

**PRESS NOTE****PYRAMID SAIMIRA SHAREHOLDERS TO GET FREE SHARES OF ITS PRODUCTION COMPANY**

The PSTL Group as of now consists of the following :-

<b>Company Name</b>	<b>Sector</b>	<b>Status</b>
PSPIL	Production of content	Joint Venture- profitable
PSCDPL	Distribution of content - India	100 % subsidiary-profitable
PSPSL	Post production-India	Subsidiary- profitable
Dimple cine advertisement pvt ltd	Marketing	Subsidiary- profitable
Saimira Realities Ltd	Property management	Wholly owned subsidiary , Pre-operative
PSTC, Malaysia	Entertainment company - Malaysia	Joint Venture- profitable
Pyramid Longzhe Culture & Theatre Company Ltd	Entertainment business- china	Joint Venture- profitable
PSEL	Distribution- international	Wholly owned subsidiary-profitable
PSEA	Entertainment company - U.S.A	Wholly owned subsidiary- loss making- sectoral dispute

The Group as a part of its restructuring and revitalizing exercise decided to get strategic partners in the respective Subsidiary/Associate companies and expand the respective areas of business.

Based on the above restructuring exercise, the company has inducted M/s.RDB Group, Kolkatta as Co-Promoters in Production Company PSPIL. RDB Group is a major infrastructure player in Eastern and Western India. At present the group is having a Turn Over of Rs.5000 millions. RDB Group was founded by Shri.S.L.Dugar and having activities in Real Estate Development, Manufacturer of Cigarettes, Containers and Bags; Dealership of TATA Motors; Retail Outlets; Financial services; Logistic Hub; Power Transmission Equipments; Educational Institutions on its own and the following through Joint Ventures like Infravision – a JV with Tania Group for infrastructure and project

development at Haldia and Siddha PSIDL - a JV with Siddha Group for development of plots at 300 acres of land at Jaipur.

In continuation of the ongoing restructuring exercise, the Board of Directors of PSTL held a Board Meeting on 28<sup>th</sup> of October 2009 and has decided the ratio of free shares to PSTL shareholders in Production Company Viz., PSPIL. (Pyramid Saimira Production International Ltd).

As per the decision, subject to all applicable formalities and regulations, the shareholders of PSTL will get one share of the Production Company - PSPIL, additionally, free of cost, for every three shares held by them in PSTL. This will be a reward to the shareholders of PSTL.

In this scheme, PSTL shareholders will get 99,20,488 shares free of cost representing 18% of post issue capital of PSPIL. The Board also reserved 29,94,462 shares to FCCB Holders and 8,35,050 shares to Secured Creditors of PSTL.

Approximately 40,000 shareholders of PSTL will be benefited by this proposal.

  
**P S SAMINATHAN**  
**MANAGING DIRECTOR**

**DATE : 28.10.2009**  
**PLACE:CHENNAI**