

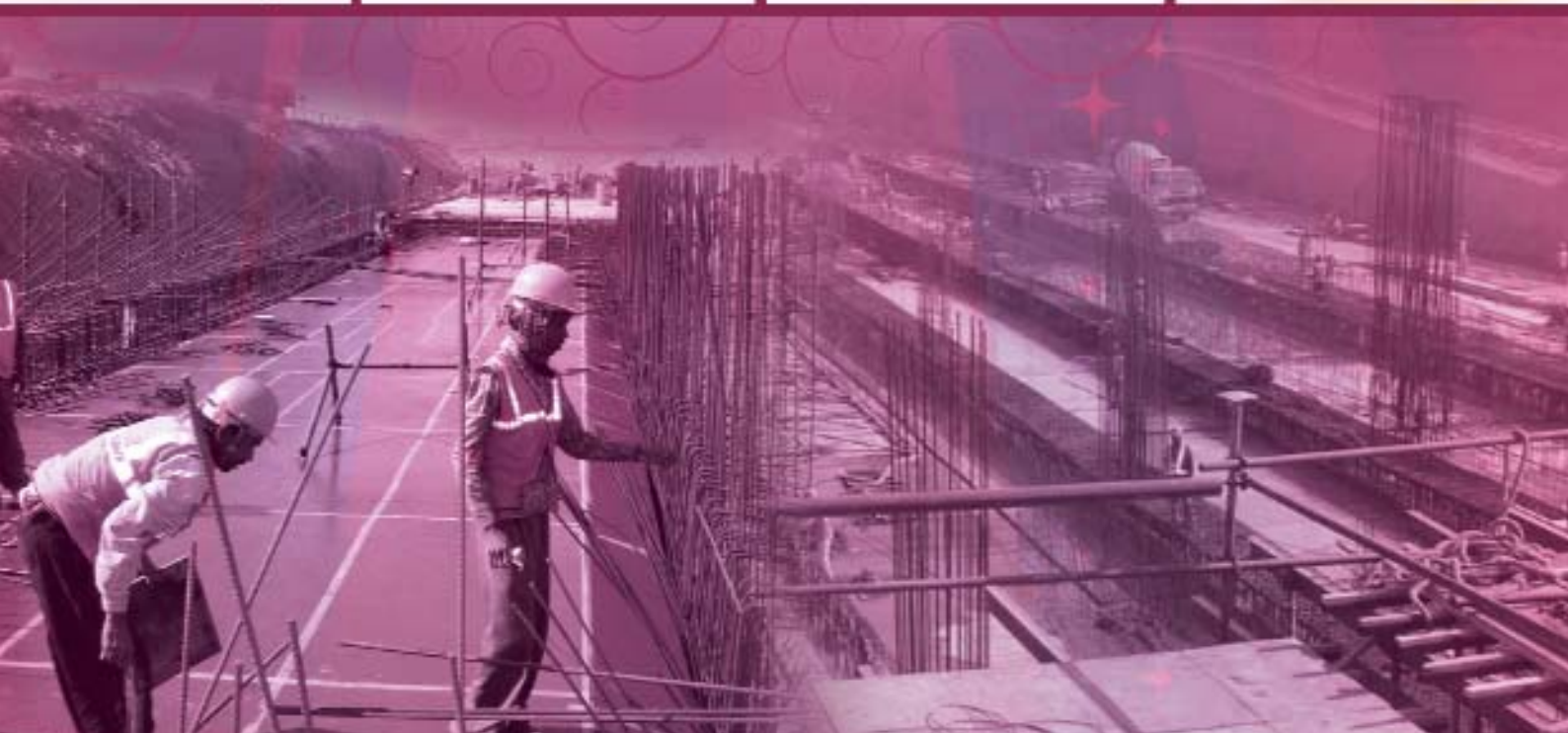
# era world

Energize. Empower. Enlighten. Experience.

NEWS LETTER | FOR PRIVATE CIRCULATION ONLY

MARCH 2009

## Era celebrates National Safety Week



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## Experience Inspiration

Most of the shadows of this life are caused by our standing in our own sunshine.

- Ralph Waldo Emerson

## Do you Know?

The Indian film industry is the oldest and the largest in the world with over 1200 movies released annually. The majority of films are made in the South Indian languages mostly Telugu, Tamil and Malayalam, but Hindi films take the largest box office share. Mumbai (Bombay), Chennai (Madras), Kolkata (Calcutta), Bangalore and Hyderabad are the main film production centers. With more than 12000 cinema halls, the Indian film industry turns out more than 1000 films a year to hugely appreciative audiences around the world.

## Hints

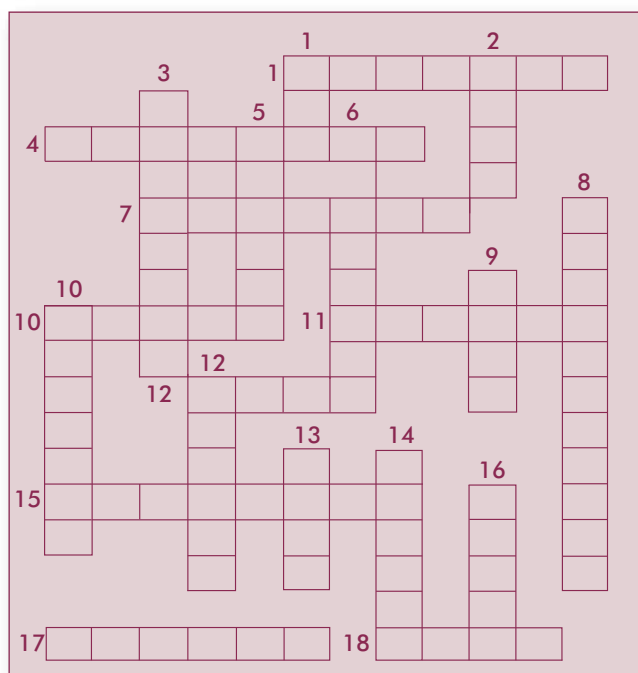
### Across

- Angry young man - still going strong (7)
- Guru ties the knot(8)
- Muscles and brawn don't hide the soft heart of this Jodha's Akhar (7)
- She got the Big B touch and retains the glamour and style even today (5)
- 'Bheeg Hont Tere' and murder shot this young lad into the lime light (6)
- Woh Saat Din has turned into so many lamhe for this evergreen actor (4)
- Three blind mice 'she' made them run (8)
- Buffy and dimpled - She pretty (6)
- No need of Mosquito repellent with him around (4)

### Down

- Prettiest woman on earth - no world (3)
- Veeru Bhai's son not to be seen lately (4)
- The heat of the hot seat will not melt the wax statue at Madame Tussand's (8)
- 'Big Brother's' no so little 'sister' (5)
- Dream girl as MoM and granm---- as Dad (8)
- Groovy looking macho male , especially on motor bikes (11)
- Chote Nawaf - the cartoonist (4)
- Vilas Rao Deshmukh's - 'Aankhon Ka Tara' (7)
- Twinkle Twinkle little star - his wife (6)
- Ready to make grandpha's sit up - with this eyeful (4)
- Katrina had a little lamb, but its fleece was that of a trouble rouser (5)
- Good looking dude - Mehr Jessie's other half (5)

## Movie crossword



Contributed by **Sandeep Kumar**  
Purchase Deptt., Era E-Zone (I) Ltd.

# Raising the safety quotient

Given the utmost importance of safety in our lives, Era Group celebrates National Safety day on 4th March every year. This day marks the foundation day of the National Safety Council, which was set up on 4th March 1966, as an autonomous body under the Ministry of Labour, Government of India to generate, develop and sustain voluntary movement of Health, Safety and Environment at the National level. This day has been designated as "National Safety Day" and is celebrated across the Nation every year since 1972.

The National Safety Day (NSD) Campaign spearheaded by the National Safety Council for commemorating its foundation day has now grown into a major national campaign and is widely celebrated by industry, trade unions, government departments, regulatory agencies, NGOs and institutions with the active support of the Central & State Governments. The campaign is aimed at reviewing the commitment of employees and general public to working safely throughout the year. However, the ultimate objective is to ensure integration of Safety, Health and Environment (SHE) in work culture and life style.

To commemorate National Safety Day various functions are organized, all over country, to promote safety awareness and to motivate workers and all so that safety is imbibed and it becomes an industrial culture. On this day, we rededicate ourselves to the cause of Safety, Health and Protection of Environment and commit ourselves to observe rules, regulations and procedures and develop attitudes and habits conducive for achieving the above.

Era is celebrating 38th National Safety Week at all sites spread across the country from 4th March 2009 till the 10th March 2009 by displaying hoardings & banners communicating the message of safety and also undertaking various activities and training programmes such as safety training programs, safety demonstrations in labor camps for awareness among the workers & other stakeholders.

Era is committed to the safety and health of its employees and environment and is conducting this Safety Week to take a well defined consistent message of safety across all its sites.

Taking a holistic approach to safety and health, Era is dedicated to:

- A strong Safety, Health and Environment (SHE) program which is very much integrated in all operating spheres.
- Providing a safe working environment and protection against Safety and Health risks to all its employees.
- A continuous improvement of quality standards in every sphere of activity

As a part of the safety management system, Era is now ISO 9001 (Quality Management System), ISO 14001 (Environment Management System) & OHSAS 18001 (Occupation Health Safety Assessment Series) specification. OHSAS compliance requirements represent commitment to a No Child Labour, No Forced Labour and Clean & Safe Environment among workers policy.

Commenting on the occasion, Mr. H.S. BHARANA, CMD of Era Group said, "Safety is of paramount importance everywhere and especially in the Construction Industry. Training is required for safety execution of all activities in construction work and Era has been declared the winner of Golden Peacock National Training Awards in the construction industry and further plans to aim for the Golden Peacock Health & safety awards during the year. We at Era have a proactive focus towards safe & healthy working environment by making Health & Safety the utmost priority in every activity whatever we do. "



Contributed by -  
**Rajendra Kandpal**  
Asstt Manager - ISO & EHSQ  
Corporate





Ushering transformation

## Certified Performance

NQAQSR Certification (P) Ltd has certified Era Infra Engineering's successful completion of the second surveillance audit of ISO 9001:2000 & ISO 14001:2004 with ISO certification in continuation.

This certification has come as a result of our continued assessment/evaluation of the quality & environment plan, objectives, policy, MRM & internal audit system, monitoring of sites, health of persons, legal requirement of project, emergency response plan, DPR, planning vs achievement, design and development process, purchase process, store system, environment aspect and impact register etc.

Mr. N. Ragavendran & Mr. K.S. Maira (auditor of NQAQSR Certification (P) Ltd.) verified and monitored all documents, records, processes & procedures adopted, systems and site after which they were satisfied with the implementation of ISO systems in the company / project.



## Era CONSTRUCTION & CONTRACTS

## Order pipeline gets stronger

The Construction & Contracts Division has bagged the main plant and offsite civil works package for Mauda Super Thermal Power Project, Mauda (2X500 MW), Maharashtra from NTPC Ltd.

The division also received the project for construction of the main plant, power house and auxiliary plant building for unit – 2 of 1 x 500 MW TPS Stage II at Kudathini Village, Bellary, Karnataka from Bharat Heavy Electricals Limited (BHEL).

These projects have further strengthened the division's excellent positioning in the power sector.



NTPC - Dadri



BHEL - Hazira



APPL - Mundra



NTPC - Jhajjar



NTPC - Sipat



BHEL - Jhansi

Some of the sites where work is being executed for Power Sector

## Crossing new milestones

SGS India Ltd. has certified that the EPC & International Division and KMB-ERA JV's DMRC project has successfully completed Stage-II audit (final audit) of ISO 9001:2000. The Certification body has also accredited this project with an ISO 9001:2008 certification, making it the first project to receive this prestigious certification.



DMRC, Sector 21, Dwarka, New Delhi



NHAI - Bahadurgarh - Rohtak Highway Project



NHAI - Gwalior Bypass Road Project



DMRC, Sector 21, Dwarka, New Delhi



NHAI - Bahadurgarh - Rohtak Highway Project



NHAI - Gwalior Bypass Road Project

## Making strong inroads

ERA RMC is growing from strength to strength manifested from the numerous & prestigious projects the division's different plants have secured over the last one month across sectors namely:

- Secured order for Max Balaji Hospital Project at Patparganj, Delhi
- The Sahibabad Plant bagged a big order from SVP Builders Township in Ghaziabad
- Bagged order for supplying to the Indian Airforce, Hindon Project.
- Garnered order to supply to the prestigious Reliance Power Project at Dasana, Ghaziabad
- Secured order for P. W. D Flyover Project, Gannaur
- Received order from Hindu Institute Of Technology for their Murthal Project
- Bagged order for supplying to the Chotu Ram Engineering College Project, Murthal
- Bagged order for BPTP Faridabad Project





**era landmarks**  
Live the difference

## Era Mall on a 'brand'ing spree

Just a couple of months since operation and Era Mall, Meerut has proved that if things are done right, success cannot be far.

Right from conceptualizing an apt project for the Meerut customers to locating it in the right catchment area to evolving the right offerings for one and all, Era Mall's success story says it all.

In addition to reputed brands such as Chun Mun, Reebok, Liberty and Priknit choosing Era Mall to give their sales a fillip, many more are now joining hands with Era to replicate this achievement.

Some of the prestigious global and national brands that are all set to be a part of the Era Mall family are Levi Strauss, Provogue, United Colors of Benetton, Home & Apparel, Subway, Mother Homes, The Jungle (Fine dining restaurant) and The Soul of India (Food & Leisure).

Fun, recreation and entertainment only gets better.



Era Landmarks organized an investor meet at **Oakwood Court, Sector – 5 Palwal** on **8th february, 2009**. The success of this meet is evident from the fact that around 125 investors visited that day with their families and were overwhelmed by the grand arrangement. The guests were welcomed with fresh juice and lunch and were given a detailed presentation on the project alongwith the new affordable prices for the flats.

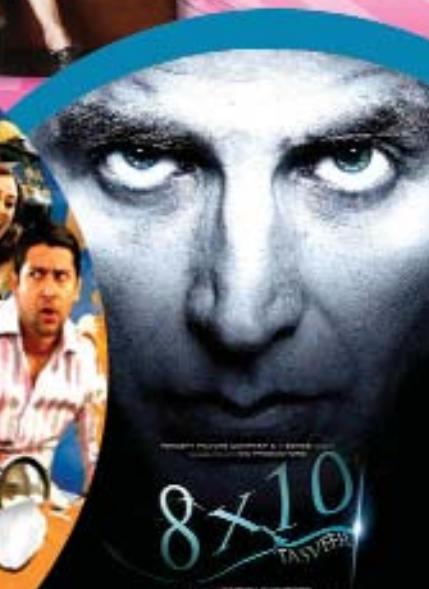
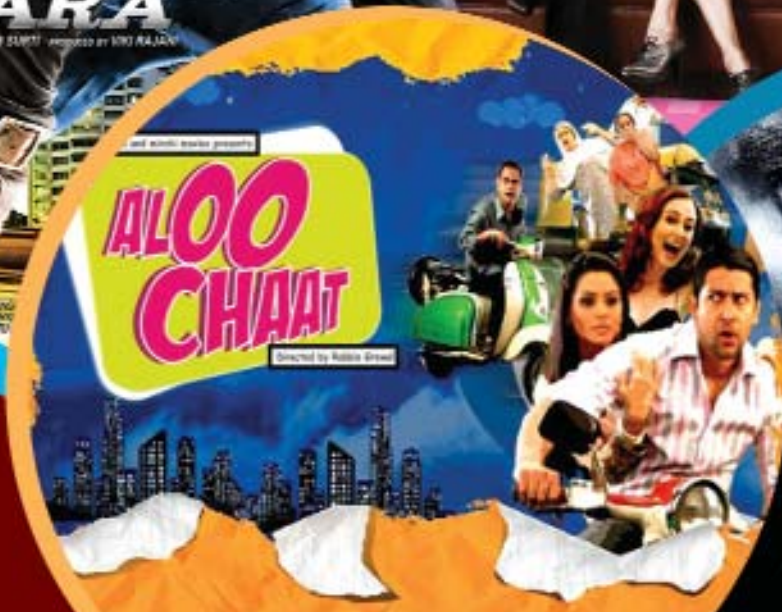




**eraezone**

Experience the moment

After a brief lull, good times are back again for Era Cinemas as it is all set to enthrall the audience across the country with a slew of new releases. 'Aa Dekhen Zara', '13B', 'Straight', 'Aloo Chaat' and '8x10 Tasveer' are some of the latest hindi movies to hit the Era Cinemas screens offering the viewers a complete dose of thrill, suspense, emotions and melodrama making it a total 'Paisa Vasool' affair. With this Era Cinemas is hoping to continue its stellar performance across all its properties which was possible due to astounding success of movies like 'Ghajini' and Oscar winning 'Slumdog Millionaire'.



# Leaders Speak

# 5

questions with Era's  
top management



# “

Shares the growing importance of HRM in today's business scenario and the challenges that need to be addressed proactively and convincingly.

# ”



**Mr. Mahesh Bhakuni**  
General Manager – HR,  
Era Construction & Contracts

## Era **CONSTRUCTION & CONTRACTS**



**In today's rapidly changing business environment, how important is the role of Human Resources Management in organizational strategy and design & the ultimate achievement of organization goals and objectives ?**



Human resources, both as labor and as a business function, have traditionally been viewed as a cost to be minimized and a potential source of efficiency gains. Very seldom have HR decisions been considered a source of value creation. Business is the most important human activity in today's world. Nothing is of any value until the humans attach value to it or use it to that effect. Therefore it is not the machine but the man behind it, which is of utmost importance. Particularly in the recessive times the companies that are able to manage their HR would be the ones that would emerge victorious. Thus the HRM has the following roles to play:

- Aligning Individual goals with business goals of the organization
- Maintaining continuous communication with the employees about the happenings around and how it is affecting the organization
- Maintaining the morale of employees during these tough times and reassuring them that “tough times never last but tough people do”
- Attracting and retaining competent Human Resource
- Training and retraining them for better output and greater effectiveness.
- Deriving more from less
- Direct communication and rapport building with employees
- Enabling them to perform better

In this regard our company has emerged successful in optimising Human Resource during this tough period under the able leadership of our top management and the guidance of hon'ble CMD.





**Currently, what are the prime challenges that are being confronted on the Human Resources front and what are the strategic initiatives that have been undertaken to counter it ?**



Optimal utilization of HR was never as important as it is today. No organization can afford an HR liability. HR has to be an asset wherever it is otherwise there is no survival. Layoff is no solution. We need to find ways of diversifying and finding new opportunities. Besides the above, employee management issues which include hiring of employees and building a competent work force for the organization is very important. It is a very serious issue for the HR department as they would be held accountable for the employee performance. Devising a competency based interview system is of utmost importance for staffing.



**Can you throw light on some of the important Human Resources issues that need special attention in the infrastructure Development industry?**



The important Human Resources issues that need special attention in the Infrastructure Development are :

- Hiring skilled human resource is one of the biggest issues for infrastructure Development industry.
- Attrition rate and retention of competent Human Resource.
- Training & retraining to tap talent.
- Regular training in life skills and other such skills needed at the workplace are a must.
- Employee welfare and his family's too need attention.
- Employees should be able to integrate their personal goals and growth with those of the organization.



**What are the main activities that you have embarked on to make Era Group of Companies an Employer of Choice? Can you take us through some of the different HR policies that are practiced in this Group which makes it different from working in any other organization?**



Era is a name to reckon with. Employees have worked very hard to bring this company to this level where it has a name in the market. To take it further we have initiated a few steps in this direction:

- An in-depth Induction policy is in place. New joiners are welcome and made to feel that they have joined a good and professional company. Every policy is explained to them so that complete transparency is maintained.
- 'Employee of the month' is declared.
- 'Meet the CEO' forum has been initiated once a month wherein our ED addresses all the employees at the Head Office and shares with them the vision of the top management. He also visits the sites where he meets every employee and listens to their problems and shares their concerns.
- Birthday wishes are conveyed to everyone and the Executive Director personally attends all the Birthday celebrations at Head Office.
- HR Department has created a morning forum wherein all employees of the HR department share their views on any management topic of interest with the HR colleagues. This trend is being followed by some of the other departments also.
- The CMD also meets all the employees at the Head Office once a month.
- All efforts have been put in creating a learning environment.
- Prompt attention and handling of employee grievances by the HR Department.



**How are you boosting employee morale given the tough times we are going through and what would be your advice to your employees and team members in a recessionary and pessimistic period?**



We are keeping all communication forums open. We are also resorting to one-to-one counseling and we have advised all the managers to be keen listeners. Besides the above we have made all efforts for:

- Improved Interpersonal relationships and team work.
- With the combined efforts of our top management we have reinforced a climate of achievement motivation.
- Clarity of departmental and organizational objectives enhanced.
- Created a learning environment
- Integration of individual goals with organizational goals
- Inculcated a culture for performance
- From motivation to inspiring the workmen for achieving excellence at workplace and in life

We believe '**when the going gets tough, the tough gets going**' has to be the motive for one and all in our group. Together, we can and will emerge stronger than never before. We just need to believe in ourselves. Everything in life is transitory. Even recession would be history in not too distant future. We just need to hold hands and '**bash on regardless**'.

# Security surveillance to fight against theft and terrorism



Sandhya C. Kanangi

Security Surveillance plays a vital role, almost all the situations in present days requires a complete security & safety plan.

The security plan must be considered depending on the functions & criticality of locations with detailed information of intrusion detection, video assessment, fire detection access control and actions to be taken by surveillance systems depending on the events. As today's surveillance system is capable enough to react when an event occurs like motion detection, fire detection etc, vital locations and functions must be monitored using wired and wireless backup communications. Remote connectivity and data backup at the central/remote are the essentials to be considered in situations of present days.

The worldwide increase in terror and theft has become driving force in explosion of CCTV/IP surveillance systems to protect lives and assets.

In recent attacks on Taj and Oberoi hotels brought about a quantum jump and a complete reevaluation of the personnel and asset security requirements to safe-guard a facility. To meet this new threat, video security has taken on the lead role in protecting personnel and assets. Today every state-of-the-art security system must include video as a key component to provide the "remote eyes" for security, fire, and safety.

Attacks on Taj & Oberoi, has dramatized the importance of reliable communications and remote visualization of images via remote video cameras. Many lives were saved as a consequence of the voice, video, alarm, and fire equipment in place and in use at the time of the fateful attack

The availability of operational wired and wireless two-way communication between command and control headquarters and responders (police, fire, emergency) played a crucial role in life and death. The availability (or absence) at command posts of real-time video images at crucial locations in the hotels during the attack and evacuation contributed to the action taken by command personnel during the tragedy. The use (or absence) of wireless transmission from the remote video cameras in the hotels clearly had an impact on the number of survivors and casualties.

If backup solutions were present to the police head quarter it might have given a better control of the situation and helped in evacuation of survivors and reduce in casualties

It would be a great help for the police/military to take control of the situation if the cameras were running at different locations on wireless backups which could definitely reduce casualties and the operation might have cleared in a shorter time. The application and integration of video into safety and security systems has come of age as a reliable, cost-effective means for assessing and responding to terrorist attacks and other life- threatening situations. Video is an effective means for deterring crimes and protecting assets and for apprehending and prosecuting offenders.





Security personnel today have the responsibility for multifaceted security and safety systems in which video often plays the key role. With today's increasing labor costs and the need for each security officer to provide more functionality, video more than ever before is earning its place as a cost-effective means for improving security and safety while reducing security budgets.

Loss of assets and time due to theft is a growing cancer on our society that eats away at the profits of every organization or business, be it government, retail, service, or manufacturing. The size of the organization makes no difference to the thief. The larger the organization, the more the theft occurs and the greater the opportunity for losses. A properly designed and applied video system can be an extremely profitable investment for an institution to cut losses. The prime objective of the video system should not be the apprehension of thieves but rather the deterrence of crime through security. A successful thief needs privacy—a video system can deny that privacy.

As a security by-product, video has emerged as an effective training tool for managers and security personnel. Every installation/establishment should have a security plan in place prior to an incident. Video-based training is easy to implement using the abundance of inexpensive camcorders and playback equipment available and the commercial video production training video services available. The use of training videos results in standardized procedures and improved employee efficiency and productivity.

The public at large has accepted the use of video systems in most public facilities. Video is being applied to reduce asset losses and increase corporate profits and bottom line. Many case histories show that after the installation of video, shoplifting and employee thefts drop sharply. The number of thefts cannot be counted exactly but shrinkage can be measured. It has been shown that video is an effective psychological deterrent to crime and an effective tool for criminal prosecution.

Theft is not only the unauthorized removal of valuable property but also the removal of information, such as computer software, CDs, magnetic tape and disks, optical disks, microfilm, and hard copy. Video surveillance systems provide a means for successfully deterring such thievery and/or detecting or apprehending offenders. The use of video prevents the destruction of property, vandalizing buildings, defacing elevator interiors, painting graffiti on art objects and facilities, stealing computers, and demolishing furniture or other valuable equipment. Video offers the greatest potential benefit when integrated with other sensing systems and used to view remote areas. Video provides the "eyes" for many security devices and functions such as: (1) fire sensors: smoke detector alarms, (2) watching for presence (or absence) of personnel in an area, (3) evacuation of personnel—determining route for evacuation, access (emergency or intruder) to determine response, respond, and monitor response. When combined with fire and smoke detectors, CCTV cameras in inaccessible areas can be used to give advance warning of a fire.

Video is the critical link in the overall security of a facility but organizations must develop a complete security plan rather than adopt piecemeal protection measures. To optimize use of video technology, the practitioner and end user must understand all of its aspects—from light sources to video monitors and recorders. The capabilities and limitations of video during daytime and nighttime operation must also be understood.

Contributed by -  
**Sandhya C. Kanangi**  
Office Executive, Era Building Systems Ltd.  
Mumbai



# Negative People

An eagle's egg was placed in the nest of a prairie\* chicken. The egg hatched and the little eagle grew up thinking it was a prairie chicken. The eagle did what the prairie chickens did. It scratched in the dirt for seeds. It clucked and cackled. It never flew more than a few feet because that is what the prairie chickens did. One day he saw an eagle flying gracefully and majestically in the open sky. He asked the prairie chickens: "What is that beautiful bird?" The chickens replied, "That is an eagle. He is an outstanding bird, but you cannot fly like him because you are just a prairie chicken." So the eagle never gave it a second thought, believing that to be the truth. He lived the life of and died a prairie chicken, depriving himself of his heritage because of his lack of vision. What a waste! He was born to win, but was conditioned to lose.

The same thing is true of most people. The unfortunate part of life is as Oliver Wendall Holmes said, "Most People go to their graves, with music still in them." We don't achieve excellence because of our own lack of vision.

If you want to soar like an eagle, you have to learn the ways of an eagle. If you associate with achievers, you will become one. If you associate with thinkers, you will become one. If you associate with givers, you will become one. If you associate with complainers, you will become one.

Whenever people succeed in life, petty people will take cracks at them and try to pull them down, when you refuse to fight petty people, you win, in martial arts, they teach that when someone takes a crack at you, instead of blocking you should step away. Why? Even to block you require energy. Why not sue it more productively? Similarly, in order to fight petty people, you have to come down to their level. This is what they want, because now you are one of them.

Don't let negative people drag you down.

Remember, a person's character is not only judged by the company he or she keeps but also by the company he or she avoids.

\*Large treeless area of grassland of the central USA or S Canada

Contributed by -  
**Bharat Bhushan**  
Drafting Department  
Era Building Systems Ltd.

# Security is everyone's responsibility



**Mr. Amit Sharma**

Today, Security is an important feature in our lives and after what the world has witnessed on 26/11 and current ongoing security issues around the country has created a sense of fear which is not healthy and which needs to be curbed and controlled by each one of us.

The immediate impact of the Mumbai attacks is felt on the physical security at offices, malls and other public places. Earlier, anyone could walk into a commercial building. But today, there are several security checks. Guards are even asking visitors to show their identity cards. Security at Era Mall and Multiplexes have been in line with the requirements of today to make the visitors feel comfortable and secure.

Following the Mumbai terror attacks, large companies had approached the Indian government for CISF (Central Industrial Security Force) protection to their facilities. CISF's role was to guard only public sector units. Recently, the Indian government (through an ordinance) allowed CISF to guard private installations, which is quite encouraging.

I must say that we all must have closer checks on vendors and suppliers visiting office premises. Visitors both at facilities and sites are asked to provide adequate details so that the individuals can be identified when they are within the office.

At Era, recently we have introduced CCTV at our Sec 3, Noida and Sec 62, Noida offices overlooking the Entry and Exit points. Recording for the said entry are available to security and administration to cross check and verify details of visitors and suppliers frequenting our offices.

At Era we have so many sites and there is a controlled security of men and material. However, I would reiterate that to make our workplaces secure everyone needs to be vigilant and must report any security lapse without any fear to the security manager. Breach of security can always be minimized for the betterment and progress of our company and nation. That is why we keep on saying "security is everyone's responsibility".

Contributed by -  
**Amit Sharma**  
Manager, Security



# Poem

Possessions lost - little lost!

Just reflect on yourself

And acquire new ones.

Honour lost - much lost!

Just gain a good reputation

And people will change their minds.

Courage lost - all lost!

It would have been better never to have been born.

If you summon your courage to challenge something, you'll never regret. How sad is to spend your life wishing, "if only I'd a little more courage". Whatever the outcome may be, the important thing is to take a step forward on the path that you believe is right. There's no need to worry about what others may think. Be true to yourself, it's your life, after all.

*Contributed by -*

**Vijeta Kukkar**

Trainee Software Developer,  
Era Construction & Contracts

# True definition of strength

Many people do not want to work under someone else, be it in their profession, in any company or even voluntary service. The general notion is that when you work under someone, you lose your freedom, you have to be answerable.

So, many people opt for business, wanting to be their own boss. But, in business, you are accountable to so many people. If you cannot be accountable to even one person, how can you be accountable to many? This is the paradox. In fact, being in business binds you more than the boss!

Refusing to work under someone is a sign of weakness, not strength. A strong person would not feel uncomfortable working under anyone, because he knows his strength. It is the weak and poor in spirit who do not like to work under someone else, because they are unaware of their strength. They can be neither successful in business nor in any profession.

And the same is true even in the field of social service - often volunteers do not want to work under someone else. This is merely an exhibition of their weakness. With such an attitude, they achieve very little.

One who is timid and weak in spirit would be uncomfortable to work even under the wise one; but one who knows his own strength can work effectively even under a fool!

But to work under a fool is frustrating!

When you know your strength, with skill and intelligence, you can turn every disadvantage into an advantage. A fool can bring out the best of your communication skills!

So watch out! If you feel uncomfortable working under someone, it clearly shows you need to strengthen yourself. Desiring freedom from circumstances, situations or people is no freedom at all. Knowing that nobody can take away your freedom, that is strength! And when you realize your strength is unshakable, you would not mind working under anybody.

*Contributed by -*

**Prabhanjan Kumar Chaudhary**

Computer Operator,  
Era Construction & Contracts





# Holi Hai...

Holi or 'Phagwah' is the most colourful festival celebrated by followers of the Vedic Religion. It is celebrated as harvest festival as well as welcome-festival for the spring season in India.

## Why Celebrate Holi?

The festival of Holi can be regarded as a celebration of the Colors of Unity & Brotherhood - an opportunity to forget all differences and indulge in unadulterated fun. It has traditionally been celebrated in high spirit without any distinction of cast, creed, color, race, status or sex. It is one occasion when sprinkling colored powder ('gulal') or colored water on each other breaks all barriers of discrimination so that everyone looks the same and universal brotherhood is reaffirmed. This is one simple reason to participate in this colorful festival. Let's learn more about its history and significance...

## What is 'Phagwah'?

'Phagwah' is derived from the name of the Hindu month 'Phalgun', because it is on the full moon in the month of Phalgun that Holi is celebrated. The month of Phalgun ushers India in Spring when seeds sprout, flowers bloom and the country rises from winter's slumber.

## Meaning of 'Holi'

'Holi' comes from the word 'hola', meaning to offer oblation or prayer to the Almighty as Thanksgiving for good harvest. Holi is celebrated every year to remind people that those who love God shall be saved and they who torture the devotee of God shall be reduced to ashes a la the mythical character Holika.

## The Holika-Prahlad Episode

The evolution of the term Holi makes an interesting study in itself. Legend has it that it derives its name from Holika, the sister of the mythical megalomaniac king Hiranyakashipu who commanded everyone to worship him. But his little son Prahlad refused to do so. Instead he became a devotee of Vishnu, the Hindu God.

Hiranyakashipu ordered his sister Holika to kill Prahlad and she, possessing the power to walk through fire unharmed, picked up the child and walked into a fire with him. Prahlad, however, chanted the names of God and was saved from the fire. Holika perished because she did not know that her powers were only effective if she entered the fire alone.

This myth has a strong association with the festival of Holi, and even today there is a practice of hurling cow dung into the fire and shouting obscenities at it, as if at Holika.

## Radha-Krishna Legend

Holi is also celebrated in memory of the immortal love of Lord Krishna and Radha. The young Krishna would complain to his mother Yashoda about why Radha was so fair and he so dark. Yashoda advised him to apply colour on Radha's face and see how her complexion would change. In the legends of Krishna as a youth he is depicted playing all sorts of pranks with the gopis or cowgirls. One prank was to throw colored powder all over them. So at Holi, images of Krishna and his consort Radha are often carried through the streets. Holi is celebrated with éclat in the villages around Mathura, the birth-place of Krishna.



HOLI  
HAI



# Desi Madame Tussauds



## Siddhagiri Museum Kolhapur:

Siddhagiri Museum is on the outskirts of Kolhapur, on the way to Belgaum. The statues are all made out of wax and is surely worth a visit. It highlights the fact that inspite of the hardships faced / obstacles involved Indian craftsmanship is a match to the world.

Dr. Abhay Gupta



Contributed by -

**Dr. Abhay Gupta**

V.P - Engineering, Era Building Systems Ltd.

# HAPPY BIRTHDAY



Rajnish Kumar Shrivastava .....	01-March
Ruchi Negi .....	02-March
Neeraj Sharma .....	04-March
Saurabh Singh .....	06-March
Shri H. S. Bharana .....	26-March

## Era CONSTRUCTION & CONTRACTS

Badri Singh .....	01-March
Ambika Prasad Yadav .....	01-March
Subhash Sharma .....	01-March
Sanjay Kumar Sharma .....	01-March
Pawan Kumar .....	01-March
Danveer Singh .....	01-March
Chandra Shekhar Kandpal .....	01-March
Santosh Kumar .....	01-March
Shailendra Kumar .....	01-March
Lalit Kumar Jha .....	01-March
Binay Kumar Mishra .....	01-March
Amit Kumar Goel .....	01-March
Sujit Kumar .....	01-March
Gopal Kumar Singh .....	01-March
Vineet Ranjan .....	01-March
Ranjan Kumar Sharma .....	01-March
Shiv Kant Tiwari .....	01-March
Kamlesh Kumar Singh .....	01-March
Raju Kumar Singh .....	01-March
Md. Yaseen .....	01-March
Rakesh Shanker Padey .....	02-March
Sanjay Tiwari .....	02-March
Naresh Chandra Shakya .....	02-March
Sanjay Talukdar .....	02-March
Pravesh Kumar Rana .....	02-March
Amit Sharma .....	02-March
Pradeep Kumar Senapati .....	02-March
Rajiv Nayan Singh .....	02-March
Hazari Lal .....	03-March
Kaptan Singh .....	03-March
Brijesh Kumar .....	03-March
Gyan Prakash .....	03-March
Subrata Mohanta .....	04-March
Sunder Singh .....	04-March
Ravindar Kumar .....	04-March
Kheemanand Tiwari .....	04-March
Avdhesh Kumar .....	04-March
Ram Kripal .....	04-March

## Era CONSTRUCTION & CONTRACTS

Ravi Pratap Mall .....	04-March	Dinesh Goel .....	15-March
Davendra Kumar Rajput .....	05-March	Rajesh Singh Rathor .....	15-March
Srikant Mishra .....	05-March	M.P. Srivastava .....	15-March
Jitendra Barik .....	05-March	Govind Prasad .....	15-March
Rajesh Singh .....	05-March	Ram Janam Rajbhar .....	15-March
Sudhir Kumar Singh .....	05-March	Vijendra Dev Pandey .....	15-March
Rajeev Kumar Shrivastava .....	05-March	Santosh Kumar Pandey .....	15-March
Devendra Kumar .....	05-March	Vinod Kumar Sharma .....	15-March
Arjun Ram .....	05-March	Babar Ansari .....	15-March
Bablu Kumar Singh .....	05-March	Lalit Kumar .....	15-March
Pravin Kumar .....	05-March	Vijay Bahadur .....	15-March
Waseem Ahmed .....	05-March	Arvind Kumar .....	15-March
Jogendra Yadav .....	05-March	Ravinder Siwach .....	15-March
Mukesh Kumar .....	05-March	Shailendra Singh .....	15-March
Saurabh Kumar Chaudhary .....	06-March	Suresh Kumar .....	16-March
Pawan Kumar .....	06-March	Dewendra Kumar Tiwari .....	16-March
Sailesh Kumar .....	07-March	Pradosh Kumar Biswal .....	16-March
Lakshman Ram .....	07-March	Devesh Kumar Mishra .....	16-March
Pushkar Chandra Pant .....	07-March	Satish Chander .....	16-March
Shiv Ram .....	07-March	Manmohan Singh Namdhari .....	18-March
Sunil Kumar .....	07-March	Ramendra Kumar .....	18-March
Vikas Kumar .....	07-March	Dewashish Dutta .....	20-March
Atul Kumar .....	07-March	Kamla Prasad Dangwal .....	20-March
Pawan Singh .....	07-March	Gaurav Rana .....	20-March
Mukti Narayan Sarangi .....	08-March	Satish Kumar Singh .....	20-March
Ashok Kumar .....	08-March	Raja Ram .....	20-March
Dharmendar Kumar .....	09-March	Dan Singh .....	20-March
Chandrapal Singh .....	09-March	Vipin Kumar .....	20-March
Dharmveer .....	09-March	Rajinder Kumar .....	21-March
Suresh Kumar .....	10-March	Abhaya Biswal .....	21-March
Munish Kumar .....	10-March	Deepak Rathore .....	22-March
Manoj Kumar Singh .....	10-March	Ashish Saxena .....	22-March
Vineet Kumar Singh .....	10-March	Amod Pathak .....	23-March
Bhudev Singh .....	10-March	Pranaya Rajan Khatua .....	23-March
Jayanta Bhowal .....	10-March	Kulwinder Singh .....	23-March
Kamal Sharma .....	10-March	Sanjeev Kumar Pandey .....	25-March
Sanjay Kumar Srivastava .....	11-March	Rakesh Kumar Tiwari .....	25-March
Sisir Roy Choudhary .....	12-March	Bijendra Singh .....	25-March
Avdesh Kumar Sharma .....	12-March	Prem Prakash Mandolia .....	25-March
Panchanan Behera .....	12-March	Dinesh Kumar .....	26-March
Kameshwar Pandey .....	12-March	Parvat Patel .....	26-March
Abhishek Kumar .....	12-March	Manas Kumar Parida .....	27-March
Anil Boweja .....	12-March	Arun Kumar Sharma .....	28-March
Ram Naval Yadav .....	12-March	Avijit Dhihar .....	28-March
Bajrang Baid .....	13-March	Shyam Sunder .....	29-March
Krishna Mohan Gupta .....	13-March	Geetesh Mahawar .....	29-March
Ram Prakash Sah .....	13-March	Shri Pal .....	31-March
Sanjeev Sharma .....	13-March	Satish Kumar .....	31-March
Rajesh Kumar Rajbher .....	13-March	Narendra Kumar Singh .....	31-March



## era RMC

Bharat Rai .....	01-March	Raj Prasad .....	12-March
Narayan Maholi .....	03-March	Mukesh Kumar .....	12-March
Raman Dadwal .....	03-March	Rajeshwar Pandey .....	16-March
Beer Singh Rawat .....	04-March	Rakesh Kumar .....	20-March
Satyendra Singh .....	05-March		

## Era EPC &amp; INTERNATIONAL

Purushottam Kumar Mittal .....	01-March
Rajesh Kumar Saini .....	01-March
Md. Afroz Alam .....	01-March
Deepak Kumar .....	02-March
Subas Chandra Mahanta .....	02-March
Braj Bhanu Singh .....	03-March
Phulendra Nath Yadav .....	03-March
Charan Singh .....	04-March
Shiv Mohan .....	04-March
Bhairav Dutt Pandey .....	05-March
Kamlesh Sharma .....	05-March
Nagendra Ram .....	05-March
Rajat Goel .....	05-March
Barun Kumar .....	06-March
Kamlesh Chandra Shukla .....	07-March
N. Krishna Reddy .....	10-March
Sanjeev Kumar Mittal .....	11-March
Mukta Malaya Mohapatra .....	12-March
Rohit R. Khera .....	16-March
Anup Kumar Sinha .....	23-March
Praveen Kumar .....	24-March

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The technology edge

Subodh Kumar .....	01-March	Rohit Sethi .....	20-March
Sanjay Agrahari .....	02-March	Suman Bhowmik .....	21-March
Arun Kumar Tyagi .....	04-March	Jhabare Singh .....	22-March
Arun Kumar Shahi .....	04-March	Naveen Raturi .....	22-March
Ajay Singh .....	04-March	Sulakshna Mota Dhar .....	22-March
Vinod Pratap Singh .....	04-March	Rajpal Singh .....	25-March
Arvind Kumar .....	19-March	Arun Kumar Sharma .....	30-March

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Upendra Kumar .....	01-March	Harish Chand Katyal .....	13-March
Krishn Kumar Gautam .....	02-March	Anil Dhasmana .....	14-March
Sanjay Sharma .....	03-March	Arun Singh .....	15-March
Kuldeep Tyagi .....	04-March	Harendra Shankar .....	17-March
Vineet Agarwal .....	06-March	Parneet Kaur .....	20-March
Ankit Sharma .....	06-March	Kamal Kant Bansal .....	28-March
Subhash Chander Baloni .....	08-March	Purshottam Kaushik .....	28-March
Harmesh Kumar .....	10-March	Bikash Kumar .....	31-March

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Naveen Kumar .....	15-March	Adesh Nagarwal .....	22-March
Rajendra .....	15-March		

## Era EQUIPMENT MANAGEMENT

Dharmveer Kumar .....	01-March
Dilip Singh .....	01-March
Dinesh Singh .....	04-March
Pawan Kumar Sharma .....	04-March
Nand Lal .....	05-March
Moti Lal Dohare .....	06-March
Imran Khan .....	06-March
Basudev Yadav .....	08-March
Keelu Jogarao .....	10-March
Atul Kumar Tiwari .....	12-March
Arbinda Yadav .....	14-March
Parveen Kumar Mittal .....	14-March
Gopal Singh Negi .....	15-March
Rajesh Kumar .....	15-March
Ram Pukar Prasad Yadav .....	15-March
Suresh Chand .....	16-March
Amit Kumar Shrivastava .....	19-March
Brajesh Kumar Rao .....	23-March

## Answers

## Across

Ans 1. - AMITABH
Ans 4. - ABHISHEK
Ans 7. - HRITHIK
Ans 10. - REKHA
Ans 11. - EMRAAN
Ans 12. - ANIL
Ans 15. - SUSHMITA
Ans 17. - PREITY
Ans 18. - NANA

## Down

Ans 1. - ASH
Ans 2. - AJAY
Ans 3. - SHAHRUKH
Ans 5. - SHILPA
Ans 6. - ESHADEOL
Ans 8. - JOHNABRAHAM
Ans 9. - SAIF
Ans 10. - RITEISH
Ans 12. - AKSHAY

## Down

Ans 13. - JIAH
Ans 14. - SALMAN
Ans 16. - ARJUN



# ERA FAMILY



Neeraj Sharma

Assistant Manager

Ruchi Negi

Assistant to Chairman

## Era CONSTRUCTION & CONTRACTS

### Kunal Kumar

G.E.T. - Civil - (Planning)

### Sunny Chhabra

Assistant Engineer

### Devendra Kumar

Site Engineer

### Sunil Kumar

Supervisor

### Dhananjay Kumar Shukla

Supervisor

### Pradeep Kumar Lohchab

Project Engineer

### Vijay Singh

Foreman

### Shera Singh Khalsa

Batching Plant Operator

### Ram Sharan Yadav

Concrete Pump Operator

### Shirish Agrawal

G.E.T. - Civil - (Planning)

### Mukesh Chand Verma

Site Engineer

### Vikas Kumar

Junior Engineer

### Shahid Alam

Site Engineer - Survey

### Devesh Kumar Mishra

Trainee - I.R.

### Baban Kumar Singh

Sr. Foreman

### Sitanshu Kumar Singh

Sr. Foreman

### Santosh Kumar Tripathi

Dy. General Manager

### Vikas Kumar

Trainee Assistant - Administration

### Md. Yaseen

Trainee - Time Keeper

### Anil Kumar Yadav

Site Engineer

### Virendra Kumar

Assistant Engineer - Electrical

### Banshee Lal

Surveyor

### Mukhram Singh

Surveyor

### Syed Rashid Zaki

G.E.T. - Civil- (Planning)

### Rafique Ahmad

Batching Plant Operator

### Rajendra Sharma

Assistant Accountant

### Mukesh Kumar Gupta

Trainee Material Receiver

### Pankaj Agarwal

Asstt. Accounts Officer

### Md. Zubair Alam

Safety Supervisor

### Zafar Hashmi

Site Engineer - Electrical

### Mohan Kumar Saw

Foreman

### Mewa Lal Prajapati

Sr. Supervisor

### Ramjee Singh Yadav

Project Engineer - Billing

### Vimal Mohanlal Prajapati

Junior Engineer

### Rajeev Kumar Pandey

Site Engineer - Survey

### Ahmad Shamim Neyazi

Supervisor - Bridges

### Rajender Gupta

Foreman

### Badrul Hasan

Jr. Safety Officer

### Manoj Khangwal

Computer Operator

### Lalit Kumar

Computer Operator

### Raj Kumar Shah

Batching Plant Operator

### Rashid Ali Khan

Batching Plant Operator

### Kulwinder Singh

Concrete Pump Operator

### Ramesh Mahto

Concrete Pump Operator

### Rajender Singh

Foreman - Mechanical

### M. Mumtaz Alam

Safety Officer

### Yasir Karim

Graduate Engineer Trainee

### Rupesh Giri

Junior Engineer

### Amitesh Verma

Assistant Engineer - Mech.

### Shailendra Kumar Mishra

Assistant Engineer - Q.C.

### Ahmad Nadeem

Assistant Engineer - Q.C.

### Upendra Kumar Singh

Assistant Engineer - Billing

### Manoj Kumar Verma

Project Engineer

### Mukesh Tyagi

Assistant General Manager

### Rameshwar Kumar Barai

Jr. Supervisor

### Ajit Kumar Pothal

Safety Supervisor

### Rameshwar Kisan Rathod

Assistant Surveyor

### Zawed Akhtar Khan

G.E.T. - Mechanical

### Pradeep Kumar Anjana

Junior Engineer

### Jitendra Yadav

Lab Assistant

### Dinesh Kumar Patel

Sr. Supervisor

### Neelanjana Chowdhuri

Assistant General Manager

### Satyajeet Gauli

Project Engineer

### Sandeep Kushwaha

Sr. Lab Technician

### Kailash Rao Patil

Foreman

## Era EPC & INTERNATIONAL

### Suvindra Kumar

Assistant Company Secretary

### Rajeev Gupta

Accounts Officer

### Kupatil Sujeendran

Asstt. Officer - P&amp;A

### Surgeet Singh Kushwah

Assistant Engineer

### Shiv Mohan

Foreman

### Barun Kumar

Assistant Engineer - Bridge

### Sachin Kumar Katiyar

Junior Engineer - Highway

### Suraj Sharma

Sr. Supervisor

### Gajnish Kumar

Assistant Engineer

### Rupesh Kumar Bhati

Assistant Engineer

### Mukesh Kumar Singh

Junior Engineer - QC

### Anurag Saxena

Dy. Project Manager

### Gaurav Kumar

Junior Engineer

### Pramod Pandey

Assistant Engineer

### Vinod Kumar Yadav

Site Engineer

### Subh Narayan Singh

Project Engineer

### Deepak Kumar Mishra

Resident Engineer - QS

### Rajeev Kumar

Sr. Supervisor

### B. Raghavendra Swamy

Sr. Lab Assistant

### Satish Kumar

Sr. Store Keeper

### Kamlesh Chandra Shukla

Assistant Store Keeper

### Brijesh Kumar Sharma

Dy. Manager- Quality

### Kaushal Jha

Sr. Supervisor

### Vijay Kumar Jha

Dy. Project Manager

### Bachan Singh

Resident Engineer

### Rajeshwar Sharma

Project Engineer - Electrical

### Pankaj Singh

Assistant Engineer - QC

### Amit Chaudhary

Assistant Officer - HR

### Gourav Gupta

Assistant Engineer



# WELCOMES YOU



Ajay Kumar

Officer - HR



Tejpal Bhardwaj

Dy. Draughtsman

Nimit Kumar Patnaik

Officer - Marketing

Dinesh Kumar Sharma  
Sr. Manager - ServicesBikash Kumar  
AccountantAjay Pilwan  
Site Engineer

## EMPLOYEE OF THE MONTH

**Mr. Yash Pawar**

Server- Food court, Era Mall



Experience the moment

**Best Article - February Newsletter:****POEM****by Manish Sharma - DGM Retail,  
Era Landmarks (India) Ltd.**



# SNAPSHOTS OF OUR SUCCESS

...have been delaying payments, so contractors just want to finish ongoing projects and exit the market.

...a presence in the market, not keen on expanding.

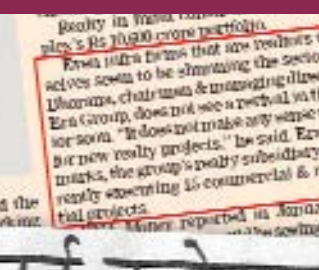
...Contractors just want to finish the ongoing projects and exit for the time being.

...A strategy being adopted to derisk business is to target government contracts, which tend to be more reliable.

...ready in India.

...play's 15,000 crore portfolio.

...Kumar infra firms that are ready to solve some of the challenges the sector faces, chairman & managing director of the group, does not see a revival with the group. "It does not make any sense to start new projects," he said. Kumar marks the group's entry into the real estate sector, the group's entry into the real estate sector, the group's entry into the real estate sector.



## 'गजनी' ने किया रिकार्ड कलेक्शन

रोवादादा/मेरठ  
आमिर खान की फिल्म गजनी के भारतीय डिस्ट्रीब्यूटर के रूप में स्टूडियो ने महज एक सप्ताह में 38 करोड़ रुपये अर्जित किए इस मामले में ईरा का प्रदर्शन और भी शानदार रहा। मेरठ में अभी तक इसका कलेक्शन 16 लाख रुपये से भी अधिक रहा है। जो मेरठ के कुल कलेक्शन के 43 प्रतिशत से भी अधिक है।

और अलग अनुभव उपलब्ध करने पर बल दे है। ईरा मॉल में ईरा सिनेमाॉन एक और पीवीए मॉल में मल्टीप्लेक्स चला रहा है मेरठ में कुल मिलाकर उसके पास 6 स्क्रीन हैं।

कम्पनी ने हाल ही में गाजियाबाद में भी एक मल्टीप्लेक्स लांच किया और अब मेरठ गाजियाबाद, जयपुर और अजमेर में भी सफलतापूर्वक चला रही है थ्रूपी और देश के अन्य हिस्सों में ईरा आक्रामक तरीके से अपने व्यवसाय को विस्तार कर रही है। 2010 के आखिर तक कम्पनी की योजना है कि वर्ष 2010 तक 22 स्क्रीन निर्मित करेगी।

## गजनी मेरठ में भी नंबर वन

मेरठ। आमिर खान की गजनी को मल्टीप्लेक्स की सबसे हिट फिल्म कहा जा रहा है। यह फिल्म 250 करोड़ रुपये का कारोबार कर चुकी है। मेरठ में भी कारोबारी ऐंठवारे से गजनी ने कर्तित्वान स्थापना करते हुए नंबर वन होने का खिताब हासिल कर लिया है। अपने कले सप्ताह में ही बड़े बैनर की फिल्म मिलीन की उम्मीद कम है। इसके चलते ही गजनी बर कारोबारी सफल है। अगर आंकड़े की बात की जाय तो बिजनेस ऑफ सिनेमा डॉट के अनुसार मेरठ में गजनी ने 16 लाख रुपये से अधिक का कारोबार कर चुकी है। मॉल कलचर के बाद से लोगों ने भी गजनी का आनंद मॉल आमदनी के मामले में मॉल पीवीए ईरा स्थित ईरा के भाव्य सबसे ज्यादा बिजनेस सिनेमा भी आमदनी नहीं रखा। सिनेमा हॉल ने भी गजनी से अधिक बिजनेस हासिल किया। मेरठ सिनेमा ज्योति खन्ना बर कलन वाली कुल गजनी में फिल्म मिलीन नहीं होने ऐसे में गजनी सफलतापूर्वक कारोबार कर रही है।

इक सुंदर घर का सपना होगा साकार  
दिवाली तक मूर्त रूप ले लेगी ईरा का लॉरेल गार्डन

लॉरेल गार्डन में सभी भूखंडों का कन्सट्रक्शन शुरू हो चुका है। उन्होंने बताया कि वर्तमान दौर में देवोताला जिन के मामले में महत्वपूर्ण कदम पर करीब 30 एकड़ क्षेत्र में फैले लॉरेल गार्डन में मल्टीप्लेक्स, सिनेमा और कॉमर्सियल प्लॉट्स हैं। उन्होंने बताया कि डबलू.बी.एम. इन्फ्रास्ट्रक्चर्स, स्टार कंस्ट्रक्शंस, गौरी लॉन्ग जैव वाटर हाउस के अलावा आधुनिक मेरठ हाईवेला सेंट्रल जैव वाटर बुनियादी ढांचा सुविधाओं का निर्माण कार्य करीब पूरा हो चुका है। उन्होंने बताया कि लॉरेल गार्डन डिप्टी कमिशनर एवं मेरठ निवासी को जयपुरावा पर आधारित है और यह जयपुरावा को भारत में स्थापित किया जा रहा है। उन्होंने कहा कि जयपुरावा को भारत में स्थापित किया जा रहा है। उन्होंने कहा कि जयपुरावा को भारत में स्थापित किया जा रहा है।

## एक सप्ताह में कमाए 38 करोड़ रुपये

मे, पार्टनर और शो के कुल 18 रखा। मित भद्राना ने लोगों के उच्च उपलब्ध करा होने कहा कि है कि लोग हम बेहतरीन लखनऊ जैसे जगहों पर मल्टीप्लेक्स कि मुजफ्फर नगर जयपुर जैसे जगहों पर मल्टीप्लेक्स हमारा लक्ष्य 22 स्क्रीन निर्मित पर 8 इसका कलेक्शन 16 लाख रुपये से भी अधिक रहा है। जो मेरठ के कुल कलेक्शन के 43 प्रतिशत से भी अधिक है। ईरा इंडिया आई सिनेमा ने कहा कि मेरठ में ईरा मल्टीप्लेक्स को जयपुरावा के लोगों के सेवाएं उपलब्ध करा रहा है जो कि पहले उपलब्ध नहीं था। उन्होंने कहा कि मुजफ्फरनगर, जयपुर, लखनऊ, मेरठ और अजमेर जैसे जगहों पर जयपुरावा को स्थापित किया जा रहा है। उन्होंने कहा कि जयपुरावा को स्थापित किया जा रहा है।

## एक सप्ताह में कमाए 38 करोड़ रुपये

मे, पार्टनर और शो के कुल 18 रखा। मित भद्राना ने लोगों के उच्च उपलब्ध करा होने कहा कि है कि लोग हम बेहतरीन लखनऊ जैसे जगहों पर मल्टीप्लेक्स कि मुजफ्फर नगर जयपुर जैसे जगहों पर मल्टीप्लेक्स हमारा लक्ष्य 22 स्क्रीन निर्मित पर 8 इसका कलेक्शन 16 लाख रुपये से भी अधिक रहा है। जो मेरठ के कुल कलेक्शन के 43 प्रतिशत से भी अधिक है। ईरा इंडिया आई सिनेमा ने कहा कि मेरठ में ईरा मल्टीप्लेक्स को जयपुरावा के लोगों के सेवाएं उपलब्ध करा रहा है जो कि पहले उपलब्ध नहीं था। उन्होंने कहा कि मुजफ्फरनगर, जयपुर, लखनऊ, मेरठ और अजमेर जैसे जगहों पर जयपुरावा को स्थापित किया जा रहा है। उन्होंने कहा कि जयपुरावा को स्थापित किया जा रहा है।



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