



MYSEIL

**The next big thing,
starts from here.**

Infrastructure that goes beyond utility.

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MYSEIL is more than an infrastructure company — it is a vision for India's future. MYSEIL is more than an infrastructure company — it's a vision for India's future. With a core focus on empowerment, entertainment, and education, MYSEIL builds spaces that go beyond utility, creating destinations that uplift communities and redefine experiences



The enterprise

BUILDING CONNECTED DESTINATIONS



WSA KOLAR



YSTD | KOVVUR

The company positions infrastructure as a platform for empowerment, entertainment and education, creating spaces that serve practical needs while elevating the everyday experience of people and communities.

MYSEI Limited (MYSEIL)

The entrepreneurial journey through Y Screens and WHY MALL, its current integrated wayside amenities projects, and our previous discussions, I recommend positioning MYSEIL as a next-generation integrated infrastructure and destination development company.

MYSEIL's strength is not simply developing buildings, shopping centres, or highway amenities. It is the ability to transform strategic locations into commercially viable, socially meaningful and experience-driven destinations.

The positioning connects three important dimensions of the organisation:

- ✓ Legacy: Bringing modern entertainment, commerce, entrepreneurship and essential services to underserved rural and semi-urban communities.
- ✓ Transformation: Evolving from Y Screens and WHY MALL centres into large-scale destination infrastructure.
- ✓ Future: Developing integrated highway destinations, retail ecosystems, hospitality, recreation and other sustainable infrastructure assets through partnerships and long-term operations

Three pillars. One integrated vision.

EMPOWERMENT • ENTERTAINMENT • EDUCATION



01 Empowerment

Places that enable participation, access, livelihoods and opportunity.



02 Entertainment

Experiences designed to make public destinations welcoming and memorable.



03 Education

Spaces that can enable development and knowledge exchange.

Our Vision

To redefine India's infrastructure landscape by creating iconic, inclusive and sustainable destinations that empower communities, enrich experiences and unlock enduring economic opportunities.

This vision extends beyond conventional infrastructure development. It positions YSEIL as a company that creates environments where commerce, connectivity, hospitality, entertainment and community development converge.

The long-term ambition is to become a trusted national developer and operator of integrated destinations, setting new benchmarks for innovation, accessibility, operational excellence and sustainable growth.

The Mission

To conceptualise, develop and operate world-class integrated infrastructure destinations that seamlessly bring together commerce, entertainment, hospitality, mobility and essential services—delivering exceptional user experiences, empowering local economies and creating sustainable value for communities, partners and stakeholders.

MYSEIL will fulfil this mission through thoughtful master planning, innovative development models, high-quality execution, strategic partnerships and efficient long-term asset management.

Its mission reflects a commitment to make modern infrastructure accessible beyond India's major cities, while ensuring that each project is financially resilient, environmentally responsible and socially relevant.



MYSEIL | INFRASTRUCTURE

For people.
For places.
For what comes next.

Strategic Objectives.

The following eight objectives connect YSEIL's heritage with its current business strategy and future growth.

01 Develop Landmark Infrastructure Destinations

Establish integrated, multi-purpose developments that combine retail, food and beverage, hospitality, entertainment, mobility services, recreation and community facilities into cohesive destinations.

02 Create Sustainable Economic Value

Develop commercially resilient assets supported by diversified revenue streams, strategic leasing, long-term concessions, disciplined capital deployment and efficient operations, delivering sustainable returns to investors and stakeholders.

03 Empower Local Communities and Businesses

Generate employment, encourage entrepreneurship and provide opportunities for local enterprises, artisans, service providers and small businesses to participate in modern commercial ecosystems.

04 Transform Highway Travel into Destination Experiences

Redefine traditional highway stopovers through safe, accessible and high-quality facilities, integrating essential traveller services with food courts, hospitality, retail, recreation, EV infrastructure and logistics support.

05 Champion Sustainable and Responsible Development

Integrate energy efficiency, renewable energy, water conservation, responsible waste management, resilient infrastructure and inclusive design into project planning and operations.

06 Build Strategic Partnerships and Investment Ecosystems

Foster enduring relationships with government institutions, financial partners, investors, leading brands, technology providers and operating partners to accelerate development and strengthen project viability.

07 Establish Excellence in Execution and Governance

Maintain high standards of quality, safety, transparency, regulatory compliance, financial discipline and customer satisfaction throughout the project lifecycle.

08 Develop a Scalable National Infrastructure Platform

Create replicable destination-development models that enable YSEIL to expand from its established markets into emerging economic corridors and high-growth regions across India.

Y screens

2	4,356	256
Digital theatres	Square feet	Total seats

Pioneering entertainment infrastructure.
Y SCREENS launched at Pandit Nehru Bus Station in Vijayawada, Andhra Pradesh — Asia's busiest and biggest bus terminal.
Our mini digital theatres with 128 seats each, surrounded by food courts, created the nation's first entertainment hub for transit passengers.



Built for comfort.

Every detail designed to enhance the passenger experience.



Digital Theatres

Two state-of-the-art screening rooms with 128 seats each



Food Court

Full-service cafeteria and refreshment counters



Waiting Lounge

Comfortable seating areas for passengers



Facilities

Modern restrooms and essential amenities



Premium viewing experience.
Inaugurated on June 6, 2016, at the Arrival Block of Pandit Nehru Bus Station, Y Screens introduced a revolutionary concept.
Our innovative approach transforms waiting time into entertainment time, setting a new standard for passenger amenities across India.

India's first integrated wayside destination.

WAYSIDE AMENITIES | KOLAR | CHITTOR | KANCHIPURAM



A destination-scale experience bringing together travel amenities with hospitality, hospitality, commerce and public space.

Strategic goals 2026 to 2036.

Strategic priority	Proposed goal
Flagship project delivery	Develop and operationalise the three Bengaluru–Chennai Expressway wayside destinations at Kolar, Chittoor and Kanchipuram, subject to approved project schedules
National expansion	Build a pipeline of additional integrated destinations across selected national highway and growth corridors
Recurring revenue	Establish a diversified, predictable revenue base through retail leasing, F&B, fuel and EV services, hospitality, logistics and commercial partnerships
Brand partnerships	Attract strong national, regional and international operating brands to anchor destination developments
Financial sustainability	Strengthen cash flows, project-level profitability, funding diversification and long-term returns on invested capital
Digital transformation	Introduce technology-enabled leasing, customer engagement, asset management and operational monitoring
Community development	Increase local employment, MSME participation, entrepreneurship and regional economic activity
ESG and governance	Implement measurable environmental, social, safety and governance standards across all major developments

FOOD & BEVERAGE / HOSPITALITY



Places to gather.

DESTINATION EXPERIENCE / INDICATIVE ONLY

Food and beverage formats can transform a brief stop into a comfortable social experience. Well-managed dining zones, local cuisine, shaded outdoor seating and convenient quick-service options make the place relevant to different types of journeys.

Commerce with context.



DESTINATION EXPERIENCE / INDICATIVE ONLY

A balanced tenant programme can bring familiar convenience together with a distinctive local offer. The opportunity is not only what is sold, but how retail, landscape and circulation work together as a cohesive place.

The development approach through three lenses:

01 Operational clarity

Movement, servicing and maintenance planned from day one.

02 Lifecycle performance

Energy, water, materials and long-term asset upkeep.

03 Visitor experience

Safe, comfortable environments and consistent service quality.

**Built for
enduring
value**



CORRIDOR OPPORTUNITY

**The next frontier of
travel infrastructure.**

Experienced direction.

FOUNDER & CHAIRMAN / MANAGING DIRECTOR

Yarlagadda Venkata Ratna Kumar

According to the company website, the founder brings more than two decades of entrepreneurial experience across industrial services, public-private infrastructure and rural-transformation initiatives.

His published profile identifies leadership of APIMS India Pvt. Ltd., and links his entrepreneurial history with Y Screens Entertainment and the YSTD Centres (WHY MALL) concept. YSEIL frames this experience as a foundation for infrastructure and ecosystem development.



An interconnected experience base.

THE BACKGROUND REFERENCED IN YSEIL’S LEADERSHIP BIOGRAPHY

APIMS INDIA Industrial services and development capabilities

Y SCREENS Entertainment-oriented development experience

YSTD / WHY MALL Integrated service-centre and commercial concepts

PARTNER WITH US

Know more at

www.myseil.com



MYSEIL

**Building with
pride and precision.**

Infrastructure for Empowerment, Entertainment & Education.

WWW.YSEIL.COM