KSS LIMITED

Date: 07.09.2016

To,

The Corporate Relations Department,
BSE Limited,
PJ Tower, Dalal Street, Fort,
Mumbai-400 001.
Scrip Code: 532081

National Stock Exchange of India Ltd,
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051.
Scrip Code: KSERASERA

Sub: Clarification regarding the Intimation dated 30.08.2016
Ref: Opening of new BJewelz Store at New Delhi by Birla Jewels Limited (wholly owned subsidiary of KSS Limited)
Dear Sir/ Madam,

With reference to the above mentioned subject it is hereby clarified that the Company vide its letter dated August 30, 2016 had intimated regarding the opening of new BJewelz Store at New Delhi by Birla Jewels Limited (wholly owned subsidiary of KSS Limited) and the 2nd paragraph of the said intimation stated that:

"The Company is currently focussing on the launching of "BJewelz" retail outlet through franchisee model and down the year is planning to open approx. 500 retail store across the length and the breadth of the country."

Further submitted that there was a typographical error in the 2nd line of the said paragraph and the word "down the year" shall be substituted as "down the years" which means "in the coming years" and the said paragraph shall be read as follows:

"The Company is currently focussing on the launching of "BJewelz" retail outlet through franchisee model and down the years is planning to open approx. 500 retail store across the length and the breadth of the country."

We deeply regret for the inconvenience caused.

Thanking You

For KSS Limited
(Formerly known as K Sera Sera Limited)

Tanu

Tanu Singh
Company Secretary

KSS LIMITED
MUMBAI