KSS LIMITED

Date: 24.10.2016

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: In continuation to the announcement made with respect to Opening of new Bjewelz Store at Jhansi, Uttar Pradesh by Birla Jewels Limited (wholly owned subsidiary of KSS Limited)

Dear Sir/Madam,

KSS Limited, a brand synonymous with quality and consumer satisfaction, opened its jewellery store 'Bjewelz' under its wholly owned subsidiary Birla Jewels Ltd in Jhansi on 23rd October, 2016.The store offers a vast and versatile collection of modern, contemporary as well as conventional jewellery at affordable prices. With the launch of their first store in Jhansi, the brand is looking forward to revolutionize the retail jewellery industry in the country with a firm focus on affordability, quality and consumer experience.

The company is bullish on its expansion in several cities including Mumbai, Delhi, Ahmedabad, Patna and Gwalior. With a clear objective of expanding its reach to the larger set of masses in the retail market and in metro and tier 2 cities, Birla Jewels Ltd intends to open 500 Bjewelz stores across the length and breadth of the country over next 3 years.

Commenting on the launch, **Mr. Satish Panchariya, Group Chairman – KSS Ltd.** said, "The launch of Bjewelz store in Jhansi marks our presence in the organized retail gems and jewellery business in the territory. With a core focus on tier 2 cities along with metro's and mini metros we look forward to provide conventional and contemporary jewellery products at affordable prices to the masses. By building brand 'Bjewelz', the aim is to be recognized as one of the top 3 jewellery retail chains in the country over the next 3 years."

Speaking on the launch **Ms. Nikita Rattanshi, Director at Birla Jewels Ltd.** added, "We are ecstatic with the launch of our first Bjewelz store in Jhansi today. This has opened a channel for us to present the customers in the region with artistically crafted, trendy and wholly unique collection of jewellery designs in a state-of-the-art retail ambiance. We look forward to enhance the overall jewellery buying experience for the customer and making Bjewelz as the primary choice when it comes to jewellery purchasing."

Apart from company owned and operated stores; Birla Jewels Ltd. will follow a franchisee model and will explore opportunities with various partners across the country for the expansion of Bjewelz.

Thanking You

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

Hita Vadgama
Company Secretary

KSS LIMITED
MUMBAI