KSS LIMITED

Date: 14.03.2016

To,

The Corporate Relations Department,
Bombay Stock Exchange 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: Intimation of Acquisition of 100% stake in Birla Gold and Precious Metals Ltd. alongwith its subsidiary by KSS Limited

Dear Sir/ Madam,

With reference to the above captioned subject, it is hereby informed that KSS Limited has acquired 100% stake in Birla Gold and Precious Metals Limited (BGPML).

Business of the target entity in brief

The Company is in the business of selling gold and diamond jewellery through its e-commerce platform known as cherishgold.com. It also has the scheme where the customers can buy gold on monthly basis and then redeem it with jewellery within a period of Eleven (11) months.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 as follows:

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc	(a) Authorized & Paid-up capital: Rs. 5,00,000 (50,000 equity shares of Rs. 10/- each) (b) Turnover: 2947329
b)	Whether the acquisition would fall within	No

	related party transaction (s) and whether the promoter/promoter group/group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length".	
c)	Industry to which the entity being acquired belongs	BGPML is a service provider and retailer for all kinds of goods and merchandise including precious and semi-precious metals, stones, gold, silver, diamonds, jewelry, bullions and all such other commodities.
d)	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity	The Company has desired to expand/spread its area of operation by making an investment in the Gold business. Through this expansion the Company will be exploring new area of business. The Company is already operating in digital technology, miniplex etc businesses through its subsidiaries.
e)	Brief details of any governmental or regulatory approvals required for the acquisition	No
f)	Indicative time period for completion of the acquisition	Subject to the completion of the formalities as per the provision of the Companies Act, 2013 and other applicable laws
g)	Nature of consideration whether cash consideration or share swap and details of the same	Cash
h)	Cost of acquisition or the price at which the shares are acquired	Rs. 5,50,000 i.e. 50,000 equity shares of Rs. 11/- each (including Re.1/- premium)
i)	Percentage of Shareholding/ control acquired and/ or number of shares acquired	100%
j)	Brief background about the entity acquired in terms of products/ line of business acquired, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Brief Background- Birla Gold and Precious Metals Limited is carrying on the business as a service provider and retailer for all kinds of goods and merchandise including precious and semi-precious metals, stones, gold, silver, diamonds, jewelry, bullions

		and all such other commodities. Turnover of Last 3 Years- 2014-15- 2947329 2013-14- Nil 2012-13-Nil The acquired entity is not having any place of business outside India.

Please take the above on record

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

Tanu Singh
Company Secretary