KSS LIMITED

Date:15/04/2016

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: Opening of new Miniplex at "Rudrapur" (Uttarakhand) by K Sera Sera Miniplex, Subsidiary of KSS Limited

Dear Sir/ Madam,

K Sera Sera Miniplex Limited, Subsidiary of KSS Limited, has inaugurated its **Rudrapur Miniplex** on April 15, 2016 near Bindu Khera Mod, Rudrapur- Kashipur Road, Rudrapur, Uttarakhand with two screens and after taking into account the aforesaid opening, the total number of screens has reached to 24 in the Country. The theatre will also be used to conduct virtual E- education classes in the non- movie hour.

The Press Release related to the opening of new miniplex "KSS announces the launch of a new miniplex in Rudrapur" is enclosed herewith for your kind reference.

Kindly take the above on record.

Thanking You

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

Tanu

Tanu Singh
Company Secretary

KSS LIMITED MUMBAI

KSS announces the launch of a new miniplex in Rudrapur

~ The new miniplex is the company's 2nd such property in Uttarakhand, and the 10th in the country~

National, 14th April 2016: KSS Miniplex, a wholly owned subsidiary of KSS Limited has today launched a new miniplex in Rudrapur, its second such property in the state of Uttarakhand. The 2 screen miniplex will see state-of-the-art video auditoriums and sound systems with a luxurious ambience for patrons

Commenting on the launch, **Satish Panchariya, Group Chairman – KSS Limited** said, *"We are proud to announce the launch of our new miniplex in Rudrapur, making it our 10th miniplex in the country. By increasingly focusing our expansion plans in Tier 2 and Tier 3 markets, our aim is to penetrate into those regions in the country where there are fewer choices for entertainment and education. KSS miniplexes serve as a cost-effective alternative to bring the multiplex culture for patrons in these cities. The miniplex model has worked wonders for us thus far, and we hope to implement the same across the length and breadth of the country. "*

KSS Miniplexes project audio-visual content in FULL HD, powered by 3D compatible technology and ultra modern digital sounds, thereby revolutionizing the viewer's experience. Bolstered with multi cuisine food courts that are priced affordably, miniplexes ensure that quality entertainment is delivered at lower spends per head. KSS plans to establish more than 500 such theatres in India.

About KSS Limited

KSS Ltd. (formerly known as K Sera Sera Ltd.) was incorporated in September 1995. Headquartered in Mumbai KSS Limited is currently listed on the BSE and NSE. Headed by team of professionals, the company has varied interests in the realms of entertainment and gems and jewellery business. KSS, as it is commonly known, focuses on the entertainment film business; with three business entities focusing on digital cinema rollout, the building of miniplex cinema screens, and alternative content programming in cinema theatres, respectively. With Birla Jewels and Birla Gold & Precious Metals Ltd, KSS Ltd. enjoys the dominance in the jewellery segment in the country.

KSS LIMITED MUMBAI