

KSS LIMITED

Date: 16.03.2016

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: Restructuring of the shareholding of Birla Jewels Limited from its parent company Birla Gold and Precious Metals Limited to KSS Limited

Dear Sir/ Madam,

In furtherance to our intimation dated March 14, 2016 regarding the acquisition of Birla Gold and Precious Metals Limited alongwith its subsidiary and with reference to the above captioned subject, it is hereby informed that the shareholding of Birla Jewels Limited has been restructured by transferring it to KSS Limited from its parent company Birla Gold and Precious Metals Limited and pursuant to which Birla Jewels Ltd as well as Birla Gold and Precious Metals Limited are the wholly owned subsidiaries of KSS Limited.

Birla Jewels Limited is engaged in distribution and retail of branded jewellery products and lifestyle products under the brand name "BJewelz". The company plans to bring existing outlets from unorganised segment to a standard and organised platform & open new retail outlets under its brand name "BJewelz" across the length & breadth of the country.

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. 6,00,000 (60,000 equity shares of Rs. 10/- each)

		(b) Turnover: Nil
b)	Whether the acquisition would fall within 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".	No
c)	Industry to which the entity being acquired belongs	Jewellers
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	As already intimated vide our letter dated March 14, 2016 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	The said transfer shall be completed 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	The shares are transferred at the face value i.e. Rs. 6,00,000 i.e. 60,000 equity shares of Rs. 10/- each
i)	Percentage of Shareholding/ control acquired and/ or number of shares acquired	100% transfer of shares by Birla Gold and Precious Metals Limited to KSS Limited
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	Brief Background- Birla Jewels Limited (previously known as K Bazaar Online Trading Private Limited) carries on business as distributor and service provider for

	information (in brief);	all kinds of goods and merchandise including gold, silver, diamonds, gold bullion, jewellery and such other products. It is engaged in distribution and retail of branded jewellery, jewellery products and life style products under the brand name "BJewelz". Turnover of Last 3 Years- 2014-15- Nil 2013-14- Nil 2012-13-Nil The target 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)

KSS LIMITED MUMBAI

Tanu Singh
Company Secretary