KSS LIMITED

Date: 18.01.2017

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 Co-branded Jewellery Store 'Cherishgold' and 'BJewelz' at Goregoan (west), Mumbai 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 its co-branded Cherishgold and BJewelz store today i.e 18th January, 2017 located at Shalimar Miracle, Main S. V. road, Adjoining Mc Donald's, Goregoan (west), Mumbai - 400062 @ 10 am under its wholly owned subsidiary Birla Jewels Limited.

The store at Goregaon is first-of-its-kind co- branded company owned company operated store. It is retail and online co-branded store and is all set to revive the jewellery buying experience in the country, with its unique offline and online store format.

Further attaching herewith the press release for your record.
Thanking You

For KSS Limited

Hita Vadgama
Company Secretary

KSS LIMITED MUMBAI

CHERISH GOLD

KSS LIMITED

BJEWELZ

KSS Limited launches its first 'Cherishgold' and 'BJewelz' co-branded store in Mumbai

- *First-of-its-kind co-branded company owned company operated store in India*
- *Company is bullish with its plans of opening 500 such co-branded stores pan India*

Mumbai, January 18, 2017: KSS Limited, a brand synonymous with quality and consumer satisfaction, opened its first co-branded Cherishgold and BJewelz store in Mumbai today. The store at Goregaon is the first-of-its-kind retail and online co-branded store by KSS Limited in India. Birla Jewels Ltd, a wholly owned subsidiary of KSS Limited that is listed on BSE and NSE is all set to revive the jewellery buying experience in the country, with its unique offline and online store format.

Offering a vast and versatile collection of modern, contemporary as well as conventional jewellery at affordable prices, Cherishgold - Bjewelz co-branded stores are an initiative to club the infinite offerings of an online jewellery mall, and present the same to walk-in customers at a retail store and vice-a-versa, at just a click of a button. 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, KSS Ltd / Birla Jewels Ltd intends to open 500 such co-branded stores across the length and breadth of the country with 55-60 co-branded stores in Maharashtra and Gujarat in near future.

Commenting on the launch of Cherishgold – BJewelz co-branded store, **Mr. Satish Panchariya, Group Chairman – KSS Ltd.** said, "The launch of the first Cherishgold - Bjewelz store in Mumbai marks our presence in the organized retail gems and jewellery business in the region. With this first-of-its-kind store, in addition to meeting the requirements of our retail jewellery clientele, we expect to not only service the customers of our online brand Cherishgold.com from the local catchment but also present a huge bouquet of products through our online store for the local populace."

Speaking on the launch **Ms. Nikita Rattanshi, Director at Birla Jewels Ltd. added**, "We are ecstatic with the launch of the first Cherishgold - BJewelz store in Mumbai today. It has opened a channel for us to present our offline and online customers with artistically crafted, trendy and a unique collection of jewellery designs in a state-of-art retail ambiance. With a core focus on making jewellery products available at affordable prices to the masses, we look forward to enhance the overall jewellery buying experience in the country while focusing on quality and designs."

About BJewelz

'BJewelz' a brand of 'Birla Jewels Ltd.' is reckoned for redefining the jewellery buying experience for the middle & mass affluent class through its local market centric approach, purity assurance, value for money price offering and a plush jewellery buying experience at its cozy stores. The revolutionary concept has many firsts to its credit in this age-old world of jewellery business and the current version of Cherishgold-BJewelz stores is a step further in this direction. With BJewelz stores in Delhi and Jhansi, KSS

Limited will be following company owned- company operated stores format and franchisee model to explore opportunities with various partners across the country for the expansion of the brand.

About Cherishgold.com

Cherishgold is an online e-commerce brand offering a wide variety of jewellery designs carefully chosen from the best jewellery manufacturing centres of India. With already about 10 thousand designs uploaded & another 40 odd thousand being rendered Cherishgold.com claim to be the 'World's Largest Virtual Jewellery Mall'. Harnessing the power of digital medium, the online jewellery portal offers large pool of jewellery designs to its customers, much more than any physical store can accommodate & also have physical store fronts across the country which services the customers for exchange, returns or any other services desired.

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 roll-out, the building of miniplex cinema screens, and alternative content programming in cinema theatres. With Birla Jewels and Birla Gold & Precious Metals Ltd, KSS Ltd. enjoys the dominance in the jewellery segment in the country.