KSS LIMITED

Date : 29/11/2018

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: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company herewith enclose the press release with regards to the Press Conference held today at 4:00 PM in respect of introducing unique Concept "RESTAURANT PLUS CINEMA" combined together under the brand name "CHHOTU MAHARAJ" on B2B level (Business to Business level) by its subsidiary K Sera Sera Box Office Private Limited.

This is for the information of the exchanges.
Kindly take the same on record.

Thanking You,

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

Harsh Upadhyay
Director
DIN: 07263779

Ecl: as above



KSS LIMITED

For the FIRST TIME in INDIA, K Sera Sera (KSS) Group, a well-known 360 degree media and entertainment companies which specializes in film production, distribution as well as exhibition businesses across India, is introducing a unique concept of "RESTAURANT PLUS CINEMA" combined together under the brand name "CHHOTU MAHARAJ" .

"Chhotu Maharaj" cine restaurant is built with 50 feet diameter unique DOME shape - where customer would enjoy very high class excellent quality 7 course meal at very affordable price point of INR 300/-, 400/- or 500/-and at the same time view latest new movie complementary while enjoying their meal along with their family and friends in a luxurious environment.

Like in an air craft or in a train or in a club; Guest's main purpose is to travel or relax and to supplement the time they are offered with a movie or other forms of entertainments; at chhotu maharaj main purpose is to serve delicious food and cinema is being shown as complimentary.

" We vouch to reach to a grassroot level across India and planning to open 9000 cine restaurants over a period of 3 years via FRANCHISEE model. In this uniquely designed concept, Franchisee owner would invest just 25 Lakh rupees and become owner of 100 seat restaurant cum 100 seat theater. The entire infrastructure, dome, furniture, projector, movie content, excellent quality food, technology, software and hardware would be provided by KSS." explained Mr Satish Panchariya, Chairman of K Sera Sera group.

"At Chhotu Maharaj - Customer will be very delighted due to great value for money. Franchisees would be happy due to low investment and high returns. Industry would be happy due to increment in the grass root level reach.In short, in this revolutionary concept of Chhotu Maharaj, KSS has created win win situation for every associated aspect" Mr Panchariya added.

K Sera Sera (KSS) Group is a well-known 360 degree media and entertainment companies, which specializes in film production, distribution as well as exhibition businesses across India. Currently KSS is building more than 100 high quality miniplexes of which 30 have been already operational where we bring 100% quality Multiplex experience to viewers at just half the cost.

KSS Limited
(Formerly Known as K Sera Sera Ltd.)
CIN : L22100MH1995PLC092438
Unit No.101 A & 102, 1st Floor, Plot No. B-17, Morya Landmark II, Andheri (West), Mumbai - 400 053. INDIA.
Tel: 022 40427600 / 42088600 Fax: 022 40427601 Web : www.kserasera.com Email : info@kserasera.com



KSS LIMITED

Talking about digital movie distribution business of the group, Mr Satish Panchariya said, "We are India's 2nd largest DIGITAL Service Provider. We are the PIONEERs in bringing in HD technology to our country. Almost 3000 bollywood & regional movies are being released through our unique, and robust proprietary technology around the year in all languages. Our proprietary technology has been experienced by more than 600 theaters, Every year KSS reaches to almost 10 million spectators & provides very high quality movie viewing experience."

K Sera Sera Ltd has been instrumental in producing super block buster movies such as Sarkaar, Sarkaar Raj, Golmaal, Ab tak Chappan, Partner, Darna mana hai And has successfully distributed more than 100 films.