K SERA SERA
L I M I T E D

12th August, 2011

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: KSERA**

Dear Sir,

Sub: -Unaudited Financial Results for the Quarter Ended June, 2011

Please find enclosed herewith Consolidated and Standalone Un-Audited Financial Results, for the quarter ended June 30, 2011.

Kindly acknowledge the same and do the needful.

Thanking You,

For K Sera Sera Limited

Shailesh Bapat
Company Secretary

Encl: As above.

K SERA SERA LIMITED

(Formerly Known as K SERA SERA PRODUCTIONS LIMITED)

Registered Office : 18, 4th Floor, Mohid Heights, Near Versova Telephone Exchange,
Lokhandwala Road, Andheri (West), Mumbai - 400 053.

UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER ENDED 30TH JUNE 2011

(Rupees In Lacs)

Sr. No.	Particulars	Quarter ended on		Year ended on
		30.06.2011	30.6.2010	31.03.2011
		Unaudited		Audited
1(a)	Income from Operations	4,387.29	6,080.51	25,574.54
(b)	Other Operating Income	-	-	-
	Total Income	**4,387.29**	**6,080.51**	**25,574.54**
2	Expenditure			
(a)	Cost of Operations	3,277.25	3,146.71	15,817.45
(b)	Employee Cost	258.29	40.74	726.71
(c)	Depreciation	77.43	52.84	292.23
(d)	Other expenditure	282.14	600.29	1,778.52
	Total Expenditure	3,895.11	3,840.58	18,614.90
3	**Profit from Operations before Other Income & Interest**	**492.18**	**2,239.93**	**6,959.63**
4	Other Income	35.67	331.96	477.58
5	**Profit before Interest, but before Exceptional Items**	**527.85**	**2,571.89**	**7,437.21**
6	Interest	54.40	48.20	207.68
7	**Profit after Interest but before Exceptional Item**	**473.45**	**2,523.68**	**7,229.53**
8	Exceptional Item	-	-	-
9	**Profit (+) / Loss (-) from Ordinary activities before tax**	**473.45**	**2,523.68**	**7,229.53**
10	Tax Expenses			
(a)	Current Tax	0.93	-	6.50
(b)	Deferred Tax	-	-	109.22
(c)	Wealth Tax	-	-	0.93
(d)	Tax adjustments from earlier year (net)	-	-	-
	Total	0.93	-	116.65
11	**Net Profit(+)/Loss(-) from Ordinary activities after tax**	**472.52**	**2,523.68**	**7,112.88**
12	Extraordinary Item (Net of Tax)	-	-	-
13	**Net Profit(+) / loss(-) for the period**	**472.52**	**2,523.68**	**7,112.88**
14	**Paid-up Equity capital [Face value of Rs.10 each]**	20,793.86	20,793.86	20,793.86
15	Reserves excluding revaluation reserves			**34,068.16**
16	**Earnings per share (Rs) before Extraordinary Items**			
(a)	Basic	0.23	1.21	3.42
(b)	Diluted	0.23	1.21	3.42
17	**Public Shareholding**			
	Number of shares	207938634	207938634	207938634
	Percentage of shareholding	100%	100%	100%
18	**Promoters and promoter group**			
	Shareholding	NIL	10,000	NIL
(a)	**Pledged/Encumbered**			
	- Number of shares	NIL	NIL	NIL
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total shareholding of promoter and promoter group)			
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total share capital of the company)			
(b)	**Non-encumbered**			
	- Number of Shares	NIL	NIL	NIL
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total shareholding of promoter and promoter group)			
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total share capital of the Company)			-

Notes:

1. The above Consolidated results were reviewed by the Audit Committee on 12th August, 2011 and have been approved by the Board of Directors at the meeting held on 12th August, 2011
2. K Sera Sera Miniplex Pvt. Ltd. has successfully closed deals for 85 miniplexs with 170 screens across India with fitouts at various stages
3. Since 'K Sera Sera Technologies Pvt. Ltd.' is not only engaged in Technology Development but also into development of Digital Technology for Cinemas, hence the name of company has been changed to 'K Sera Sera Digital Cinema Pvt. Ltd.' from 'K Sera Sera Technologies Pvt. Ltd.' w.e.f 20th April, 2011.
4. Further K Sera Sera Digital Cinema Pvt. Ltd. is ready to launch its projection technology "SkyCinex" which boosts of almost 2K resolution and distribution via satellite in this month. The company plans to covert the existing 3000 cinemas into "SkyCinex" pan India in 3 years time.
5. The company has formed it's subsidiary named ***'K Bazaar Online Trading Pvt. Ltd.'***
6. K Sera Sera Box Office Pvt. Ltd. is ready to release its next movie ***'Life Ki To Lag Gai'*** tentatively in November 2011.
7. K Sera Sera's Television division had successfully launched its a musical show ***'Singing Star'*** in Rupashi Bangla channel from 2nd June.
8. The Company has received NIL complaints of Investors for this quarter.
9. Previous period figures have been re-grouped wherever necessary.
10. Foreign Exchange Revaluation Gain/Loss considered.

For K Sera Sera Ltd.

K SERA SERA LIMITED MUMBAI

Place: Mumbai
Date: August 12, 2011

Sanjay B. Lai
Managing Director

K SERA SERA LIMITED

(Formerly Known as K SERA SERA PRODUCTIONS LIMITED)

Registered Office : 18, Mohid Heights, 4th Floor, Near Versova Telephone Exchange,
Lokhandwala Road, Andheri (West), Mumbai - 400 053.

UNAUDITED STANDALONE FINANCIAL RESULTS FOR THE QUARTER ENDED 30TH JUNE 2011

(Rupees In Lacs)

Sr. No.	Particulars	Quarter ended on		Year ended on
		30.06.2011	30.06.2010	31.03.2011
		Unaudited		Audited
1(a)	Income from Operations	118.51	2,338.14	2,357.60
(b)	Other Operating Income		-	-
	Total Income	**118.51**	**2,338.14**	**2,357.60**
2	Expenditure			
(a)	Cost of Operations	103.05	1,263.88	1,276.85
(b)	Employee Cost	10.51	17.01	54.91
(c)	Depreciation	19.31	17.06	80.22
(d)	Other Expenditure	33.08	483.56	1,003.63
	Total Expenditure	165.95	1,781.51	2,415.61
3	**Profit from Operations before Other Income & Interest**	**(47.44)**	**556.63**	**(58.01)**
4	Other Income	10.46	330.14	354.94
5	**Profit before Interest, but before Exceptional Items**	**(36.99)**	**886.77**	**296.93**
6	Interest	47.77	48.19	196.68
7	**Profit after Interest but before Exceptional Item**	**(84.76)**	**838.58**	**100.24**
8	Exceptional Item	-	-	-
9	**Profit (+) / Loss (-) from Ordinary activities before tax**	**(84.76)**	**838.58**	**100.24**
10	Tax Expenses			
(a)	Current Tax	-	-	
(b)	Deferred Tax	-	-	198.74
(c)	Wealth Tax	-	-	0.93
(d)	Fringe Benefit Tax	-	-	-
(e)	Tax adjustments from earlier year (net)	-	-	-
	Total	-	-	199.67
11	**Net Profit(+)/Loss(-) from Ordinary activities after tax**	**(84.76)**	**838.58**	**(99.43)**
12	Extraordinary Item (Net of Tax)	-	-	-
13	**Net Profit(+) / loss(-) for the period**	**(84.76)**	**838.58**	**(99.43)**
14	**Paid-up Equity capital [Face value of Rs.10 each]**	20,793.86	20,793.86	20,793.86
15	Reserves excluding revaluation reserves			**9,942.22**
16	**Earning Per Share (Rs) before Extraordinary Items**			
(a)	Basic	(0.04)	0.40	(0.05)
(b)	Diluted	(0.04)	0.40	(0.05)
17	**Public Shareholding**			
	Number of shares	207,938,634	207,938,634	207,938,634
	Percentage of shareholding	100%	100%	100%
18	**Promoters and promoter group**			
	Shareholding	NIL	10,000	NIL
(a)	**Pledged/Encumbered**			
	Number of shares	NIL	NIL	NIL
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total shareholding of promoter and promoter group)			
	Percentage of shares	NIL	NIL	NIL
	(as a% of the total share capital of the company)			
(b)	**Non-encumbered**			
	Number of Shares	NIL	NIL	NIL
	Percentage of shares	NIL	NIL	NIL
	(as a% of the total shareholding of promoter and promoter group)			
	Percentage of shares	NIL	NIL	NIL
	(as a % of the total share capital of the Company)			

Notes:

1. The above Standalone results were reviewed by the Audit Committee on 12th August, 2011 and have been approved by the Board of Directors at the meeting held on 12th August, 2011.
2. K Sera Sera's Television division had successfully launched its a musical show 'Singing Star' in Rupashi Bangla channel from 2nd June.
3. The Company has received NIL complaints of Investors for this quarter.
4. The Consolidated result of the company has been intimated to the BSE and NSE and are available on the website of the BSE and NSE.
5. Previous period figures have been re-grouped wherever necessary.
6. Foreign Exchange Revaluation Gain is considered.
7. During the quarter Company Operates in Single Segment i.e. Television Production hence there are no separate reportable segment as per Accounting Standard 17

For **K Sera Sera Limited**

K SERA SERA LIMITED MUMBAI

Sanjay B. Lal
Managing Director

Place : Mumbai
Date : August 12, 2011