KSS LIMITED

17.04.2015

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: Wholly Owned Subsidiary of KSS Limited fights against anti-competitive business practice of Hollywood studios

Dear Sir,

With reference to the above mentioned subject, it is hereby informed that the case filed by K Sera Sera Digital Cinema Private Limited (a wholly owned subsidiary of KSS Limited) against six big Hollywood studios who selectively screen movies in India, the Bombay High Court has directed the CCI to hear the interim application for stay of release of the next big Hollywood release

Please find enclosed herewith the press release with respect to the aforesaid direction by Bombay High Court

Kindly take the same on record

Thanking You

Yours Faithfully

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

Tanu

KSS LIMITED MUMBAI

Tanu Singh
Company Secretary

Encl: As above

K SERA SERA'S

sky cinex

Digital Technology

PRESS RELEASE

K Sera Sera fights against anti-competitive business practice of Hollywood studios.

Mumbai, 17th April 2015: In a landmark case that could have a positive impact on the business of nearly 9,000 cinemas in the country, the Competition Commission of India (CCI) has been directed by the Bombay High Court to immediately hear and decide the case filed by K Sera Sera Digital cinema Private Limited against six big Hollywood studios who selectively screen movies in India.

The Bombay High Court directed the CCI to hear the interim application for stay of release of the next big Hollywood release - Walt Disney Studios's 'The Avengers: Age of Ultron' by April 22nd. This film is slated for release on April 24th.

KSS has pleaded that several big international production houses were not giving prints to small distributors, creating monopoly and killing competition which was not only a violation of the Competition Act but also of the Constitution of India that gave equal rights to everybody.

"Digital Cinema Initiatives (DCI) was created in March 2002 by a group of international production houses such as Disney, Fox, Paramount, Sony Pictures Entertainment, Universal and Warner Bros. The movies produced and distributed by these studios are only released in D Cinema Technology," the petition has stated. KSS thereby requested that the Walt Disney Company India (which is the next release) be restrained from releasing the film on April 24.

"The release of the movie 'Avengers Age of Ultron' in an anti-competitive and restrictive manner would cause great prejudice to the fair competition in the market and would force theatres to only approach the companies Scrabble and Quebe for digitally showing the movie despite there being other players in the market like the petitioner," the petition states.

"CCI should pass some interim order before that or the high court should restrict the distribution and screening of the movie till our petition is heard," petitioners' counsel Janak Dwarkadas had said in the HC.

A division bench of Justices V M Kanade and A R Joshi asked Competition Commission of India to expedite the hearing into the complaint and decide on the interim relief sought by the petitioner company before April 22.

The case filed by KSS is supported wholeheartedly by the Film Federation of India and by more than 500 exhibitors in the country who have sent their written letters of support.

K Sera Sera Digital Cinema Private Limited
(a wholly owned subsidiary of KSS Limited)
CIN : U72900MH2009PTC192998
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

K Sera Sera Digital Cinema Pvt. Ltd. had earlier approached the Competition Commission of India to ensure equal rights for the release for Fast and Furious 7 thus making sure no movie enthusiast is deprived of his rights to watch the film in a theatre of his choice. As a result the film was released on all e-cinema platforms in India and has done the best business so far compared to any Hollywood movie ever before.

There has been a gradual decline in the numbers of Bollywood films being released and the film business has been low for quite some time. If the CCI decides that all films (including big studio English) are released on all digital cinema platforms equally, then it will bring a new revolution in the cinema business and can lead to stupendous growth in the industry.

This is a matter of public interest and more details can be found on www.bancartel.com .

About K Sera Sera: K Sera Sera Digital Cinema Pvt. Ltd is a company incorporated under the laws of India having its head office at Mumbai, is a Digital Cinema service provider. The company is engaged in the business of Digital Cinema Services which involves digital projection and screening of films in India through a specific technology known as its proprietary Sky Cinex Technology. K Sera Sera is among the India's leading Digital Cinema service provider having tie-up with over 300 cinema theatres across the country.