K SERA SERA
PRODUCTIONS LTD

Date: 11th February, 2011

National Stock Exchange of India Ltd., Exchange Plaxa, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai 400 051. **Scrip Code: KSERAPRO**	**The Corporate Relations Department,** **Bombay Stock Exchange Limited,** PJ Tower, Dalal Street, Fort, Mumbai – 400 001. **Scrip Code: 532081**

Dear Sir/ Madam,

Sub: - Opening of Miniplex at Indore

K Sera Sera inaugurates it's Indore Miniplex at 3rd Floor, Gravity Mall, Near Hotel Sayaji, Behind Man Mandir Cinema, Vijay Nagar, Indore, today at 1:00 pm with 2 screens having a capacity of 120 seats and 80 seats each. The theatre will also be used to give higher education in the non movie going hours. The first such education is going live in the 1st week of March with the coaching of preliminary exams held for the Indian Administrative Services (IAS).

Further the company plans to open 500 Miniplex's with approximately 1000 screens across 527 districts in India out of which the fit outs are in various stages at about 79 places.

Kindly acknowledge the receipt of the same & do the needful.

Thanking You,

For K Sera Sera Productions Limited

Neelam Samant
Company Secretary