

KSS LIMITED

07.12.2015

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: KSS joins hands with UMW, by virtue of this arrangement the screens under the umbrella will reach to approx. 600

Dear Sir/Madam,

With reference to the above mentioned subject the Wholly Owned subsidiary of KSS Limited i.e. K Sera Sera Digital Cinema Private Limited (KSSDCPL) and United Media Works Pvt. Ltd. (UMW) have entered into Memorandum of Understanding (MOU) to form a Joint Venture, with the principle object, inter alia, being that of Digital Cinema Service Provider.

KSSDCPL is engaged in the business of providing Digital Cinema Services provider and has the necessary experience and expertise in that field. Whereas UMW is also in to the business of distribution and technology of digital cinema to the theatres and also engaged in the business of providing Digital Cinema Services provider having the necessary experience and expertise in that field and purpose of getting into joint venture is to synergise the expertise of both the companies getting into one.

The shareholding of the said Joint Venture shall be held by KSSDCPL and UMW in the ratio of fifty percent (50%) belonging to KSSDCPL and fifty percent (50%) belonging to UMW and will have equal representation on the Board of Directors in the said Joint Venture.

The said transaction does not fall within related party transactions and further UMW is not related to promoter/promoter group/ group companies. The said Joint venture will lead to increase in the number of screens to approx 600 across the length and breadth of the country.

Kindly take the same on record

Thanking You

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

Tanu

Tanu Singh
(Company Secretary)

KSS LIMITED MUMBAI

KSS Limited
(Formerly known as K Sera Sera Ltd.)
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