KSS LIMITED

Date : 03.04.2017

To,
BSE Ltd
P.J.Tower, Dalal Street,
Mumbai – 400 001.
Scrip Code: 532081

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. C/1. G Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai – 400 051
Scrip Code: KSERASERA

Sub: Opening of New Cinema theater at DURG by K SERA SERA Miniplex Limited (Wholly Owned Subsidiary of KSS LTD)

Dear Sir/Madam,

This is to inform you that K SERA SERA Miniplex Limited (wholly owned Subsidiary of KSS Limited) has opened a new theater at DURG, Chattisgarh w.e.f. 31st March, 2017.

KSS Miniplex, a wholly owned subsidiary of KSS Limited sets foot in Chattisgarh with the launch of its first miniplex in Durg on 31/03/2017. Known for providing audience with best on-screen entertainment experience, the two screen miniplex at Mahalaxmi Mall promises to take the movie watching experience of patrons several notched up. With the addition of 2 screens, KSS Miniplex marks the completion of 19 screens pan India.

Further Its informed that franchise agreement entered between K SERA SERA Miniplex Ltd and M/s. Satguru Enterprises, Malout, Punjab has been terminated.

Kindly take note of the same.

Thanking You,
For KSS Limited
(Formerly known as K Sera Sera Limited)

KSS LIMITED MUMBAI

Deepak K. Tripathi
(Company Secretary & Compliance officer)

KSS LIMITED

Press Release

KSS marks its presence in the state of Chattisgarh with opening of miniplex in Durg.

National, April 03, 2017: KSS Miniplex, a wholly owned subsidiary of KSS Limited sets foot in Chattisgarh with the launch of its first miniplex in Durg today. Known for providing audience with best on-screen entertainment experience, the two screen miniplex at Mahalaxmi Mall promises to take the movie watching experience of patrons several notched up. With the addition of 2 screens, KSS Miniplex marks the completion of 19 screens pan India.

Offering world-class movie watching experience at an affordable price, the 2 screen miniplex will see state-of-the-art video auditoriums and sound systems with a luxurious ambience and recliner seats for patrons. The newly launched single screens will have a seating capacity of 84 and 100 seats respectively to provide the best movie experience to the audiences.

Commenting on the launch, **Satish Panchariya, Group Chairman – KSS Limited** said, *"It is indeed a proud moment for us to announce the launch of 2 single screen miniplex in Durg. Having a core focus on expansion in Tier 2 and Tier 3 cities KSS Miniplex is successfully operating across the country. We constantly strive to offer world class and un-matched entertainment experience to the discerning audience at cost effective prices. With this vision we continue to tread the un-charted markets and look forward to opening many more miniplexes across the length and breadth of the country."*

KSS Miniplexes project audio-visual content in FULL HD, powered by 3D compatible technology and ultra modern digital sounds, thereby revolutionizing the viewer's experience. Bolstered with multi cuisine food courts that are priced affordably, miniplexes ensure that quality entertainment is delivered at lower spends per head. KSS plans to establish more than 500 such theatres in India.

KSS LIMITED MUMBAI

KSS Limited
(Formerly Known as K Sera Sera Ltd.)
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Tel: 022 40427600 / 42088600 Fax: 022 40427601 Web : www.kserasera.com Email : info@kserasera.com

About KSS Limited

KSS Ltd. (formerly known as K Sera Sera Ltd.) was incorporated in September 1995. Headquartered in Mumbai KSS Limited is currently listed on the BSE and NSE Stock Exchange. Headed by team of professionals, the company has varied interests in the realms of entertainment and gems and jewellery business. KSS, as it is commonly known, focuses on the entertainment film business; with three business entities focusing on digital cinema rollout, the building of miniplex cinema screens, and alternative content programming in cinema theatres, respectively. With Birla Jewels and Birla Gold & Precious Metals Ltd, KSS Ltd. enjoys the dominance in the jewellery segment in the country.

For KSS Limited,

KSS LIMITED MUMBAI

Deepak K. Tripathi
(Company Secretary & Compliance Officer)