KSS LIMITED

28.03.2015

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 files Petition with the Competition Commission of India over the release of Fast and Furious 7

Dear Sir,

With reference to the above mentioned subject, it is hereby informed that K Sera Sera Digital Cinema Private Limited (a wholly owned subsidiary of KSS Limited) has filed petition with the Competition Commission of India (CCI) to stay the release of Fast and Furious 7 in India over cartelisation of distribution.

Please find enclosed herewith the press release with respect to the petition filed with CCI.

Kindly take the same on record

Thanking You

Yours Faithfully

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

KSS LIMITED MUMBAI

Tanu Singh
Company Secretary

Encl: As above

K Sera Sera Files Petition with the Competition Commission of India over the release of Fast and Furious 7

K Sera Sera Digital Cinema Pvt. Ltd has approached the CCI to stay the release of Fast and Furious 7 in India over cartelisation of distribution. The movie is slated to be released on April 02, 2015.

The release of Fast and Furious 7 (renamed as Furious 7) may encounter some brakes over distribution problems. If NBC Universal Media Distribution (subsidiary distribution company of Universal Studio which are the producers of Fast and Furious 7) has its way, then perhaps you may miss the action as the movie is slated to be released only in a few theatres thanks to Universal Studio forming a cartel with a few digital cinema service providers against their keen in India. Not taking this lightly, **K Sera Sera Digital Cinema Pvt. Ltd. has decided to approach 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**. The petition is being filed against the onset of unfair practices, that in the long run, could wipe a few digital cinema service providers in India.

The petition filed by K Sera Sera Digital Cinema Pvt. Ltd is to highlight the unfair trend being set by NBC Universal Media Distribution to restrict the rights of digital conversion of the action-packed thriller to just two digital cinema service providers in India viz. UFO Movies Media Ltd. and Real Image Media. What has led K Sera Sera's petition to CCI is the fact that the technology of UFO and Real Image systems is at par with the systems of K Sera Sera.

K Sera Sera has been repeatedly approaching NBC Universal Media Distribution for providing its Digital Services for showing Fast and Furious 7 at its associated chain of 300 theatres to no avail. In wake of such unfair attitude and its long-running repercussions, K Sera Sera finally decided to file a petition so that this matter could be duly investigated. The act by NBC Universal Media Distribution is in clear violation of section 3 and 4 of the Competition act 2002.

Coming out strongly against this discrimination of such sort is being done only to eliminate competition in the market and monopolise the release of films which suit certain production houses. It is a clear case of cartelization which needs to be checked least service providers like K Sera Sera Digital Cinema Private Limited will be forced to shut shop due to such unfair means.

To share a brief background on how a movie reaches the audiences, it is interesting to note that in the past few years, the entire process of distribution and exhibition of movies has undergone various complex technological changes, This is mainly to cut production cost and counter piracy. The film production industry turned towards 'digitalization' of the whole cinema experience. Nowadays, a digital movie server and projector is installed at each cinema and companies such as K Sera Sera, UFO Movies Media Ltd. and Real Image Media use technology they have to convert/digitalise the movie content into their proprietary format and then deliver the same to their servers from where the movie is played. The whole

system is encrypted and can only support the respective server. The production houses of the films, either directly or through respective film distributors, give access to the Digital Cinema service provider and thereafter such movies are converted into digital format/file which is highly protected/ encrypted paired with related servers and systems installed at various theatres and can only be opened through keys provided by the digital cinema service providers. These files in respective proprietary formats are given in hard disks to various theatres for exhibition, screening and showing.

The Digital Cinema Projection systems can be broadly classified into two categories. One is the E cinema (Non DCI compliant) technology and the other which is known as D Cinema (DCI compliant technology). **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 brother's studios. Universal Studios which was part of the DCI and movies produced by it and distributed are only released in digital form through DCI Complaint servers and Projectors. DCI's primary purpose was to ensure a uniform and high level of technical performance, reliability, protection and quality control. But unfortunately that is now being misused where players like us, inspite of having technology at par with the partners they have chosen, are forced to play a wait and watch game.

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 as many as 300 cinema theatres across the country.

For any further information please contact: Ms. Priyanka Mufti, K Sera Sera Digital Cinema Private Limited, (09930017307)

Dated: 28.03.2015