

KSS LIMITED

CIN: L22100MH1995PLC092438

08.12.2014

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: Intimation of Press Release

Dear Sir,

With reference to the above mentioned subject, please find enclosed herewith intimation of press release for KSS to expand its miniplexes in smaller towns.

Kindly take the same on record

Thanking You

Yours Faithfully

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

Tanu Singh
Company Secretary

Encl: As above

PRESS RELEASE

KSS to expand its miniplexes in smaller towns

Mumbai: Digital and entertainment major, KSS Limited has chalked out a huge expansion plan for its miniplex business in Tier-II and Tier-III cities over next five years with an investment of Rs 90 crore along with its franchisees. The company is now expanding its reach in states like Gujarat, Maharashtra, Uttarakhand, Punjab, Chattisgarh, UP, MP, Rajasthan and Goa. According to its plan KSS Ltd will roll out over **180** screens covering almost **80** locations in the country in next 5 years.

"We are expanding our reach to smaller towns of Gujarat, Maharashtra, Uttarakhand, Punjab, Chattisgarh, UP, MP among others. We have found that there is a huge opportunity to expand in smaller towns than metro cities because the occupancy rates in these cities are almost 60 per cent which is morethan double than any multiplex or theatres of metro cities," said Mridul Vyas, CEO, KSS Miniplex.

According to Vyas "There is a surge in demand in this miniplex segment as smaller towns and villages, where most audiences are now able to view a new film soon after its all-India release. With our expansion plan we will be able to satisfy a greater number of cinema enthusiasts from smaller towns across India with all new releases first day, first show with similar facilities of multiplexes at a affordable price."

KSS Ltd will roll out over **180** screens covering almost **80** locations in the country in next 5 years. KSS Miniplex, a division of KSS Ltd was set up in 2010 with the objective of setting up miniplexs in a JV with the local partners, proposition includes planning, setup, screening, operations and marketing. The partnership entails a profit share of 50:50 with the owner of the miniplex.

KSS is having around 80 screens under various stages of implementation. 17 screens are already operational, and 13 more screens will be added by end of March 2015 and additional 50 screens by March 2016 and remaining will be added by March 2017, said Vyas. Beyond this list we are in the process of signing more MoUs for building up miniplexs.

With this expansion plan, KSS Ltd is also expecting a quantum jump in its revenue. The profitability of the current portfolio (KSS Share) is around Rs 20 lac/ screen per year. "With the number of operational screens set to grow many folds over next couple of years we would witness a significant growth in the revenue, said Vyas adding that the scope of services also covers assistance in revenue generation from the box office, F&B, education and in-cinema advertising.

At present, KSS miniplex is having presence in Gujarat, Maharashtra, Punjab and in Uttarakhand.

About KSS: Established in 1995 as Garnet Paper Mills Ltd., was renamed as K SERA SERA PRODUCTION LTD in 2002. The company is a visionary and hugely successful media and entertainment group. Over the period KSS Ltd has effectively diversified into other productive industry sectors and underwent a name change to K Sera Sera Ltd in 2011. Presently, the company has presence in projection technology, film exhibition (K Sera Sera Miniplex), education (K Kampus).

For any further information please contact: Varsha Gawde, CRM (KSS Miniplex Ltd.), (09167730609)