

KSS LIMITED

CIN: L22100MH1995PLC092438

03.11.2014

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 with respect to the tie-up between KSS Limited and Sony Corporation

Dear Sir,

With reference to the above mentioned subject, please find enclosed herewith intimation regarding the tie-up between KSS Limited and Sony Corporation, Hongkong to bring best in-class movie experience to India with 4K technology in digital cinema space.

Kindly take the same on record

Thanking You

Yours Faithfully

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

Tanu

Tanu Singh
Company Secretary

Encl: As above

PRESS RELEASE

KSS brings best in-class movie experience to India with SONY 4K

Mumbai : KSS Limited, country's leading digital Media and Entertainment Company, brings 4K cinema technology in projection business in India with SONY Corporation, Hong Kong. With this SONY tie-up KSS has become the first company in India to foray into 4K space to provide best in class movie experience for audiences. According to this agreement KSS Limited will provide SONY 4K projectors to various multiplexes and theatres across India.

"KSS has always focused on providing the best technology and innovation in cinema. With this partnership with SONY, KSS aims to provide Indians a never before experience of cinema through 4K technology," ***said Vineeta Dwivedi, CEO (K Sera Sera Digital Cinema Private Limited), KSS Limited.*** KSS Limited has set up an ambitious target to reaching 3,000 screens over next 2-3 years and with partnership with SONY for 4K along with current offerings in projection business KSS is confident of achieving this target. This partnership will help KSS to roll-out this technology in the Indian market for a fee basis, adding value to the company and to its stakeholders. "The size of the Indian market is so huge that a fee income derived out of the marketing efforts alone can bring in substantial revenue to the Company, enhancing the bottom line of the company in the next few years," ***said Dwivedi,*** adding that the total investments for 270 projectors (4K) to be bought over the next one and a half years would be about Rs 150 crores.

Globally, in last few years, huge evolution has taken place in digital cinematography with up-gradation in resolution, colour and contrast handling. Given the unceasing progress of digital technology, it is inevitable that the entire cinema experience will move to 4K very soon.

However, in India majority of multiplexes still projects 2K content which provides an image container roughly 2000 pixels across (2048 x 1080 or 2.2 million pixels) while, 4K digital cinema can doubles those dimensions to 4096 x 2160. This equals 8.8 million pixels, exactly four times the count of 2K projection with superior visual experience.

About KSS: Established in 1995 as Garnet Paper Mills Ltd. was effectively diversified into other productive industry sectors. 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: Tanu Singh, CS (KSS Limited), (+91-9930954187)