KSS LIMITED

Date : 19/06/2017

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: Opening of Branded Jewellery store "BJewelz" at Morar, Madhya Pradesh by Birla Jewels Limited (A wholly owned subsidiary of KSS Limited).

Dear Sir / Madam,

This is to intimate you that Birla Jewels Limited (Wholly owned subsidiary of KSS Limited) has inaugurated new retail store at Morar, Madhya Pradesh on June 19, 2017. It provides services to equip a jewellery retail outlet through franchisees to successfully run exclusive jewellery retail business under the banner of "BJewelz" , a brand owned by Birla Jewels Limited.

The Company is currently focusing on the expansion of retail outlet of "Bjewelz" through franchisee model and down the year is planning to develop the retail outlet in the state Gujarat, Maharashtra, and Madhya Pradesh.

Thanking You,

For KSS Limited,
(Formerly Known as K Sera Sera Limited)

Deepak K. Tripathi
(Company Secretary)

KSS LIMITED MUMBAI

KSS LIMITED

BJEWELZ

Birla Jewels Limited Sets Foot in Madhya Pradesh with the Launch of its Jewellery Retail Store "BJEWELZ"

~The jewellery brand offers conventional and contemporary designs at affordable prices~

Morar, June 19, 2017: Birla Jewels Ltd, a brand synonymous with Trust, Transparency, Credibility, and Commitment, announced entry of their jewellery retail store "BJEWELZ" in Morar, Madhya Pradesh, Birla Jewels a successful National Chain of jewellery retail stores with the launch of their store at Sadar Bazar, Morar which is one-of-its-kind store offering a vast and versatile collection of modern, contemporary as well as conventional jewellery at affordable prices.

With a firm focus on affordability, quality and consumer experience, "BJEWELZ" is looking forward to revolutionize the retail jewellery industry in the country. Expanding its reach to the larger set of masses in the retail market, the company is bullish on its expansion plan of launching "BJEWELZ" outlets across cities of Madhya Pradesh like Gwalior, Indore, Bhopal, Ratlam, Chhindwara etc. Following the company owned-company operated and franchised based model, Birla Jewels Ltd. will explore opportunities with various partners across the country for the expansion of "BJEWELZ".

Commenting on the launch, **Mr. Satish Panchariya, Group Chairman – KSS Ltd**. said, "The launch of "BJEWELZ" store in Morar is with a core focus on targeting tier 2 and tier 3 cities along with metro's and mini metros, we look forward to provide conventional and contemporary jewellery products at affordable prices to the masses. By building brand "BJEWELZ", the aim is to be recognized as one of the top 3 jewellery retail chains in the country over the next 3 years."

Speaking on the launch **Ms. Nikita Rattanshi, Director at Birla Jewels Ltd**. added, "We are ecstatic with the launch of our "BJEWELZ" store in Morar today. This has opened a channel for us to present the customers in the region with artistically crafted, trendy and wholly unique collection of jewellery designs in a state-of-the-art retail ambiance. We look forward to enhance the overall jewellery buying experience for our customers, making "BJEWELZ" as the primary choice when it comes to jewellery purchasing."

Apart from Madhya Pradesh the company is expanding its reach in several cities of Gujarat, Maharashtra and Uttar Pradesh, and plans of launching 25 "BJEWELZ" outlets by the end of FY 2017 – 18. The company has also opened BJewelz – Cherish Gold co-branded stores, a unique offline and online store format in Maharashtra and Gujarat.

About BJewelz

'BJewelz' a brand of 'Birla Jewels Ltd.' is reckoned for redefining the jewellery buying experience for the middle & mass affluent class through its local market centric approach, purity assurance, value for money price offering and a plush jewellery buying experience at its cozy stores. The revolutionary concept has many firsts to its credit in this age-old world of jewellery business and the current version of Cherish Gold-BJewelz stores is a step further in this direction. With BJewelz stores in Delhi, Mumbai, Ahmedabad and Jhansi, KSS Limited will be following company owned- company operated stores format and franchisee model to explore opportunities with various partners across the country for the expansion of the brand.

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. 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 roll-out, the building of miniplex cinema screens, and alternative content programming in cinema theatres. With Birla Jewels and Birla Gold & Precious Metals Ltd, KSS Ltd. enjoys the dominance in the jewellery segment in the country.