KSS LIMITED

Date : 21/04/2017

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 new cinema theatre at Vasco , Goa 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 KS S Limited) has opened a new theater at Vasco , Goa w.e.f. 20th April, 2017. KSS Miniplex Limited, a wholly owned subsidiary of KSS Limited sets foot in Goa with the launch of its first Two Screen miniplex in Goa on 20/04/2017. Known for providing audience with best on-screen entertainment experience, the two screen miniplex at 1930 Vasco 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. Rave Cinema (Rudrapur), Uttarakhand, has been terminated.

Kindly take the above on record.

Thanking You,

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

Deepak K. Tripathi
(Company Secretary)

KSS LIMITED MUMBAI

KSS Miniplex enters Goa with the launch of two single screens at '1930 Vasco' shopping mall

~ The cinema chain opens two new single screens, taking its tally to 19 screens across the country ~

Goa, April 21, 2017: KSS Miniplex, a wholly owned subsidiary of KSS Limited, marks its presence in Goa with the launch of its first two screen miniplex in Vasco, Located in '1930 Vasco' shopping mall by NRB Group in the city, the new miniplex is all set to raise the bar of entertainment in Goa by providing un-matched movie watching experiences to its audiences. With the addition of 2 screens, KSS Miniplex marks the completion of 19 screens pan India.

Offering a world-class movie watching experience at affordable prices, the 2 screen miniplex will see state-of-the-art video auditoriums and sound systems with a luxurious ambience for patrons. The newly launched single screens will have a seating capacity of 74 and 43 seats respectively. Since comfort plays a vital role in the overall movie watching experience, Audi 2, which has a seating capacity of 43, will have the facility of recliner seats for patrons while Audi 1 has push-back seats.

Commenting on the launch, **Satish Panchariya, Group Chairman – KSS Limited** said, *"It's a very happy moment for us as we add two more screens to an already existing strong network of screens across the country. Continuing our commitment towards offering the best entertainment experiences at cost effective prices, the new miniplex in Goa is a step towards expanding our geographical footprint in India. We look forward to reach every part of the country whilst living up to our promise of offering the best entertainment experiences to our audiences."*

On the launch of KSS Miniplex, Mr. **Naryan R Bandekar (Chairman – NRB Group)**, NRB said, *"We always strive to offer our patrons world class shopping and entertainment experience in the city. We are very happy with the launch of KSS Miniplex at '1930 Vasco' which will further enhance the cinematic experience of the audience. We look forward to a strong association with KSS and many more such miniplexes in the city."*

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

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
(Formerly Known as K Sera Sera Limited)

Deepak K. Tripathi
(Company Secretary)