KSS LIMITED

Date: 24.10.2016

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 Bjewelz Store at Jhansi, Uttar Pradesh by Birla Jewels Limited (wholly owned subsidiary of KSS Limited)

Dear Sir/ Madam,

Birla Jewels Limited (wholly owned subsidiary of KSS Limited), has inaugurated opening of new retails store at Jhansi, Uttar Pradesh on October 23, 2016. 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 focussing on the launching of "BJewelz" retail outlet through franchisee model and down the years is planning to open approx. 500 retail store across the length and the breadth of the country.

Thanking You

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

KSS LIMITED MUMBAI

Hita Vadgama
Company Secretary