

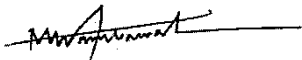
Annexure-BFormat for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	K Sera Sera Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	India Max Investment Fund Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE & NSE		
5. Details of the acquisition/disposal/ holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
<u>Before the disposal under consideration, holding of :</u>			
a) Shares carrying voting rights	13304953	6.398499%	6.398499%
b) Voting rights (VR) otherwise than by equity shares			
c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
Total (a+b+c)	13304953	6.398499%	6.398499%
<u>Details of sale</u>			
a) Shares carrying voting rights sold	100000	0.048091%	0.048091%
b) VRs acquired/sold otherwise than by equity shares			
c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	100000	0.048091%	0.048091%

After the sale, holding of:			
a) Shares carrying voting rights	13204953	6.350408%	6.350408%
b) VRs otherwise than by shares			
c) Warrants/convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
Total (a+b+c)	13204953	6.350408%	6.350408%
6. Mode of sale	Open Market		
7. Date of sale of shares	25/09/2013		
8. Equity share capital / total voting capital of the TC before the said sale	Rs. 2,07,93,86,340		
9. Equity share capital/ total voting capital of the TC after the said sale	Rs. 2,07,93,86,340		
10. Total diluted share/voting capital of the TC after the said sale	Rs. 2,07,93,86,340		

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Signature of the acquirer / seller / Authorised Signatory

Place: Singapore

Date: 27/09/2013