



Dated: 6th April, 2017

To,
The Secretary
National Stock Exchange of India
'Exchange Plaza', Bandra- Kurla Complex,
Banndra(E), Mumbai-400051

To,
The Secretary
BSE Ltd
P.J.Towers, 22, Dalal Street
MUMBAI-400001

Subject: Strategic partnerships with Nomos Glashütte SA and Oris SA

This is to notify that the Company's subsidiary, Ethos Ltd., has entered into a strategic partnership with Nomos Glashütte SA for exclusively retailing Nomos Glashütte watches in India. In addition to this, Ethos Limited has also entered a strategic partnership with Oris SA for exclusively retailing Oris watches in India. Oris SA will end its association with existing retailers and will be exclusively available only at Ethos stores.

A brief background

Nomos Glashütte SA is amongst the most innovative companies in the watch industry. It is based in Glashütte—a small town tucked away between forests and hills, south of Berlin and near Dresden—and is located in the eastern Ore Mountains. Nomos Glashütte watches are modern and cosmopolitan. Since its inception in 1845, Nomos Glashütte SA has won over 130 awards for watchmaking performance and design.

Oris SA has been making watches in Hölstein, Switzerland for over a century. Oris watches are purely mechanical and are known for their distinctive design as well as the red rotor, the symbol of Oris mechanicals. Oris watches are also popular among celebrities belonging to different sectors such as Motor Sport, Aviation, Culture and Diving. In 2003, Oris SA signed an agreement to become the sole supplier of watches to the BMW Williams Formula One Team.

You are requested to kindly display the above information on your website for the information of our valued Investors.

Thanking You

Yours truly
For KDDL Limited

R.K.Sood
Company Secretary