



KSS LIMITED

Date: 16.03.2016

To,

The Corporate Relations Department,
Bombay Stock Exchange 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: Restructuring of the shareholding of Birla Jewels Limited from its parent company Birla Gold and Precious Metals Limited to KSS Limited

Dear Sir/ Madam,

In furtherance to our intimation dated March 14, 2016 regarding the acquisition of Birla Gold and Precious Metals Limited alongwith its subsidiary and with reference to the above captioned subject, it is hereby informed that the shareholding of Birla Jewels Limited has been restructured by transferring it to KSS Limited from its parent company Birla Gold and Precious Metals Limited and pursuant to which Birla Jewels Ltd as well as Birla Gold and Precious Metals Limited are the wholly owned subsidiaries of KSS Limited.

Birla Jewels Limited is engaged in distribution and retail of branded jewellery products and lifestyle products under the brand name "BJewelz". The company plans to bring existing outlets from unorganised segment to a standard and organised platform & open new retail outlets under its brand name "BJewelz" across the length & breadth of the country.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 as follows:

Sr. No.	Particulars	Details
a)	Name of the target entity, details in brief such as size, turnover etc	(a) Authorized & Paid-up capital: Rs. 6,00,000 (60,000 equity shares of Rs. 10/- each)

KSS Limited

(Formerly Known as K Sera Sera Ltd.)

CIN : L22100MH1995PLC092438

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