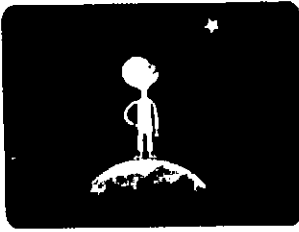


CIN: L22100MH1995PLC092438



KSS LIMITED

30.10.2014

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: Submission of Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir,

With reference to the above mentioned subject, please find enclosed herewith disclosure made by Maars Infratech Private Limited as per Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 for acquisition of shares leading to the total holding of 5.17% Shares carrying voting rights.

Thanking You

Yours Faithfully

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

Tanu
Tanu Singh
Company Secretary



KSS Limited

(Formerly known as K Sera Sera Ltd.)

Unit No.101 A & 102, 1st Floor, Plot No. B-17, Morya Landmark II, Andheri (West), Mumbai - 400 053, INDIA.
Tel: 022 40427600 / 42088600 Fax: 022 40427601 Web : www.kserasera.com Email : info@kserasera.com

MAARS INFRATECH PRIVATE LIMITED

CIN NO: U45200MH2008PTC188949

Reg off: E-211, Crystal Plaza, Opp. Fame Adlabs, New Link Road, Andheri (West),
Mumbai - 400053. Email Id: maarsinfratech@gmail.com

Dated: 28th October, 2014

To,
KSS LIMITED.
Unit No.101A and 102,
1st Floor, Plot No. B 17,
Morya Landmark II,
Andheri (West),
Mumbai - 400053.

Sub: Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/ Madam

With reference to the above subject cited, we are hereby enclosing the disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Kindly take the same in your records.

Thanking you,

Yours faithfully,

For Maars Infratech Private Limited



Authorized Signatory

CC: Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400001.

National Stock Exchange
Bandra Kurla Complex,
Bandra -East
Mumbai - 400051.



29/10/2014

ANNEXURE - 1

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

Name of the Target Company (TC)	KSS LTD		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Maars Infratech Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange, National Stock Exchange		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	9916252	4.77%	NA
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by equity shares	NA	NA	NA
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	NA	NA	NA
e) Total (a+b+c+d)	9916252	4.77%	NA

Details of acquisition			
a) Shares carrying voting rights acquired	840000	0.40%	NA
b) VRs acquired otherwise than by equity shares	NA	NA	NA
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying category) acquired	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others).	NA	NA	NA
e) Total (a+b+c+/-d)	840000	0.40%	NA
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	10756252	5.17%	NA
b) VRs otherwise than by equity shares	NA	NA	NA
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	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others).	NA	NA	NA
e) Total (a+b+c+d)	10756252	5.17%	NA
Mode of acquisition (e.g. open market / public issue / rights issue/preferential allotment/inter-se transfer/encumbrance, etc.)	Open Market		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Not Applicable		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	17 th October, 2014		
Equity share capital / total voting capital of the TC before the said acquisition	207938634		
Equity share capital/ total voting capital of the TC after the said acquisition	207938634		

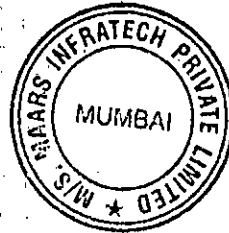
Total diluted share/voting capital of the TC after the said acquisition	NA
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Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: 18/10/2014



Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.