



**KSS LIMITED**

18<sup>th</sup> October, 2019

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

**Subject: "WATCH FREE CINEMA in THEATRES" - K Sera Sera to conduct PAN India SURVEY about Indian population who would like to regularly watch a FREE Cinema in their nearby MOVIE THEATRES.**

**THE CINE MARKET:** For 1.3 billion population of our fastest growing economy; India has only 9000 functional cinema theatres. However, these are prominently present only in urban to tier II or at a max tier III cities. So, there is a vast gap between the expected grassroots level penetration v/s reality. The sub-continent comprises approximately 725 Districts, 5400 Tehsils, 2.5L Gram panchayats and 6.5L villages.

Besides this; If we look at top grossing popular movies, there are many Bollywood or regional cinemas which does business worth more than 100 Cr, 200 Cr or even 300 Cr. If average ticket rates are being considered as INR 150/- and 300 Cr Box Office collection – One can infer that, the maximum number of people who do watch new movies in India, on an average, are merely 10 to 30 million i.e. hardly 2 to 3%.

The major chunk of this input business collection gets divided between Producers, Distributors & Artists.

**DIGITAL INDIA:** On the other hand, let us consider the situation on Digital Platform front - Currently India has well over 500 Million active smart phone users & by 2022 the expected numbers are likely to go beyond 750 million. Alongside we also have 450 million active Internet users; the same will be touching beyond 700 million by 2022. Though, both the figures are marginally behind China; for our country, there is a great potential for growth since the penetration level is hovering around just 40 to 45% of our total population.

**VIDEO CONTENTS:** Coming back to Cinema, The Piracy and Piracy market looks to be thriving because most of the new releases are on the internet almost on the release date itself and same is being watched by tens of millions of people, either on internet or on their smart phones.

Apart from movies, digital platforms also have many other AV contents available to the viewers without any costs.

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( Formerly Known as K Sera Sera Ltd. )

CIN : L22100MH1995PLC092438





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We at K Sera Sera, looking at above three aspects - would seriously wish to derive, how many people actually be interested & would like to see a **new cinema in their neighborhood theatres absolutely free of cost.** This would be done by conducting an important survey across India using digital platforms, interactive mediums and using various PR activities over a period of time.

**Thus, with this SURVEY - K Sera Sera would be in position to find outcountry's approximate available market for Free Cinema Entertainment, evolve newer means of reaching the clientele to absolutely grassroot level, support Industry and safeguard all stake holders without falling prey to piracy market.**

**For KSS Limited**

(Formerly Known as K Sera Sera Limited)

Poonam Maurya  
Company Secretary & Compliance officer  
ACS41916



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