



Dated: 07-11-2016

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

Re: Information about strategic partnership with Montres Corum Sarl

Dear Sir,

This is to notify that the Company's subsidiary, Ethos Ltd., has entered into a strategic partnership with Montres Corum Sarl for exclusively retailing Corum watches in India. Corum will end its association with existing retailers and Corum watches will be exclusively available only at Ethos stores.

Corum has been contributing to the art of Swiss fine watch making ever since it was established in 1955 at La Chaux-de-Fonds, a Swiss town renowned for its expertise in watch making. Over the last 61 years, Corum has made a mark in the watch industry with its iconic collections namely the Admirals' Cup, Bridges and Heritage, and remains a preferred choice for people who have a penchant for Swiss watches.

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