



Dated: 05-11-2016

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

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

Re: Information about launching of brand Favre-Leuba in India

Dear Sir,

This is to notify that the Company's subsidiary Ethos Ltd., is launching the brand Favre-Leuba in India. The Swiss watchmaker was acquired by the Tata Group in 2011. With this strategic partnership, Favre-Leuba watches will be retailed in India exclusively at Ethos Watch Boutiques and Helios (the retail arm of Titan Co. Ltd. - Tata Group's largest consumer company) exclusively to retail all over India. The brand is being launched today at five Ethos stores and will later be available at Helios.

With a heritage spanning 279 years, Favre-Leuba creates highly functional and reliable timepieces for those who conquer frontiers, whether in altitude or depth, in heat or freezing cold, north or south of the equator. Founded in 1737, the brand has been a pioneer in watch design, manufacturing and distribution, thus contributing immensely to the watch making industry in Switzerland. Among their many milestones over the centuries, the legendary Bivouac - the world's first mechanical wristwatch with aneroid barometer for altimetry and air pressure measurement, and the Bathy - the world's first mechanical wristwatch which not only displayed dive time, but also current diving depth, are the most noteworthy contributions in the world of horology.

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