Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801/813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.
Tel.: 6612 6300. Fax: 6612 6363. Website: www.talwalkars.net CIN: L92411MH2003PLC140134

Talwalkars™
Spreading fitness since 1932

Date: 28th July, 2014

To,
The Manager
Listing /Compliance Department,
BSE Ltd.
Corporate Service Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

To,
The Manager
Listing/Compliance Department,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051.

Dear Sir,

Re: **Talwalkars Better Value Fitness Limited; Scrip Name: TALWALKARS; Scrip Code: 533200.**
Sub: **Talwalkars announces Annual August Discount Scheme.**

Talwalkars Better Value Fitness Limited India's largest fitness chain with 150 gyms across 78 cities has announced its successful and highly popular annual discount scheme. This year as Talwalkars completes 4 decades of the Annual August Discount Scheme it is happy to announce a special discount on yearly membership from 1st August to 11th September 2014 on its Complete Health Club Facility (CHCF).

During this time period a member can get a special discount on the basic annual membership fee and also on value added services such as personal training, spa, massage or nutrition counseling. A member can use the value added services that he or she pays for in August anytime during the year.

Kindly take the same on records and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Talwalkars Better Value Fitness Limited**

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

Vinayak Gawande
Whole-time Director

Talwalkars
Spreading fitness since 1932

Fitness is now for everyone says Talwalkars

This August Talwalkars brings Fitness for everyone at a discounted rate*

Mumbai, Aug 01, 2014: Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 150 gyms across 78 cities has announced its successful and highly popular annual discount scheme. *This year as Talwalkars completes 4 decades of the Annual* August Discount Scheme it is happy to announce a special discount on yearly membership from 1st August to 11th September 2014 on its Complete Health Club Facility(CHCF)

During this time period a member can get a special discount on the basic annual membership fee and also on value added services such as personal training, spa, massage or nutrition counseling. A member can use the value added services that he or she pays for in August anytime during the year.

Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd. *says, "The successful Talwalkars* ***Annual August Discount Scheme*** *is an annual feature which is awaited eagerly by the fitness enthusiasts throughout the country. In our 40th year of Annual August Discount Scheme, we hope more and more people are encouraged to improve and lead a healthy life because we believe that fitness facilities should be for everyone. This scheme will offer fantastic value for those wanting to get fit and improve their health and wellbeing."*

Speaking on this marketing initiative, Mr. Amit Sawant National Head – Marketing & Communication at Talwalkars Better Value Fitness Ltd. says, *"Fitness is now for everyone at Talwalkars – Talwalkars completes 40 years of Annual August Scheme and is excited to offer a special discount to health conscious individuals. With this fantastic offer, we expect consumers to invest in fitness and lead a healthy lifestyle year on year".*

Health conscious consumers who are looking to create a positive change in their lives can send a **SMS with FIT to 53636 or register on www.talwalkars.net or call 022- 66533636 for an appointment today!** You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkarsfor more details today! This offer is valid from 1st August to 11th September 2014. The offer is applicable on the complete fitness annual membership and on all value added services such as personal training, spa, massage and nutrition counseling.

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with over 150 gyms across 78 cities, offering a diverse set of services including gyms, spas, aerobics and health counseling under the brand 'Talwalkars' to an active member base of over 1,25,000 members. Having developed the infrastructure for offering gym facilities across the country Talwalkars is now leveraging this reach to launch several initiatives that offers other fitness alternatives to enthusiasts. It recently launched Transform studios in Mumbai that are designed to provide twenty minutes a week fitness solution using Nuform, an Electro Muscular Stimulus technology imported from Germany combined with a customized nutrition plan Reduce, a complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers.. The launch of Zumba® Fitness is another move towards widening its customer base while using the team and infrastructure it already has in place, thereby seeking to consolidate its position as the leader in the fitness industry in India.

Talwalkars has pioneered the concept of gyms in India, with its first gym being set up in Mumbai in 1932 by the late Shri Vishnu Talwalkar. Madhukar Talwalkar further carried on the legacy and today the brand Talwalkars is synonymous with the word fitness across India. The brand 'Talwalkars' has been in an expansion mode by setting up gyms across the country. Over the past year, cities as diverse and spread out as Amritsar, Agra, Aurangabad, Bareilly, Belgaum, Bhavnagar, Bhubneshwar, Bhopal, Cochin, Calicut, Dehradun, Jamshedpur, Hubli, Kolhapur, Kolkata, Indore, Nashik, Madurai, Mysore, Panchkula, Sangli, Solapur, Rajkot, Ranchi, Rajahmundry, Trichy, Trivandrum etc. have been covered.

TBVFL was listed on the BSE and NSE in May 2010 and is the first fitness company to be listed on the Indian stock exchanges. It issued 60, 50,000 shares at a price of Rs. 128 per share.

For more information, visit www.talwalkars.net
Please call for more information
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