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: 6th November, 2015

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

To
Mr. Wilbur Fernandes/Mr. Troydon Bird,
The Manager
BSE Limited
Corporate Service Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

Dear Sirs,

Re:**Talwalkars Better Value Fitness Ltd.; Scrip Name: TALWALKARS; Scrip Code: 533200.**
Sub: **Intimation of the partnership with Gymtrekker Fitness Private Limited.**

Pursuant to Clause 36 and other applicable clauses of the Listing Agreement, we are glad to inform the Exchange that Talwalkars Better Value Fitness Ltd. (TBVF), one of India's largest fitness chains has signed Memorandum of Understanding to invest growth capital into Gymtrekker Fitness Private Limited (GFPL), a leading online health and fitness center discovery platform.

GFPL is an online gym and fitness center discovery platform that connects the gym and fitness service providers with the potential fitness enthusiasts; it has tie ups with gyms wherein membership and other health and fitness services are provided through the GymTrekker portal.

TBVF shall invest in GFPL by subscribing to 19% of the total equity share capital of GFPL. Investment into GFPL shall enable TBVF to tap the fast growing online sales channel and further strengthen its existing online presence.

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

Thanking You.
Yours faithfully,
For **Talwalkars Better Value Fitness Limited**

Avanti Sankav
Company Secretary

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI



Talwalkars Better Value Fitness Limited

Transaction Announcement

The Transaction

- **Talwalkars Better Value Fitness Limited (TBVF)** has signed a MoU to invest growth capital into **Gymtrekker Fitness Private Limited (GFPL),** a leading online health and fitness center discovery platform.
- TBVF to invest in GFPL by subscribing to 19% of the total equity share capital of GFPL.
- The investment into GFPL shall enable to tap the fast growing online sales channel and further strengthen its existing online presence
- The partnership combines TBVF's strong brand power as a health and fitness player and GymTrekker's emerging online presence for gym and fitness center discovery platform.

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Spreading fitness in over 70 cities

GYMTREKKER

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About GymTrekker

GymTrekker Fitness Private Limited (GFPL) is an online gym and fitness center discovery platform that connects the gym and fitness service providers with the potential fitness enthusiasts.

GFPL has tieups with gyms wherein membership and other health and fitness services are provided through the GymTrekker portal.

GFPL offers its subscribers with multi-tenure membership package at a discounted price in gyms at the desired locality thereby augmenting the sales for gyms and fitness centres.

GFPL also sells nutrition and fitness equipment online through its GymTrekker Store.

GFPL currently has over 3500 fitness listing, 200 multi-tenure deals and 1000 online members in the GymTrekker Portal. GymTrekker currently operates in Mumbai, Pune, Ahmedabad, Bangalore and Goa with plans to go pan India in the coming year.

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Indian Gym and Fitness Industry: Overview

Indian fitness Industry (products and services) is expected to reach Rs. 100-115 bn by end of 2015 from Rs. 60 bn in 2012.

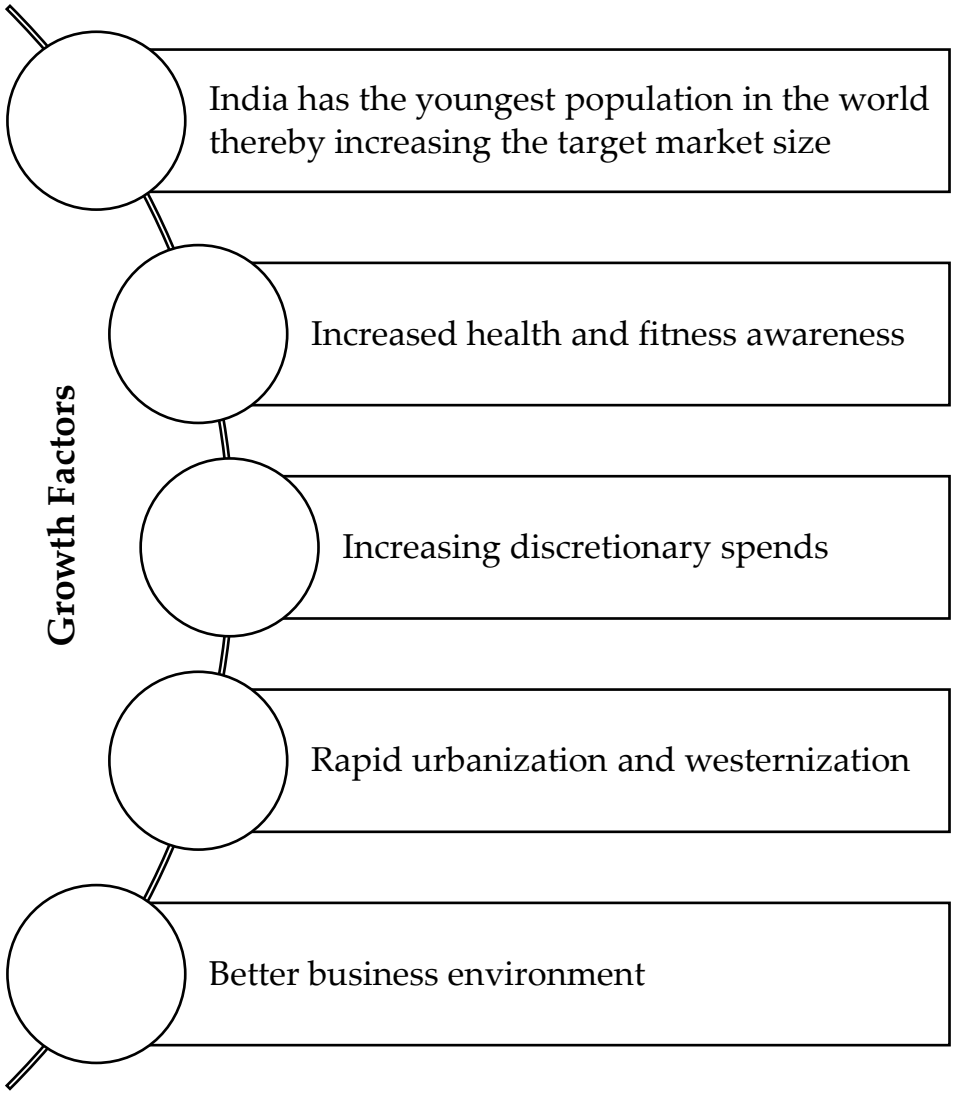
Market penetration as low as 0.5% vis'-a-vis' 16.6% in USA entailing a wide scope for rapid growth.

Almost 70% of the industry is catered by unorganised players in the local market.

A survey on Indian demography has revealed that the average age of the 125 billion strong Indian population will be 29 years in 2020, which leaves a tremendous growth opportunity in Wellness Industry.

Mobile health app development industry reports state that the global health and fitness mobile app market was worth about $ 4 bn in 2014 with a possibility to increase upto $ 26 bn by 2017.

Location based online health and fitness center discovery platforms have tremendous opportunity to bridge the exploding gap in demand and supply that exists in the fitness industry globally and in India.



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Transaction Rationale

For GymTrekker

Improved Brand recognition and value

Preferred Partner arrangement enabling further recognition of GymTrekker's offerings

Access to untapped markets in other metros and tier-2 cities of India

Access to industry experts personnel for better business strategy and growth



For TBVF

Establishment of a new online sales channel

Improved reach through online presence and promotion

Improved customer feedback through online reviews and other feedback mechanism

Improved customization and location based product services using data analytics

Taking the existing offerings digital

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