Date: 9th May, 2013

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

Dear Sir,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation about 50% off on making charges and making of Gold and Diamond Jewellery for Akshaya Tritiya and the arrangement of tie up with major Banks for EMI facility on Credit Cards**

This is to inform you that the Company has made arrangement about 50% off on making charges of Gold & Diamond Jewellery for the festival of Akshaya Tritiya and the Company has made arrangement of tie up with major Banks for EMI facility on Credit Cards.

Kindly treat this as intimation under the applicable Clauses of the Listing Agreement. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

Niraj Oza
Company Secretary & Compliance Officer

Encl: Press Release

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91 22.3956 5001, Fax : +91.22.39565056

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com

PRESS RELEASE

This Akshaya Tritiya, enjoy 50% off on making charges of Gold & Diamond jewellery at TBZ – The Original and the company has also made arrangement of t*ie up with major banks for EMI facility on credit cards*

On the Akshaya Tritiya, get some fabulous offers from Tribhovandas Bhimji Zaveri Limited ("TBZ" or "TBZ-The Original"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years. TBZ-The Original offering 50% off on making charges valid for May 12 and 13, 2013, on all their jewellery collections including the dazzling Dohra Detachable jewellery collection, the beautiful Bridal collection, the Surprises collection and Showstopper collections.

TBZ-The Original has also tied up with leading Indian and international banks to provide convenient EMI (equal monthly installments) facility to all their customers. Customers can choose convenient 3-months, 6-months, 9-months and 12-months EMI facility at 26 TBZ-The Original stores in 20 cities across 7 States in India.

According to Mr. Kiran Dixit, Group Head – Advertising and Marketing, of the company, there will be a special EMI offer for Akshaya Tritiya & Gurupushya, Citibank credit cards is offering TBZ Customers - three EMIs at no extra costs- valid till May 16, 2013.

This Akshaya Tritiya, TBZ–The Original stores will display the most comprehensive range of exquisite gold and diamond jewellery collections comprising of a thoughtfully curated assortment of mesmerizing jewellery. The innovative Dohra Detachable wedding jewellery collections will be available in different ranges and weight to meet the needs of customers. TBZ's this multi-utility personalized jewellery collection is ideal for wedding buyers, style conscious homemakers and corporate executives. The Dohra collection demonstrates wedding specialist TBZ-The Original's unmatched prowess in innovative jewellery design, a hallmark that has made this more than a century-old company an institution in the realm of jewellery.

About Tribhovandas Bhimji Zaveri Limited:
TBZ Ltd (BSE: 534369 | NSE: TBZ) has a 150-year old track-record of trust, quality and purity of its products, TBZ has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2006, 2007 and 2008. TBZ has received other awards for both products and customer service, including the DTC Best Showroom award in 2004 and 2006, the DTC Best Diamond Moments award in 2005 for customer interactions, the DTC Best Showroom and Sales Person award in 2006 and 2007, the Jaipur Jewellery Show Gold Souk Awards 2007, which honoured TBZ's contribution to the gem and jewellery industry in India, and the Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award, Indian Jewellers Choice Design Award for best diamond and emerald jewellery in 2012, National Jewellery Award for Best Single Store in 2012. TBZ-The Original has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

For Tribhovandas Bhimji zaveri Limited

Raashi Zaveri
Director

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