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

Talwalkars™
Spreading fitness since 1932

Date: 1st August, 2013

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 its yearly annual discount scheme.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 145 gyms across 75 cities, has announced its successful and popular annual discount scheme which offers a flat 30% discount for the first five days only on the annual membership fees and special offers on value added services.

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

Thanking You.

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

Vinayak Gawande
Whole-time Director

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

Talwalkars
Spreading fitness in over 70 cities

TODAY is the day – Annual August Discount Scheme at Talwalkars

Mumbai, Aug 01, 2013: Talwalkars Better Value Fitness Limited; the largest fitness chain in India with over 145 gyms across 75 cities has announced its successful and popular annual discount scheme. For the past several years "Talwalkars Annual Discount" scheme has received a tremendous response from the fitness enthusiasts. Once again this August, Talwalkars has extended this scheme which offers a flat 30% discount for the first five days only on the annual membership fees and special offers on value added services. This annual discount offer is valid from 1st August to 6th September.

This is the time of the year when fitness enthusiasts eagerly & enthusiastically wait for the Talwalkars Annual August Discount Scheme and plan their fitness goals. Today is the day to get on to the road of fitness and bring a positive change in your life. Today is the day to make health & fitness an important part of your life.

Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd. *says, "Annual Discount scheme is an annual feature that all fitness oriented eagerly await for. By breaking down barriers to fitness, we aim to encourage those who have never exercised before. It is also important to make people aware of the effects that regular exercise can have on their health, both now and in the future. With our discount scheme, we hope more and more people are encouraged to improve and lead a healthy life".*

Speaking on this marketing initiative, Mr. Nitin Shakdher, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd. says, *"Today is the Day, where you should make a decision to lead a healthy lifestyle and be fit. We at Talwalkars invite all health conscious people to come and join us today and take advantage of this once-in-a-year promotion".*

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 022-33710100 / 08879631175 for an appointment today!** You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkars for more details today! This special offer is valid from August 1 to September 6. The offer is applicable on the complete fitness annual membership.

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with over 145 gyms across 75 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 1,33,000 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 NuForm studios in Mumbai which are designed to provide twenty minutes a week fitness solution using Electro Muscular Stimulus technology imported from Germany. 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. With the launch of Reduce, Talwalkars aims at helping consumers achieve their fitness goals. Reduce is a complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers.

Talwalkars has pioneered the concept of gyms in India, with their first gym being set up in Mumbai in 1932 by 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, cities as diverse and spread out as : Aligarh, Aurangabad, Bareilly, Bhavnagar, Bhopal, Dehradun, Jamshedpur, Hubli, Kolhapur, Kolkata, Nashik, Moradabad, Panchkula, Sangli, Surat, Solapur, Rajkot, Ranchi, 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
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