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: 29th October, 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 Launches Losers Challenge 2013.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India has announced a very unique and innovative weight loss challenge called the 'Losers Challenge 2013'

'Losers Challenge 2013' is a 40 days program through which the consumer can bag prizes by winning the weight loss challenge as a part of a team. The team that loses the most number of cumulative kilos is declared as the winner. The competition commences on November 11, 2013 and ends on December 20, 2013.

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 Launches Losers Challenge 2013

The campaign "I am a Loser" encourages consumers to reach their fitness goals

Mumbai, October 28, 2013: Talwalkars Better Value Fitness Ltd., the largest fitness chain in India has announced a very unique and innovative weight loss challenge called the 'Losers Challenge 2013'. Over the years, Talwalkars exclusive schemes and programs have delighted fitness enthusiasts with amazing offers.

The Losers' Challenge, a unique program from Talwalkars over the years motivates consumers to shed their extra pounds in the shortest duration possible. The challenge aims to help consumers to reach their fitness goals of losing weight, post which they can proudly claim "I am a loser". With the festive season around the corner, Losers' Challenge is one of the best ways to kick start that fitness routine at Talwalkars.

'Losers Challenge' is a 40 days program through which the consumer can bag prizes by winning the weight loss challenge as a part of a team. The team that loses the most number of cumulative kilos is declared the winner. The competition commences on November 11, 2013 and ends on December 20, 2013. The rate for new members is Rs. 4999 + tax & admission fees. However, the rates for internal members are at Rs.2000 all inclusive.

To ensure that the participants accomplish the results they're looking for, the Losers Challenge 2013 concentrates on losing weight, improving their fitness, learning the nuances of nutrition, and refreshing their minds within a controlled environment. Each team at Talwalkars has created a structured system for this challenge. Each participant is given a thorough fitness assessment, a personalized exercise and nutrition program, personal training sessions.

Mr Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Ltd. *says, "Our focus has always been on being fit and healthy for life. We always believe in constantly motivating our loyal consumers. Winning the Losers Challenge will not only help our consumers shed the extra kilos but also help them win exciting prizes from Talwalkars."*

Speaking on this marketing initiative, Mr. Nitin Shakdher, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd. says, *"We're extremely excited to launch the Losers Challenge "I am a loser " campaign. The challenge affirms Talwalkars commitment to getting people active. It will give consumers a full fitness experience like no other and inspire them to get in shape so that they can proudly claim "I am a loser."*

Health conscious consumers who are looking to join 'Losers Challenge 2013' can send a SMS with FIT to 53636 or register on www.talwalkars.net or call 022- 33710100 / 08879631175 for more details! Hurry as entries close on November 10, 2013. You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkars for more details!

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with over 146 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 1,25,000 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 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 consumer 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
Please call for more information
Hiral Shah – 98196 37300
Talwalkars Better Value Fitness Ltd.
Hirals@talwalkars.net

