**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
CIN : L92411MH2003PLC140134

Talwalkars
*Spreading fitness since 1932*

Date: 9th January, 2015

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 Kick- Start 2015 with New Year Offer**

Talwalkars Better Value Fitness Limited (TBVFL), India's largest fitness chain with 150 gyms, announces New Year's 2015 scheme which offers you an opportunity to begin your fitness journey with your best buddy – giving you more reason to hit the gym.

TBVFL, the leading fitness brand of the Country, introduces "Buy 3 Months Weight Loss program or CHCF membership and get a 3 months respective membership free for a loved one". This offer is valid from 9th January, 2015 to 31st January, 2015. So if you have a fitness goal to achieve in 2015, a desire to have a fit body and are determined to shed those extra kilos - then get on the road to fitness with your companion.

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**

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## Kick-start 2015 with Talwalkars New Year offer

***'With every 3 months weight loss or CHCF (Complete Health Club Facilities) membership get a 3 months respective membership free for your loved one'***

**Mumbai, January 9, 2015:** Losing weight and getting in shape are some of the most common New Year's Resolutions but is just as easily broken too. A little extra motivation can be just what you need to kick-start the new season and stick to your fitness goals. Talwalkars New Year's 2015 scheme offers you an opportunity to begin your fitness journey with your best buddy – giving you more reason to hit the gym.

**Talwalkars Better Value Fitness Ltd,** the leading fitness brands of the country introduces "Buy *3 Months Weight Loss program or CHCF membership and get a 3 months respective membership free for a loved one*". This offer is valid from 9th Jan to 31st Jan 2015. So if you have a fitness goal to achieve in 2015, a desire to have a fit body and are determined to shed those extra kilos - then get on the road to fitness with your companion.

***Mr. Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Ltd.*** *says, "our consumer insight shows that New Year resolutions are fun to make but extremely difficult to maintain. With our New Year offer, we want our consumers to be motivated to stick to their health goals. With this offer, fitness enthusiasts can achieve their fitness goals and stay fit along with their buddy. Our fitness experts at Talwalkars are committed towards every member helping them make real changes."*

This holiday season, Talwalkars invites all fitness enthusiasts to sign up with Talwalkars and get a complimentary membership for their loved ones – gift of good health.

You can send a SMS with FIT to 53636 or call 022- 66553636 for more details! You can also like us on http://www.facebook.com/TalwalkarsIndia or follow us at https://twitter.com/myTalwalkars and join us on www.youtube.com/TalwalkarsHO or visit us on www.talwalkars.net for more updates!

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 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.

Please call for more information:
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Email id – hirals@talwalkars.net