Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801/813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.
Tel.: 2355 6000 Fax: 2355 6363 Website: www.talwalkars.net **CIN: L92411MH2003PLC140134**

Talwalkars
Spreading fitness since 1932

Date: 10th June, 2019

To,
National Stock Exchange of India Ltd.
Exchange Plaza,Plot No. C/1,
G Block, BKC, Bandra (East), Mumbai - 400051.

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001.

Dear Sir,

Re: **Talwalkars Better Value Fitness Limited; Scrip Symbol: TALWALKARS; Scrip Code: 533200**

Sub : Press Release

We hereby submit a Press Release on "**Talwalkars backed startup Sarva Yoga gears up for an Institutional Round.**"

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

Thanking You.
Yours faithfully,

For **Talwalkars Better Value Fitness Ltd.**

Vinayak Gawande
Director
DIN: 00324591

Talwalkars backed startup Sarva Yoga gears up for an Institutional Round.

Mumbai, June 10th 2019: Talwalkars made its foray in Yoga space in 2015 by acquiring stake in Zorba Renaissance Private limited. Founded by 27 year old Sarvesh Shashi the company owned brand Sarva yoga presently is a chain of 91 open or under-construction studios. In the most promising advent it partnered with OYO Hotels & Homes, the world's 6th largest chain of hotels, homes, and living spaces, to set-up 500 wellness studios across select OYO Townhouses in India. Through the partnership with Oyo, Sarva will set up wellness studios at select OYO Townhouses. The state of the art studios will become wellness destination for entire neighbourhood and locality. Sarva along with its partnership with OYO aims to make holistic experience at townhouse affordable and easy.

Speaking on this development Mr Sarvesh Shashi Founder and CEO said "Stress, anxiety, sleeplessness, depression and obesity have become a global epidemic for people of all ages and we are trying to curate physical and digital offerings and services for different needs, ages and geographies to help people empower themselves with the tools to lead better lives." Once it has penetrated the Indian market, SARVA plans to evaluate market opportunities in USA, UK, and Middle East.

The company during the year raised over ~4Mn USD from illustrious list of global investors including David Giampaolo, Mark Mastrov, Jennifer Anniston, Alex Rodriguez, Zumba ® etc at a valuation of ~20Mn USD. The Angel round concluded with a great response and also included investments from Bollywood Actors like Malaika Arora and Shahid Kapoor.

Last year in October 2018 the company lauched first ever womens only Yoga center Diva –Yoga in Bandra, Mumbai in association with Malaika Arora Khan. Bollywood celebrities like Kareena Kapoor Khan, Alia Bhatt , Amrita Arora were seen as frequently visiting celebrity customers . Malaika Arora in a statement said " Yoga is a way of life that motivates you, grounds you, tones you mentally & physically, makes you mindful and invokes a feeling of happiness in you.With the Diva Yoga and Sarva Yoga Studios, Sarvesh Shashi and I hope to inspire people to adapt a healthy and a happy lifestyle." Hinting about their digital presence in the future Malaika further added " Some super exciting stuff coming up soon in the digital space "

The company has with its dynamic development in the recent past managed to attract enquiries and interests of various institutional investors and is gearing up for an institutional round shortly.

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ABOUT TBVFL:

Spreading fitness since 1932, Mr. Vishnupant Talwalkar opened the doors of Talwalkars to the city of Mumbai. Over the years, TBVFL has pushed boundaries to expand across India. Post its demerger the company focuses on scaling its wellness segments like club, yoga, nutrition, Zumba, weight loss etc .TBVFL is listed on BSE and NSE listing. (*For more information please log on to:* *http://www.talwalkars.net/*)

ABOUT ZORBA RENAISSANCE PRIVATE LIMITED:

Sarva is India's largest organized chain. It is a wellness service aimed at providing quality health through its 91 open or under construction studios . Sarva introduced 25 forms of yoga along with contemporary props to traditional practice, each prop and form judiciously designed to engage mind, body and soul . The Company provides a choice of course and alternative therapies including hot yoga, pre and post natal yoga, aerial yoga, aqua yoga etc. (*For more information please log on to: https://www.sarva.com/*)

Photos of the Sarva studios across India:



Photos of Sarva studios at OYO Townhouse:

