Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801/813, 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: 13th December, 2018

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

To,
NATIONAL STOCK EXCHANGE OF INDIA LTD.
Exchange Plaza, Plot No. C/1,
G Block, BKC, Bandra (East), Mumbai - 400051.

Dear Sirs,

Re: Talwalkars Better Value Fitness Ltd.; Scrip Symbol: TALWALKARS; Scrip Code: 533200
Sub: INTIMATION OF RESPONSE FOR DIVAYOGA BY ZORBA

With reference to the captioned subject, we enclose herewith Intimation for Good response on Divayoga By Zorba - First Ever Women's Only Yoga Studio In Heart Of Suburban Mumbai.

Kindly take the same on your record and acknowledge receipt of the same.

Thanking you,

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

Avanti Sankav
Company Secretary
Enclosure: as above

DIVAYOGA BY ZORBA -FIRST EVER WOMEN'S ONLY YOGA STUDIO IN HEART OF SUBURBAN MUMBAI GETS GOOD RESPONSE FROM MUBAIKAR



Mumbai, December 13th 2018: Yoga startup Zorba – Talwalkars Better Values Fitness Limited's (TBVFL) foray into the yoga space recently launched– DivaYoga in Bandra West, Mumbai in association with Malaika Arora. One of its kind and first ever women's only yoga studio, was seen receiving good response and is becoming popular in social circuits. The official launch was held in October,2018 was attended by Bollywood celebrities like Karishma Kapoor, Amrita Arora, Arbaaz Khan, Aditi Govitikar to name a few. Many influential Bollywood celebrities like Neha Dupia, Farah Khan Ali, Nikki Galrani, Anusha Dandekar, Sophie Choudry were seen posting the launch on their social media handles. Recently Malaika Arora was also seen promoting DivaYoga on reality show – India's Got Talent.





The Promoter Director of TBVFL Mr. Vinayak Gawande while commenting on growing awareness of Yoga across India said, “Urban Indian women today, with a gazillion things happening around all the time, thousand tasks to attend to, tend to pay way less attention to their well being than they should. DivaYoga is not only a form of exercise but a way of living that will enhance over all wellbeing of Urban Indian women. “

With Zorba, TBVFL consolidate leadership position in organized yoga market across India. The Chief Financial Officer of TBVFL Mr. Girish Nayak spoke about the growth that Zorba as a company has seen under guidance of TBVFL since 2016 “ Zorba has grown from just 3 centers in Chennai to 85 centers across India. This kind of growth is encouraging given that the yoga market in India is fragmented. Up until now majority expansion took place mainly within premise of Talwalkars gyms, going forward the expansion would be in the standalone studios with innovative concepts and services”.







Sarvesh Sashi the CEO of ZORBA on explaining the thought process behind DivaYoga added "Every women is born unique, our culture teaches the significance of yoga particularly for a woman, who can unleash the goddess within by practicing yoga correctly. Awareness of self, body, mind and soul comes through yoga and this is what makes a woman a diva that she is born to be. DivaYoga is specifically designed to address the needs of the urban Indian women to shine forth in all walks of society. "

Malaika Arora who is known as one of the fittest Bollywood celebrity added "I can multitask and straddle various roles - that of an artist, mother and businesswoman with more focus and

deliver better. Taking off from the thought of making fitness accessible to the woman of today, Zorba and I have come together on DivaYoga. Diva yoga is a community of driven, passionate women who excel be it home or workplace. It is a space where yoga is translated into a lifestyle. 12 aspects of diva yoga is designed to bring out the flawless, confident lady that you are."

Bollywood has played a huge role in elevating the overall Yoga Industry. Talwalkars advent with Zorba and its services like DivaYoga is proving to be a transformational force that focuses on overall Women Wellness.

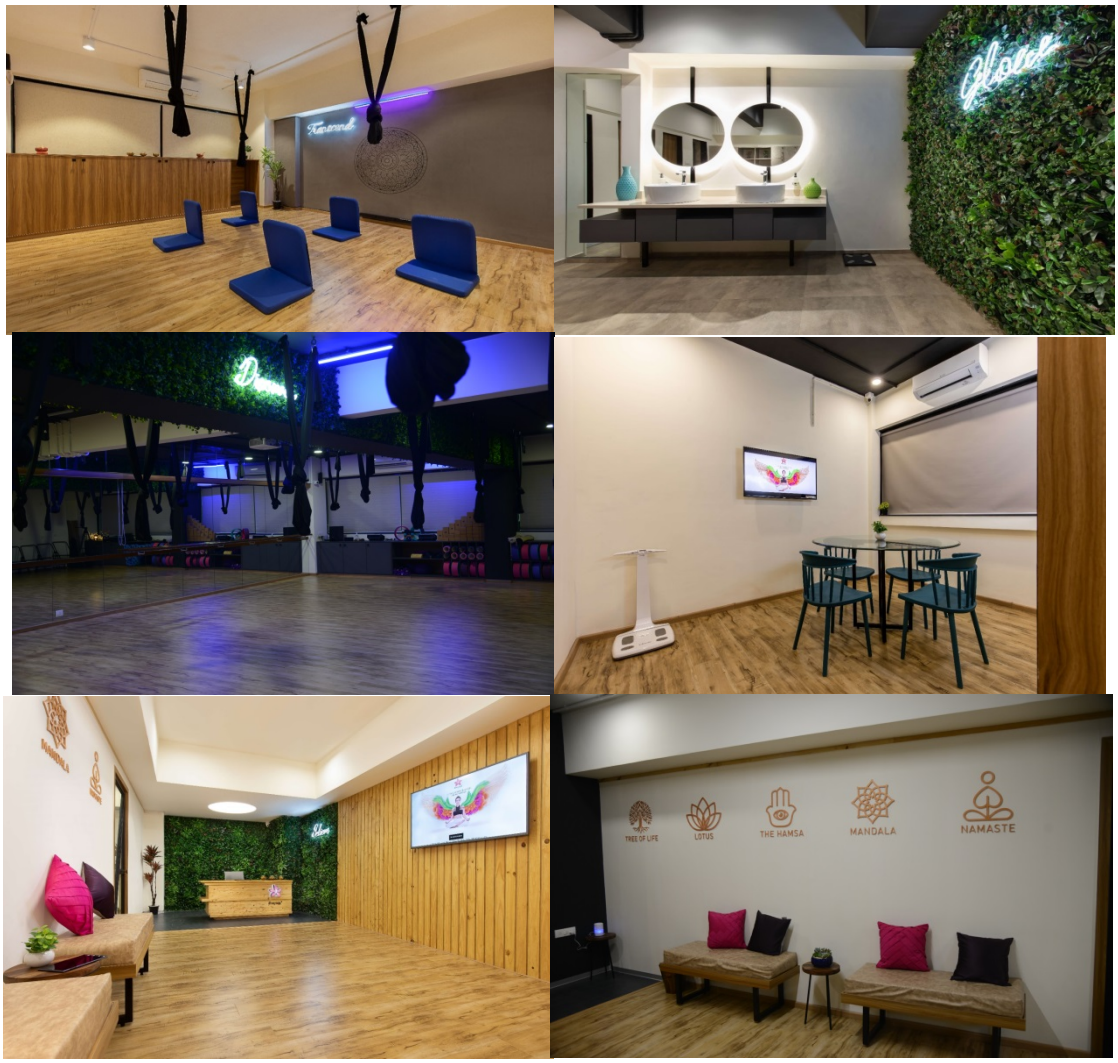
ABOUT TBVFL:

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:

Zorba is India's largest organized chain. It is a wellness service aimed at providing quality health through its 85 studios . Zorba 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.wearezorba.com/*)

Photos of the DivaYoga studios, Bandra West Mumbai :



(*For more information please log on to:* [*https://divayoga.com/*](https://divayoga.com/))

Address: The Mangalorean Milagres Society Building, 2nd Floor Opp. Holy Family Hospital, above Canara Bank, Hill Road, Ranwar, Bandra West, Mumbai-400050. https://goo.gl/maps/cZ7Z3RBBKGx