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: 18th April, 2019

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 launch of ShedEat

This is to inform you that Talwalkars Better Value Fitness Limited hereby announces a softlaunch of ShedEat which is an integrated marketplace for healthy eating.

More information on ShedEat is attached herewith.

Kindly take the same on your record.

Thanking you,

Yours faithfully,

For Talwalkars Better Value Fitness Ltd.

Director
DIN: 00324591
Encl: A/A

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Talwalkars foray into the healthy eating space in India

Mumbai, April 18th 2019: Talwalkars Better Value Fitness Limited (TBVFL) today announced soft launch of Shedeat.com an integrated marketplace for healthy eating. The website is currently on a beta run and is expected to be launched on May 15th 2019.

ShedEat, a venture of **Fitternity** & **TBVFL,** aims to impact the healthy eating space in India & globe with tailor made solutions for the consumer across nutrition/diet management services, health food & food tracking through innovation and technology. Through expert driven recommendations, partner network of healthy food / fitness supply and robust distribution channels the platform aims to solve the day to day challenges faced by consumers in their weight management / wellness journey.

Speaking of the developments in the space CFO of TBVFL Mr. Dinesh Rao explained "At Talwalkars our modus operandi has always been to be consumer centric. With advent of AI technology and in India specifically with the growth in awareness of healthy eating, the company is confident that an online platform with the right mix of services would cater to the demand and suit the needs of millennials."

Mr. Jayam Vora , Co-Founder of Fitternity commented " Operating in the wellness space over the last 4 years , we have seen a massive shift in consumer behaviour and an increasing cognisance towards the need to eat healthy. With ShedEat we aim to build out a platform that delivers bespoke solutions through a strong network of nutrition experts globally and health food supply."

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About Talwalkars: 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 . Further the company has played instrumental role in scaling brands like Sarva, Nuform, Reduce, Mickey Mehta in India. TBVFL is listed on BSE and NSE listing. (*For more information please log on to: http://www.talwalkars.net/*)

About Fitternity: Fitternity is India's largest marketplace for preventive healthcare services that uses technology, personalisation & a 9,000+ partner network of organised and long tail supply to enable users to discover & book fitness services. Fitternity has pioneered Pay-per-session and Membership portability which is changing the fitness consumption patterns in India.

Fitternity has been used by 10 M+ consumers and is currently active in 9 cities in India.
(for more information please log on to: https://www.fitternity.com/)

