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

Talwalkars
Spreading fitness

Date: 12th, November, 2010

To,
The Manager
Listing Department / Compliance Department,
National Stock Exchange of India Limited
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.**
Sub: **Intimation of press release titled "Talwalkars - Spreading Fitness in Rajkot".**

We would like to inform the exchange that Talwalkars Better Value Fitness Ltd., country's largest chain of health clubs with over 76 gyms across 39 cities has now launched its first health club in the vibrant city of Rajkot, Gujarat.

We are enclosing herewith the press release titled "Talwalkars - Spreading Fitness in Rajkot" to the effect.

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 LIMITED ★ MUMBAI

Vinayak Gawande
Whole-time Director

Encl: As above.

Talwalkars – Spreading Fitness in Rajkot

Mumbai 12th November, 2010:

Talwalkars Better Value Fitness Ltd., the country's largest chain of health clubs with over 76 gyms across 39 cities has now launched its first health club in the vibrant city of Rajkot, Gujarat.

Over the last year, Talwalkars has been aggressively undergoing an expansion drive that is spreading fitness to new cities such as Rajahmundry & Jaipur, along with other cities in the North and East.

Speaking on the occasion, Mr. Prashant Talwalkar, CEO, said, "We are extremely happy to open our first health club in the city of Rajkot. This city has the potential to become a major commercial hub of the state and we hope that we can spread fitness to the residents of this vibrant city."

The Talwalkars health club at Rajkot comprises of the latest international fitness & cardio equipments, personal trainers, dietitians, nutrition centre and follows a planned holistic approach to fitness and wellbeing.

Mr. Anant Gawande , CFO and Whole time Director comments "With the Rajkot opening, we have further consolidated our leadership position in the health & fitness industry in India. We are also looking at aggressively expanding into many other cities in the North and the East regions as well"

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI

About TBVFL

TBVFL is the largest health club chain of India with over 76 gyms spanning across 39 cities, offering a diverse set of services to a member base of more than 1,00,000 - including gyms, spas, aerobics and health counseling under the brand "Talwalkars".

Talwalkars pioneered the concept of health clubs in India, with its first gym being set up in Mumbai in the year 1932 by late Mr. Vishnu Talwalkar. His eldest son - Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd., further continued the legacy under the name "Talwalkars Gymnasium" in Bandra, Mumbai in 1962 and the brand has been rapidly growing since then.

For further information kindly contact:

Perfect Relations

Anil Mathew

Mob: 98204 80317

Email: amathew@perfectrelations.com

Neha Mehta

Mob: 98202 48630

Email: nmehta@perfectrelations.com

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI