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

Talwalkars
Spreading fitness since 1932

Date: 11th February, 2014

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 Couples Scheme in Valentine's week from 12th February – 15th February, 2014**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 149 gyms across 78 cities, announces the lovely couples scheme this Valentine's week from 12th February – 15th February, 2014.

This Valentine's, Talwalkars offers an opportunity to gift an entire year of gym membership to your loved one. With every membership, a Member gets a chance to avail a 50% off on the second membership for your valentine.

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

Thanking You.

Yours faithfully,

For **Talwalkars Better Value Fitness Limited**

Vinayak Gawande
Whole-time Director

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

Celebrate Valentine's Day with your loved ones at Talwalkars

Mumbai 11th February, 2014: Talwalkars; the largest fitness chains in India with a presence in more than 78 cities, offers the lovely couples scheme this Valentine's week from 12th February - 15th February, 2014. Go ahead; make your Valentine's special by now working out and also achieving your fitness goals together.

This Valentine's, Talwalkars offers you an opportunity to gift an entire year of gym membership to your loved one. With every membership you take, get a chance to avail a 50% off on the second membership for your valentine. To avail this fantastic offer - you don't preferably need a beau but you can share this happiness with your mom, dad, sibling, buddy or a colleague as well. Get on to the fitness track this valentine, under the guidance of fitness experts at Talwalkars.

By exercising together, couples not only have the opportunity to spend quality time with each other, they can also build a shared commitment to well-being and health that creates mutual motivation and develops a deeper bond between them. "We provide couples with opportunities to celebrate each other's successes in a non-competitive way." adds **Mr. Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Ltd.**

Speaking on this marketing initiative, Mr. Amit Sawant, Head, (Marketing) at Talwalkars Better Value Fitness Ltd. says "A Valentine's gift is the apt way to say 'I care'. This Valentine's Day sign up at Talwalkars. Get fit. Stay healthy. It's great for your self-esteem."

So as love is in the air, celebrate Valentine's Day as a couple by getting closer with Talwalkars. For more details - Send a SMS with FIT to 53636 or call 022- 33710100/08879631175 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 149 gyms across 78 cities, offering a diverse set of services including gyms, spas, aerobics and health counselling 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 NuForm 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

TALWALKARS BETTER VALUE FITNESS LTD. * MUMBAI

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:

Hiral Shah - Corporate Communications Manager
Contact No: 9819637300
Email id - hirals@talwalkars.net
Talwalkars Better Value Fitness Ltd.

