Date: 14th June, 2013

To
The Manager
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: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation regarding introducing the scheme of NO making charges on Certified Diamond Jewellery at all TBZ-The Original stores in Maharashtra and tie up with multi banks for 'Easy installments scheme' for this monsoon season from 15th June, 2013 to 30th June, 2013.**

This is to inform you that the Company will be introducing the scheme of NO making charges on Certified Diamond Jewellery at all TBZ-The Original stores in Maharashtra and has made tie up with multi banks for 'Easy installments scheme' for this monsoon season from 15th June, 2013 to 30th June, 2013.

Kindly treat this as intimation under the applicable Clauses of the Listing Agreement. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

Niraj Oza
Company Secretary & Compliance Officer

Encl: Press Release

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the original since 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com

PRESS RELEASE

No making charges on certified diamond jewellery at all TBZ-The Original stores in Maharashtra

TBZ ties up with multi banks for 'Easy installments scheme'

This monsoon season, get some fabulous offers from Tribhovandas Bhimji Zaveri Limited a well-known and trusted jewellery retailer in India with a legacy of over 148 years. TBZ-The Original has waived off all making charges and the offer is valid in all stores in Maharashtra on all their certified diamond jewellery collections.

TBZ-The Original has also tied up with leading Indian and international banks to provide convenient EMI (equal monthly installments) schemes to all customers. Customers can choose convenient 3-month, 6-months,9-month and 12-month schemes at 26 TBZ-The Original stores in 20 cities across 7 States in India. As part of the tie-up with TBZ-The Original, there is a special EMI offer on Amex credit card valid till June 30, 2013.

According to Mr. Kiran Dixit, Group Head-Marketing, TBZ Ltd., This is our signature campaign, that customer's favorite too. We have observed that first time diamond buyers or diamond jewellery collectors or wedding buyers, queue up to the TBZ Stores during this campaign. Some customers take this opportunity to prepare themselves for the upcoming festive season. It is also a great opportunity for customers who can exchange their old gold jewellery against the new one. We are sure whatever may be the buying purpose, our wide range of diamond jewellery designs will cater to all.

TBZ-The Original outlets offer a customer-friendly ambience with amenities such as displays, comfortable chairs, ambient lighting, elegant stylish interiors and the use of complementing and contrasting colors with bright lights. The showrooms have elegant interiors and prospective customers will be given personalized attention and customized services. The showroom offers a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products.

About Tribhovandas Bhimji Zaveri Limited:

TBZ Ltd (BSE: 534369 | NSE: TBZ) has a 148-year old track-record of trust, quality and purity of its products, TBZ has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2006, 2007 and 2008. TBZ has received other awards for both products and customer service, including the DTC Best Showroom award in 2004 and 2006, the DTC Best Diamond Moments award in 2005 for customer interactions, the DTC Best Showroom and Sales Person award in 2006 and 2007, the Jaipur Jewellery Show Gold Souk Awards 2007, which honoured TBZ's contribution to the gem and jewellery industry in India, and the Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award. TBZ-The Original has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri
Director – Finance

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®

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