Date: 20th February, 2014

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 about winning of the two prestigious Awards along with press release**

This is to inform you that the Company has won two prestigious Awards by the Asia Retail Congress 2014 under following two categories:

1. Retail marketing campaign of the year – New Age Bride
2. Best use of social media in marketing – Band Baja Bride

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**

**Niraj Oza**
**Company Secretary & Compliance Officer**

Encl: Press Release

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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**

**TBZ-THE ORIGINAL BAGS TWO AWARDS AT THE ASIA RETAIL CONGRESS**
**For Retail marketing campaign of the year - New Age Bride**
**For Best use of social media in marketing - Band Baja Bride**

Tribhovandas Bhimji Zaveri Limited (the "Company" or "TBZ Ltd."), a well-known and trusted jewellery retailer in India, has been conferred with **two awards** at the **Asia Retail Congress 2014** in the following categories - **Retail marketing campaign of the year and Best use of social media in marketing.** In the 'Retail marketing campaign of the year' category, TBZ Ltd. won the Asia Retail Congress award for 'New Age Bride' and in the 'Best use of social media in marketing category', it won for 'Band Baja Bride'.

According to Mr. Shrikant Zaveri, Chairman & Managing Director, TBZ Limited., It is an honour to be bestowed with Retail Excellence awards at Asia's single most important global platform to promote world-class retail practice, which was attended by the giants of the industry. The New Age Bride campaign is another jewel in the crown of wedding specialist TBZ's numerous memorable campaigns. With a legacy of over 150 years, TBZ presents precious desirable adornments, which are a symbol of pride and prestige along with being a denotative of the rich Indian traditions and cultural heritage while reflecting the dreams and desire of the modern Indian woman. And the Band Baja Bride has been making waves in social media circles due to its intrinsic Indian yet international appeal."

TBZ Ltd. has unveiled a new direction for the 'Brides of Today' with its refreshingly new 'New Age Brides' wedding collection that complements every wardrobe. In place of traditional red lehengas and silk sarees, TBZ-The Original has brought on board stylists to showcase innovative wedding looks that will take your breath away! Exquisitely designed elaborate multilayered necklaces inspired by 'nature' lovingly embrace the bride's neck even as matching enchanting earrings and bewitching nose rings add to the overall allure. And the captivating bracelets and mesmerizing armlets (baju-bandhs) that add to the diva look... TBZ-The Original's New Age Brides wedding collection also takes into account that a wedding consists of multiple functions - each with its own style and look. The overall impact is an awe-inspiring Bridal Collection for fulfilling the innate needs of Indian brides, who are constantly seeking to balance tradition with modernism; indulgence with elegance; and style with sophistication.

**About Tribhovandas Bhimji Zaveri Limited:**

TBZ Ltd. (BSE: 534369 | NSE: TBZ) has a 150-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. Another prestigious win for TBZ-The Original came when it bagged 2 awards under the marketing excellence category along with being awarded as the 'Best Branded Traditional Jewellery of the Year 2012' Award from the Bombay Bullion Association at the 9th India International Gold Convention Hyderabad. This year, Mr. Shrikant Zaveri, Chairman & MD, TBZ Ltd., received the coveted prestigious MACCIA Award 2013 for Excellence in Entrepreneurship – Large Enterprise in Gems & Jewellery category award from Hon. Union Minister Mr. Sharad Pawar at a glittering function organized by the Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA). TBZ Ltd. has 27 stores in 21 cities across 8 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh, Rajasthan and West Bengal.

**For Tribhovandas Bhimji Zaveri Limited**

**Shrikant Zaveri**
**Chairman and Managing Director**

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