Date: 19th October, 2015

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 of TBZ has signed its first Franchise Agreement for its upcoming store in Dhanbad, Jharkhand, scheduled to be opened in early November, 2015**

This is to inform you that the Company has signed its first Franchise Agreement for its upcoming store in Dhanbad, Jharkhand, scheduled to be opened in early November, 2015.

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

tbz®
The original since 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

CIN No : L27205MH2007PLC172598

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.3956 5056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.3073 5000, Fax : +91.22.3073 5088.
www.tbztheoriginal.com

FOR IMMEDIATE RELEASE

TBZ-The Original signs First Franchise Agreement for its upcoming store in Dhanbad

Mumbai, October 19, 2015: India's leading jewellery retailer Tribhovandas Bhimji Zaveri Limited (TBZ-The Original) has signed its first Franchise Agreement for its upcoming store in Dhanbad, Jharkhand, scheduled to be opened in early November 2015. This is going to be the first franchisee store of TBZ-The Original taking forward its legacy of more than 150 years.

The TBZ-The Original franchisee stores will be operated on "Franchisee Owned Franchisee Operated" (FOFO) model, entailing the entire store inventory to be on the books of the franchisee. This will help TBZ-The Original to scale up its domestic operations at a faster pace in an asset-light manner without increasing its balance sheet size, resulting in improved Return on Capital Employed (ROCE) and Return on Equity (ROE).

The franchisee stores will increase the momentum of retail expansion across key markets and reach out to various communities in satellite townships, following successful launches in metro cities. This will help in adding incremental sales, expanding retailing space and enhancing pan-India presence of TBZ-The Original.

According to Mr Shrikant Zaveri, Chairman and Managing Director, TBZ Limited, *"Every franchisee store will offer a wide array of innovative and attractive jewellery designs with an added attraction of custom-made products. They will showcase a vast range of contemporary and modern jewellery collection and a mix of gold, diamond and precious stones studded jewellery for discerning customers. They will provide the same standardised shopping experience to customers, as company owned stores. We will handhold our franchisee partners in the initial stages to take them through the learning curve of doing business with us and serving customers the TBZ-The Original way. We intend to pace ourselves comfortably through the process to ensure we do not compromise in the quality of TBZ-The Original experience."*

With this new business strategy, TBZ-The Original will remain focussed on growth and expansion over coming years. Going forward, the store expansion will be through a right mix of company-owned and franchisee stores, helping the company to achieve its target of growing its retail space from current 93,000 sq ft to around 1,50,000 sq ft over coming 2-3 years.

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About Tribhovandas Bhimji Zaveri Limited

Tribhovandas Bhimji Zaveri Limited is India's renowned and trusted jewellery retailer with a legacy of more than 150 years. The company began its journey in 1864 opening its flagship store in Zaveri Bazar, Mumbai. Over the years, the company has established itself as a preferred choice for customers in the wedding jewellery segment, recognised for exquisite gold and diamond jewellery designs. It has led from the front, in an otherwise largely unorganised Indian jewellery industry, displaying high quality and transparency standards over last 150 years, being the first jeweller to offer buyback guarantee on jewellery and to introduce 100% pre-hallmarked jewellery in India. The company has transformed itself from a one store family owned business in 1864 to a professional organisation spearheaded by the 5th generation of the family, expanding its presence and reach across India with 28 stores currently operational with a retail space of around 93,000 sq ft spread across 22 cities in 10 states.

For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD MUMBAI

Shrikant Zaveri
Chairman and Managing Director

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