Date: 26th August, 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 about winning of the 360 Marketing Campaign of the year & Social Media Marketing Campaign of the year awards at the 11th Gemfields and Nazaraana Retail Jeweller India Awards 2015**

This is to inform you that the Company at the 11th Gemfields and Nazaraana Retail Jeweller India Awards 2015, celebrating their excellence in the Indian Jewellery Industry by winning two awards:

(1) 360 Marketing campaign of the Year, and

(2) Social media marketing campaign of the Year.

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

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

TBZ-The Original wins 360 Marketing Campaign of the year & Social Media Marketing Campaign of the year awards at the 11th Gemfields and Nazraana Retail Jeweller India Awards 2015

Tribhovandas Bhimji Zaveri Limited ("TBZ"), India's renowned and trusted jewellery retailer with a legacy of over 150 years, glittered at the 11th Gemfields and Nazraana Retail Jeweller India Awards 2015, celebrating their excellence in the Indian Jewellery Industry by winning two awards: 1) 360 Marketing campaign of the Year and 2) Social media marketing campaign of the Year.

Mr. Shrikant Zaveri, Chairman and Managing Director of the company stated that "Brand building has always been a focus here and we are happy that TBZ- The Original has been honoured with two awards at the 11th Retail Jeweller India Awards 2015. Our 360-degree integrated market initiatives and social media marketing campaign have helped the timeless brand connect to contemporary target customers and remain relevant and top-of-mind in a competitive scenario. Our excellence in design and innovation are complemented by our marketing merit."

TBZ-The Original team received the coveted & prestigious awards in retailing of gems & jewellery at a glittering function graced by audiences comprising famous personalities from the gems & jewellery sector, corporate world, films and fashion. This year's Award witnessed 1,165 entries from across country and finally, after two rigorous rounds of judging only 82 designs made it as the final nominations.

About Tribhovandas Bhimji Zaveri Limited:

Our story begins in 1864, in a tin shed at Zaveri Bazar. Late Shri Bhimji Zaveri's vision was to give India the jewellery it deserved, that of uncompromising quality and craftsmanship. This vision was furthered by his son, Late Shri Tribhovandas Bhimji Zaveri. Under the able guidance of Mr. Shrikant Zaveri, TBZ successfully transformed into the modern and innovative jewellery maker it is today and expanded the business by opening new stores across India. TBZ's presence in the Indian market has been marked by a number of firsts - the first to offer buy back guarantee on gold jewellery, the first to promote the concept of light weight jewellery and the first to offer certified solitaire diamonds. Thanks to these and many other instances of innovation and commitment to excellence, we are now one of India's largest jewellery retailers.

Tribhovandas Bhimji Zaveri Limited (BSE: 534369 I NSE: TBZ) has a century and a half track-record of trust, quality and purity of its products It has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2007. 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.

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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. TBZ-The Original was the only brand to win three awards in multiple Jewellers' Choice categories in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2013 – 1. Designer Jewellery Under Rs. 5,00,000 and 2. Best Bridal Design between Rs. 10, 00,001-20, 00,000 and 3. Editor's Choice Award -Best Bridal over Rs. 20, 00,000.TBZ 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. TBZ has won two awards in Retail Jeweller India Awards 2014 for the categories- Colored Gemstone Jewellery of the year and 360 degree Marketing Campaign of the year. TBZ has also won two awards in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2014 – 1. Diamond jewellery over Rs. 5, 00,000 and 2. Best Bracelet design over Rs. 5, 00,000. Recently TBZ has crowned as Asia's Most Promising Brands in jewellery category -2014 by World Consulting & Research Corporation (WCRC) and honoured as Best Jewellery Company in Gem & Jewellery Trade Council of India (GJTCI) Excellence awards. Also TBZ has won awards "Best Gold Jewellery of the Year- in Vouge" category in 5th National Jewellery Awards 2015 organized by GJF.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).

For Tribhovandas Bhimji Zaveri Ltd.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

Raashi Zaveri
Whole-time Director

TRIBHOVANDAS BHIMJI ZAVERI LTD

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