Date: 11th February, 2016

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/ Madam,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation of tie-up with Amazon and will go live very soon to sell their exquisite range of diamond jewellery and gold coins anytime, anywhere on online marketplace**

This is to inform you that the Company has tied-up with Amazon, India's leading online marketplace, to offer consumers TBZ - The Original's diamond jewellery and gold coins on Amazon online marketplace.

The Company will go live very soon on Amazon to sell their exquisite range of diamond jewellery consisting of rings, earrings, pendants, bracelets and gold coins and the same shall be available and accessible to discerning buyers on Amazon at affordable prices.

Kindly treat this as intimation under the applicable Regulations of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015. 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

**Shrikant Zaveri**
**Chairman & Managing Director**

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

Press Release

# TBZ-The Original partners with Amazon to expands its presence on e-retail space

India's most trusted and well-known jewellery brand – TBZ The Original (Tribhovandas Bhimji Zaveri Limited) with a 150-year legacy, has partnered with Amazon.in to sell its exquisite diamond jewellery range & gold coins. A wide variety of diamond studded rings, earrings, pendants and bracelets will be available and accessible to discerning buyers on various devices at the click of a button at affordable prices.

**Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd.,** said, "TBZ-The Original has further expands its presence on e-market place through a tie-up with Amazon.in to showcase its diamond jewellery range. With this partnership, Gen-Next can now access the latest and highly popular TBZ-The Original diamond collections on their web-enabled devices anytime anywhere. TBZ-The Original offers convenience to a new class of young and young-at-heart buyers frequenting Amazon. Our presence on Amazon will supplement the brand's retail presence and empower our customers to make self purchases and gift masterpieces of the iconic brand TBZ-The Original's diamond jewellery to their relatives, friends and associates."

"We are extremely delighted to launch an exclusive range of TBZ – The Original's collection on Amazon.in. The range will include delicate diamond jewellery and gold coins from TBZ – The Original. The partnership with TBZ – The Original is in line with our aim to offer a wide selection of precious jewellery that caters to our customers' varying tastes and preferences. At the same time, it is also important to be associated with recognised and trusted brands like these. Our precious jewellery category has been growing by 300 % in sales and with more and more trusted brands coming on to our platform we look forward to expanding this category further in the coming year." **Mayank Shivam, Category Leader, Amazon Fashion.**

**ABOUT TBZ-The Original**

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. The company envisions an ambitious plan to further expand its retail operations to 57 stores with a retail space of 1,50,000 sq ft spread across 43 cities in 14 states.

For **Tribhovandas Bhimji Zaveri Limited**

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

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