Date: 12th August, 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,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation about winning of two awards at the 12th Gemfields Retail Jeweller India Awards, 2016 for (1) TV Campaign of the year, and (2) Diamond Jewellery of the Year**

This is to inform you that the Company at the 12th Gemfields Retail Jeweller India Awards, 2016, celebrating their excellence in the Indian Jewellery Industry by winning two awards:

(1) TV Campaign of the Year, and

(2) The Diamond Jewellery of the Year.

Kindly treat this as intimation under the applicable Regulation(s) of the Securities and Exchange Board of India (Listing Obligations and 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

Niraj Oza
Head Legal & 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 : 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 wins two awards at the 12th Gemfields Retail Jeweller India Awards 2016 --- 1) TV Campaign of the year & 2) Diamond Jewellery of the year

Tribhovandas Bhimji Zaveri Limited ("TBZ"), India's renowned and trusted jewellery retailer with a legacy of over 150 years, glittered at the 12th Gemfields Retail Jeweller India Awards 2016, celebrating their excellence in the Indian jewellery industry by winning two awards: 1) TV campaign of the Year; and 2) Diamond jewellery of the Year.

Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd., stated, "We are happy that TBZ Ltd. has been honoured with two prestigious awards at the 12th Retail Jeweller India Awards 2016. At TBZ-The Original, brand building is constantly evolving and that's how it has emerged as synonymous with design innovation, immaculate craftsmanship and impeccable quality. While TBZ-The Original already has a strong brand equity and loyalty amongst gold jewellery customers, we are promoting diamond jewellery aggressively to appeal to the Gen-Next and young-at-hearts. Fashion conscious customers are expressing themselves through dazzling TBZ diamond jewellery collections and being crowned with 'Diamond Jewellery of the year' award showcases our fast growing immense popularity." He added, "We deploy best-in-class marketing practices and promotional initiatives to enhance brand salience in key target groups! Television advertising has become very complex and we are happy that our clutter-breaking television campaign has been appreciated and acknowledged as 'TV campaign of the year'. Our TVCs eloquently and effectively portray how TBZ-The Original collections bridge younger generation with their elders while maintaining their individuality and futuristic mindset. TBZ-The Original compliments the modern aspirations of millennial as they seek to stand out with their style statement and fashion mantra."

TBZ Ltd. team received the coveted & prestigious awards in retailing of gems & jewellery at a glittering function graced by audiences comprising renowned personalities from the gems & jewellery sector, corporate world, films and fashion. This year's Award witnessed over 1,000 entries from across country and finally, after two rigorous rounds of judging only 84 designs made it as the final nominations.

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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 and every day wear 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 brand across India with 31 stores across 24 cities in 11 states.

TBZ 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 & Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award. 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 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 Vogue" category in 5th National Jewellery Awards 2015. TBZ-The Original won two awards in Retail Jeweller India Awards 2015 for the categories- Social Media and 360 degree Marketing Campaign of the year. Recently TBZ has won award in JJS-IJ Jewellers' Choice Design Awards 2015 for the category of Best Necklace designs under Rs. 10,00,000. 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.**

Raashi Zaveri
Whole-time Director

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