Date: 13th October, 2017

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 opening 36th Store and 5th Franchise Store at Bhopal, Madhya Pradesh on Friday, 13th October, 2017**

This is to inform you that the Company is opening its 36th Store and 5th Franchise Store at Bhopal at Plot No. B-15, H. No. 9, G/F, Malviya Nagar, Bhopal- 462003, Madhya Pradesh on Friday, 13th October, 2017.

Kindly treat this as intimation under the applicable Regulations 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**

Niraj Oza
Head – Legal & Company Secretary

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

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.
11th Floor, West Wing, Tulsiani Chambers, Free Press Journal Road, Nariman Point, Mumbai – 400 021. Tel.: 022 30735000 Fax : 022 30735088
www.tbztheoriginal.com

For Press Release

TBZ - The Original to Open Its 36th Store In Bhopal

TBZ - The Original, India's trusted jewellery brand, is happy to announce the opening of its 36th store in Bhopal, Madhya Pradesh on 13th October 2017. This will be the 5th franchise store of the company. The store has a retail area of ~1,850 sq. ft. With the addition of this store, the total retail space of the Company will increase to 1,12,339 sq. ft. spread across 27 cities in 11 states.

The store showcases TBZ - The Original's wide variety of traditional and contemporary jewellery designs, light weight gold and diamond jewellery, gold jewellery studded with precious stones, elegant rings & necklaces, beautiful bangles and Kangans. The store provides the same luxury shopping experience to customers as other stores owned by the Company with BIS (Bureau of Indian standards) 916 hallmarked gold jewellery and EGL (European Gemological Laboratory) certified diamond jewellery.

This franchise store will be operated on 'Franchisee Owned Franchisee Operated' (FOFO) model, wherein the entire store inventory would be on the books of the franchisee. This will help TBZ - The Original to scale-up its domestic operations and presence at a faster pace in an asset-light manner.

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 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. Today the brand is spread across India with 36 stores across 27 cities in 11 states.

For **Tribhovandas Bhimji Zaveri Limited**

Raashi Zaveri
Whole-time Director

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