Date: 16th March, 2018

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 37th store at Phoenix Market City Mall, Pune on Saturday, 17th March, 2018**

This is to inform you that the Company is opening its 37th store at Unit No. UG–71, on the Upper Ground Floor, Phoenix Market City Mall, S. No. 207, Behind Baker Gauges, Viman Nagar, Pune – 411 014, Maharashtra on Saturday, 17th March, 2018.

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

Press Release:

TBZ–The Original store at Phoenix Market City Mall, Pune

India's most trusted and well-known jewellery brand TBZ – The Original with a rich design legacy of over 150 years, opened its new store in Phoenix Market City Mall, Pune.

The new TBZ–The Original exclusive brand outlet at Phoenix Market City is poised to become fashion destination for the affluent millennial.

Ms. Raashi Zaveri, Director, TBZ Ltd., who has been actively involved in the new launches, said, "The new TBZ–The Original stores in malls are positioned as a new-age jewellery fashion destination, we have crafted new and fun experiences for consumers seeking stylish jewelry.

Talking about TBZ Ltd.'s new brand store location, **Ms. Zaveri** added, "This is a conscious & strategic decision to reach out to target audiences who are different from our core audience. These mall stores address the fashion conscious affluent customers who think of jewelry as fashion statement and a statement of self-expression.

TBZ–The Original mall stores offer a wide array of contemporary, light-weight, innovative and attractive diamond jewellery designs with an added attraction of custom-made products. The light-weight diamond jewellery showcased in the showrooms are a blend of subtle yet classy & dainty pieces for daily wear which reflect modern design sensibilities.

For **Tribhovandas Bhimji Zaveri Limited**

Raashi Zaveri
Whole-time Director

tbz®
The original since 1864
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