Date: 29th November, 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 37th store at High Street Phoenix Mall, Lower Parel, Mumbai on Wednesday, 29th November, 2017**

This is to inform you that the Company is opening its 37th store at Unit No. F–5, First Floor, Phoenix Mills Compound, 462 Senapati Bapat Marg Lower Parel, Mumbai – 400 013 on Wednesday, 29th November, 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 launches its new store at High Street Phoenix,

Lower Parel, Mumbai

TBZ-The Original opened its new concept store in High Street Phoenix, north Skyzone, Lower Parel, Mumbai. The store experience is designed to appeal to the fashion forward affluent millennial.

**Ms. Raashi Zaveri, Director, TBZ Ltd.** said, "The new TBZ-The Original store is positioned as a fashion destination with its focus on trendy designs and attractive price points for a younger audience which looks at jewelry as a way to express their individuality"

Talking about TBZ Ltd.'s new brand store location, **Ms. Zaveri** added, "This is a conscious & strategic decision to reach out to newer audience that isn't traditionally exposed to the brand. These concept stores address the fashion conscious young millennials who have a strong point of view and will engage with brands that reflect their values"

These stores showcase the continuous process of innovation at TBZ-The Original which started with stores at Seawoods & R-City and now Phoenix. They offer a wide array of contemporary, light-weight jewellery designs with an added attraction of custom-made products. The jewelry showcased in the showrooms is a blend of subtle yet classy & trendy pieces at appealing price points for daily wear and which reflect modern design sensibilities.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri
Whole-time Director