Date: 25th April, 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 Relaunch in grand new renovated Vijaywada Showroom with large range of Diamond and Gold Collection on Tuesday, 25th April, 2017**

This is to inform you that the Company is relaunching in grand new renovated Vijaywada showroom with large range of Diamond and Gold Collection on Tuesday, 25th April, 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

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 Vijayawada announces a grand new renovated store with a larger range of Diamond and Gold collection

Tribhovandas Bhimji Zaveri (TBZ- The Original), India's trusted jewellery retailer with a legacy of over a hundred and fifty years now presents its Vijaywada store in an all new revamped grand avataar with 6200sq ft space with 2 levels showcasing a new range of **exquisite designs in wedding jewellery collection in Jadau, Diamond & Gold**. TBZ-The Original Vijayawada 2-storey showroom brings to its customers a blend of jewellery including jadau, diamond pendants and necklaces catering to local sensibilities while introducing a new collection in wedding jewellery, all under a single roof.

TBZ-The Original Vijayawada is located at MG Road- The Key jewellery hub in Vijayawada.

Vijayawada being a highly potential jewellery market, TBZ has now **introduced an exclusive & new range of Jadau, Diamonds & Gold wedding jewellery**. TBZ-The Original too is the custodian of a rich legacy of jewellery designs gathered over a century, our customers will now find jadau, gold & diamonds collection conveniently located under a single roof with a variety of jewellery designs. TBZ-Vijayawada relaunch is well timed to serve customers during the new wedding buying season. TBZ has always been a notch above local gold players offering jadau and also diamond apart from gold.

TBZ–The Original's exquisite jadau, diamond and gold collection comprises a thoughtfully curated assortment of jewellery designed to appeal to the Vijaywada customer including necklaces, oddiyanams, engagement and wedding rings and beautiful bangles with intricate work; amongst others.

To make the relaunch even more special TBZ- The Original has announced a special Akshay Tritiya offer of Flat 50% off on making charges of diamond and gold jewellery valid from 25th to 29th April. This makes the store a must visit for this Akshay Tritiya.

TBZ-The Original Vijayawada offers a wide array of innovative and attractive jewellery designs with an added attraction of customized products. The interior of the showroom evokes grandeur and comfort; offering an exclusive experience to their customers. The store features a friendly ambiance featuring amenities such as ergonomic displays, comfortable chairs and ambient lighting, use of complementing and contrasting colours ensuring a delightful experience to customers

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

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 jewellery segment, recognized 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% per-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, expanding its presence and reach across India with 33 stores operational with a retail space of around ~98,200 sq ft spread in 25 cities.

For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

Binaisha Zaveri

Whole-time Director