Date: 21st 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 opening 33rd store and 4th Franchise store at Jamnagar, Gujarat on Sunday, 23rd April, 2017**

This is to inform you that the Company will be opening its 33rd store and 4th Franchise store at Jamnagar, Gujarat on Sunday, 23rd 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

Encl: Press Release

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

tbz®

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

TBZ - The Original to Open Its 4th Franchise Store In Jamnagar

TBZ - The Original, India's trusted jewellery brand, is happy to announce the opening of its 33rd store in Jamnagar, the fifth largest city of Gujarat, on 23rd April 2017. This will be the fourth franchise store of the company. The store has a retail area of ~2,160 sq. ft. With the addition of this store, the total retail space of the Company will increase to 1,05,090 sq. ft. spread across 26 cities in 11 states.

The ambience of the store is customer-friendly with stylish interiors, comfortable seating and good lighting that evokes class and comfort. It also features exclusive amenities for customers to ensure a unique and memorable experience. The store provides the same standardized 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.

Continuing the legacy of the brand, the store showcases a range of jewellery designs that truly are the epitome of grace and beauty. Keeping in path with the evolving trends, it features a collection that is a complete blend of ethnic and contemporary designs. The store is a perfect jewellery destination with an array of designs ranging from glorious bridal jewellery that is flawlessly curated for every bride's special day, to elegant light-weight pieces that can be worn at vivid occasions. Also showcased at the store are intricately carved assortment of rings, beautiful bangles and fabulous kangans, that are made with the right touch of shine and glamour.

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 33 stores across 26 cities in 11 states.

For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

Shrikant Zaveri
Chairman & Managing Director

tbz

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