Date: 3rd May, 2013

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 about organizing Diamond Exhibition in Hyderabad on 7th & 8th May, 2013**

This is to intimate about organizing of Diamond Exhibition in Hyderabad on 7th & 8th May, 2013 at the Sapphire Hall, Taj Krishna Hotel, Banjara Hills, Hyderabad, from 10.30 a.m. to 8.30 p.m.

Kindly treat this as intimation under the applicable clauses of the Listing Agreement.

Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

Niraj Oza
Company Secretary & Compliance Officer

Encl: Press Release

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22 30735088.
www.tbztheoriginal.com

PRESS RELEASE

Tribhovandas Bhimji Zaveri organizing it's biggest-ever Diamond Exhibition in India

Over 20,000 Designs & fabulous rare D-E colour certified diamonds on display at a single location in Hyderabad

Diamonds are forever but this glittering spectacle will have the City of Nizams drooling for more! Tribhovandas Bhimji Zaveri Limited, a well-known and trusted jewellery retailer in India with a legacy of over 150 years, is organizing its biggest-ever diamond exhibition comprising over 20,000 designs in India on May 7 and 8, at the Sapphire Hall, Taj Krishna Hotel, Banjara Hills, Hyderabad, from 10:30am to 8:30 pm.

When it comes to diamonds, colour is as important as the cut, clarity, carat and a lettering system from D to Z is used to identify the colour present in each diamond - with D awarded only to rare, totally colorless diamonds. TBZ-The Original presents the most fabulous and unprecedented D-E colour certified rare and precious diamonds on display at a single location. Well, this exhibition is indeed a collectors' paradise at a time when investing in diamonds is becoming as fashionable as wearing them!

According to Mr. Kiran Dixit, Group Head – Advertising and Marketing, TBZ Ltd., The royal city of Hyderabad has always appreciated the finest precious gemstones and TBZ-The Original has lovingly strung together the opulence of Indian heritage and contemporary craftsmanship inspired by the needs of the women of today. Some of the most stunning designs will be on display for the connoisseurs and discerning customers. With the wedding season around the corner, TBZ–The Original will also displaying its exquisite gold and diamond wedding jewellery collection, comprising a thoughtfully curated assortment of mesmerizing jewellery. At the exhibition, customers will also get a chance to consult the senior TBZ resources team from Mumbai for their specific requirements.

TBZ-The Original's wedding collection comprises enchanting engagement and eclectic wedding rings; beautiful bangles and fabulous Kangans; attention-grabbing necklaces and waist belts with intricate work; and tantalizing Tikkas amongst others. TBZ-The Original's Bridal Collection flatters every bride since it has been. The endearing collections coupled with subtle sensitivity and sensual showmanship consist of alluring sets in gold and diamonds represents wedding specialist TBZ-The Original's unmatched prowess in innovative jewellery design, a hallmark that has made this more than a century-old company an institution in the realm of jewellery.

TBZ's Dohra Detachable Jewellery new collection for all seasons in gold and diamonds comprises necklaces, which can be detached and used as pendant, bracelets, ear rings and broaches. The purchase of one jewellery piece can serve the purpose of 2-3 accessories for different occasions. These collections are available in different ranges and weight to meet the needs of customers. Interestingly now, jewellery, especially necklaces purchases for wedding occasions, will not remain in locker and discerning customers can use them for different occasions.

..... 1 .....
Contd.

tbz®

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001. Fax +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax +91.22.30735088
www.tbztheoriginal.com

TBZ-The Original outlets in Hyderabad at Basheerbagh and Punjagutta offer a customer-friendly ambience with amenities such as displays, comfortable chairs, ambient lighting, elegant stylish interiors and the use of complementing and contrasting colours with bright lights. The showrooms have elegant interiors and prospective customers will be given personalized attention and customized services. The showroom offers a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products.

Rounding up TBZ-The Original's exciting various offers during this festive season is the signature collections such as the Temple Jewellery Collection, Surprises Collection, Necklace Collection and the Showstoppers Collection! These Collections have always been warmly received by consumers, who have appreciated their originality and exquisite detailing as well as penchant for meeting their diverse needs. Renowned for its innovative designs & craftsmanship in gold and diamond jewellery, TBZ-The Original has won several Indian and international jewellery design and industry awards.

About Tribhovandas Bhimji Zaveri Limited:
TBZ Ltd (BSE: 534369 | NSE: TBZ) has a 150-year old track-record of trust, quality and purity of its products, TBZ has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2006, 2007 and 2008. TBZ has received other awards for both products and customer service, including the DTC Best Showroom award in 2004 and 2006, the DTC Best Diamond Moments award in 2005 for customer interactions, the DTC Best Showroom and Sales Person award in 2006 and 2007, the Jaipur Jewellery Show Gold Souk Awards 2007, which honoured TBZ's contribution to the gem and jewellery industry in India, and the Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award. TBZ-The Original has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

For Tribhovandas Bhimji Zaveri Limited

Shrikant Zaveri
Chairman and Managing Director

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz® The original since 1864

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com