Date: 8th August, 2014

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 of new showroom at Jamshedpur, Jharkhand on Sunday, 10th August, 2014**

This is to inform you that the Company will open its new showroom on Sunday, 10th August, 2014 at Ground Floor, Narbheram Building, Main Road, Bistupur, Jamshedpur - 831 001, Jharkhand.

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

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

CIN. No : L27205MH2007PLC172598

PRESS RELEASE

Tribhovandas Bhimji Zaveri - The Original now in Jharkand

Extending exclusive TBZ showroom network in Jamshedpur

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, opened its maiden outlet in the state of Jharkand with the inauguration of brand new store in Jamshedpur to cater to the population in this fast developing city of the state. The exquisite 2965 sq. ft. showroom is located at Narbheram Building, Bistupur Main Road, Bistupur, Jamshedpur.

The opening of TBZ-The Original's store and the display of the all new Bridal Collection is timed well to serve the customers for the upcoming festivals and the wedding buying season. Also on display is the new 'Dohra Detachable jewellery' --- innovative multi-utility jewellery collections based on customer choices and designs for use in different ways on different occasions. As a special inaugural offer for customers of Jamshedpur, a 50% discount on diamond jewellery making charges is available for a limited period. At TBZ – The Original's outlet, only BIS (Bureau of Indian Standards) 916 hallmarked gold jewellery and EGL (European Gemological Laboratory) certified diamond jewellery is available. The principal objective of hallmarking is to protect a consumer against irregular gold quality and this is undoubtedly a strong evidence of TBZ's commitment to quality, assurance of consistence in purity and quality of its jewellery.

Mr. Shrikant Zaveri, CMD, TBZ Limited, said, "TBZ-The Original is maintaining the momentum of its retail expansion across key markets in east India after opening two showrooms in Kolkata. We are confident that the tradition-respecting, arts and culture loving communities of Jamshedpur and the adjoining areas in Jharkhand region will warmly welcome TBZ's legendary values such as trust, tradition, craftsmanship and creativity in jewellery designing."

TBZ–The Original's exquisite gold and diamond wedding jewellery collection comprises a thoughtfully curated assortment of mesmerizing engagement and wedding rings, beautiful bangles and fabulous Kangans; attention-grabbing necklaces with intricate work; and tantalizing Tikkas amongst others. TBZ-The Original's Bridal Collection flatters every bride since it has been lovingly strung together with opulent Indian heritage and contemporary craftsmanship inspired by the needs of today's brides. The endearing collections coupled with subtle sensitivity and sensual workmanship consists of alluring sets in gold and diamonds. The wedding specialist TBZ-The Original's unmatched prowess in innovative jewellery design has made this more than a century-old company an institution in the realm of jewellery.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®

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The new TBZ-The Original's showroom is originally executed as a nostalgic concept and maximizes the usage of environment-friendly materials. The showroom has 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 and appropriate cooling ensures that the customer enjoys a unique experience. The Jamshedpur showroom has elegant interiors and prospective customers will be given personalized attention and customized services. They will also get a chance to consult the TBZ team including the senior resources in Mumbai for their specific requirements. The showroom offers a wide array of innovative and attractive jewellery designs for the fashion-conscious with an added attraction of custom-made products.

With the opening of this new store, TBZ-The Original now have 28 stores in 22 cities across 10 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Seemandhra, Telangana, West Bengal and Jharkhand.

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. The latest win by TBZ- The Original is at 10th Annual Gemfields & Nazraana Retail Jeweller India Awards 2014 for Colored Gemstone Jewellery of the Year and 360 Degree Marketing Campaign of the Year. Others including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2006, 2007 and 2008. TBZ has also received other awards for 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. Another prestigious win for TBZ-The Original came when it bagged 2 awards under the marketing excellence category along with being awarded as the 'Best Branded Traditional Jewellery of the Year 2012' Award from the Bombay Bullion Association at the 9th India International Gold Convention Hyderabad. Last year, Mr. Shrikant Zaveri, Chairman & MD, TBZ Ltd., received the coveted prestigious MACCIA Award 2013 for Excellence in Entrepreneurship – Large Enterprise in Gems & Jewellery category award from Hon. Union Minister Mr. Sharad Pawar at a glittering function organized by the Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA). This year TBZ has won two prestigious awards under the category of Coloured Gemstone Jewellery of the Year and 360 Marketing Campaign of the Year at 10th Annual Gemfields & Nazraana Retail Jeweller India Awards 2014.

For **Tribhovandas Bhimji Zaveri Limited**

Binaisha Zaveri
Whole-time Director

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