Date: 28th February, 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 of opening of new showroom at Raipur, Chattisgarh on Friday, 1st March, 2013**

This is to inform you that the Company will open its new showroom on Friday, 1st March, 2013 at Shop No.1, Ground Floor, Prem Store Premises, Malviya Road, Next to G.P.O., Raipur, Chattisgarh – 492 001.

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

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 : 228, Mittal Chambers, Nariman Point, Mumbai - 400 021. Tel.: +91.22.3073 5000, Fax: +91.22.3073 5088.
www.tbztheoriginal.com

PRESS RELEASE

Tribhovandas Bhimji Zaveri - The Original plans to open in Raipur on 1st March 2013

Tribhovandas Bhimji Zaveri Limited ("TBZ – The Original"), the well-known and trusted Mumbai-based jewellery retailer with a pan-India presence and rich legacy of over 150 years, will mark its foray into Chhattisgarh with the opening of its first store in Raipur to cater to fast-growing population in the region. The exquisite 2,900 sq. ft. store is located at Prem Store, Premises, Malviya Road, Next to G.P.O., Raipur, 492 001. The key management of TBZ Ltd. will be present on this momentous occasion. The chief guest for the occasion will be Shri Raamdeo Agrawal, Joint Managing Director, Motilal Oswal.

The opening of TBZ-The Original's store and the display of the all new Bridal Collection is timed well to serve the customers during the auspicious Holi festival and the pre-wedding buying season. As a special inaugural offer for customers of Raipur, a 50% discount on diamond jewellery making charges and 35% off on gold jewellery making charges is available for a limited period.

At TBZ – The original 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 it's jewellery.

According to Mr. Shrikant Zaveri, Chairman and Managing Director of the company, TBZ-The Original will bring to Raipur its century-old values of Tradition, Trust and Transparency. TBZ will present a vast range of gold and diamond jewellery spoiling the customers for choice. TBZ caters to all sections of the society and TBZ is confident that the region, an important destination, historically and archeologically, will warmly embrace TBZ's 150-year legacy of trust, superior craftsmanship and innovation as well as its fantabulous designs. TBZ-The Original Collections is a must-have for every occasion – be it wedding, gifting, outings & get-togethers with families/ friends.

TBZ–The Original's exquisite gold and diamond wedding jewellery collection comprises of 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 connect the east and west in a unique manner, coupled with subtle sensitivity and sensual showmanship. The Bridal Collection consisting 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.

This new store in Raipur will also be showcase the recently unveiled awe-inspiring Bridal Collection for fulfilling the innate needs of Indian brides, who are constantly seeking to balance tradition with modernism; indulgence with elegance; and style with sophistication and also offers the new scintillating 'Showstopper' jewellery collection in gold and diamonds for all occasions such as social gatherings, get-togethers and parties.

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According to Mr. Kiran Dixit, Group Head - Advertising and Marketing, of TBZ - The Original, wedding specialist TBZ–The Original will offer discerning customers in Raipur the time tested and most appreciated Bridal Collection to meet their multi-facetted needs. TBZ-The Original's new Bridal Collection is a classic example of design superiority and production innovation that explores many creative possibilities and reflects the deep rooted aspirations of Indian brides.

TBZ-The Original's exciting various offers during this festive season will be the signature collection of TBZ such as The Dohra Collection, 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.

The new TBZ-The Original store in Raipur will have an elegant interior with customer-friendly ambiance with amenities such as ergonomic displays, comfortable chairs and ambient lighting all to ensure that customers enjoy a unique experience.

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. Recently TBZ-The Original won three prestigious JJS – IJ Jewellers Choice Designs Awards at a glittering event in Jaipur for Diamond and Emerald jewellery.

In the last few months, TBZ-The Original has opened 10 stores in cities of Pune, Mumbai, Vadodara, Kolkata (2), Vapi, Bhavnagar, Vasai, Nagpur, Aurangabad and now in Raipur. With the opening of this new store, TBZ-The Original will have 24 stores in 18 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

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-The Original 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-THE ORIGINAL's contribution to the gem and jewellery industry in India, and the Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award.

For Tribhovandas Bhimji Zaveri Limited

Shrikant Zaveri
Chairman and Managing Director

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