Date: 26th December, 2012

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 Bhavnagar, Gujarat on Thursday, 27th December, 2012**

This is to inform you that the Company will open its new showroom on Thursday, 27th December, 2012 at Shop No. G1, Krishna Complex, Wagha Wadi Road, Next to 'Ghar Shala', Bhavnagar - 364001, Gujarat.

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

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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

Tribhovandas Bhimji Zaveri - The Original plans to open in Bhavnagar on Thursday, 27th December 2012

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years will consolidate its presence in the Saurashtra region of Gujarat by opening its first store in Bhavnagar to cater to fast-growing local communities as well as the tourists and traders visiting various destinations in the region. The exquisite 2,500 sq. ft. showroom is located at "Krishna", Wagha Wadi Road, Next to 'Ghar shala', Bhavnagar. TBZ will also expand its store network in Maharashtra by opening its first store at Vasai, near Mumbai on the same day.

It will be dream come true for Mr. Shrikant Zaveri, Chairman and Managing Director of the company, who will inaugurate the new showroom. Incidentally, Mr. Zaveri has strong historical roots and familial ties in the Saurashtra region. It will be a truly momentous occasion for the 'son of the soil', who always looked forward to come back to his hometown with an exclusive TBZ-The Original store that showcases the best of century-old tradition, culture and legacy of the Zaveri family.

According to Mr. Shrikant Zaveri, Chairman and Managing Director of the company, TBZ's Bhavnagar showroom will be a dream come true because it evokes several nostalgic sentiments and emotions attached to his family. TBZ Bhavnagar showroom is conveniently located to serve customers in the nearby areas so that they do not have to travel very far from their residences. He is confident that the tradition-respecting, arts and culture loving communities of Bhavnagar and the adjoining areas near the coast will warmly welcome TBZ's legendary values such as trust, tradition, craftsmanship and creativity in jewellery designing.

Further, on the business front, TBZ is maintaining the momentum of its retail expansion across key markets and consolidation in Saurashtra region after the successful launch of Rajkot showroom is part of this strategy. In Gujarat, TBZ has recently opened several new showrooms in Rajkot, Vadodara, Vapi and now it's time to foray into Bhavnagar, which is the second largest city of Saurashtra region. Bhavnagar will be the 21st showroom of TBZ in India and 6th in the Gujarat state after Surat, Ahmedabad, Rajkot, Vadodara & Vapi. Mr. Zaveri is confident of penetrating deep into the entire State as it is a very important market for TBZ. TBZ will also mark its foray in the Vasai-Virar belt with the first store opening in Vasai to cater to fast-growing local communities in Vasai-Virar, Nala Sopara and Naigaon.

The opening of showroom in Bhavnagar is timed to serve the customers during the gifting season of Christmas and New Year as well as pre-wedding buying season. The new TBZ showroom will showcase a new and vast range of contemporary and modern women's and men's jewellery collection for discerning customers. Considering the New Year and forthcoming wedding season, TBZ's Bhavnagar store will also 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.

The new TBZ showroom will maximize the usage of environment-friendly materials. The showroom will have 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 to ensure that the customer enjoys a unique experience.

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Also on display will be the TBZ Surprise collection, Necklace collection and Temple Jewellery Collection! TBZ also offers the new lifestyle jewellery collection 'Showstopper' in gold and diamonds for all occasions such as social gatherings, get-togethers and parties. The Showstopper collection for women has elegant, contemporary, sleek and attractive designs, will add allure and enhance the look and personality of status-conscious customers in the region.

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 won three prestigious **JJS-IJ Jewellers Choice Designs Awards** at an event held in Jaipur on December 22, 2012. TBZ won these awards for best designer jewellery in the following categories - Diamond Jewellery over Rs. 5,00,000/-; Emerald Jewellery under Rs. 5,00,000/-; and Emerald Jewellery over Rs. 5,00,000/-.

In the last 9 months, TBZ has opened 8 showrooms in cities of Pune, Mumbai, Vadodara, Kolkata, Vapi and now will open in Bhavnagar and Vasai. With the opening of the two new showrooms, TBZ will have 21 showrooms in 15 cities across 6 States including Maharashtra, Gujarat, Madhya Pradesh, 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 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.

For Tribhovandas Bhimji Zaveri Limited

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

Shrikant Zaveri
Chairman and Managing Director

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