Date: 26th September, 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 Vapi, Gujarat on Thursday, 27th September, 2012**

This is to inform you that the Company will open its new showroom on Thursday, 27th September, 2012 at 7-11, Ground Floor, Fortune Square – II, Near Primary School, Next to Royal Dream Society, Vapi Daman Road, Vapi – 396191, 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. ★ 241-43, Zaveri Bazar, Mumbai-2.

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 : 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 Vapi

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, will mark its foray into Vapi, the biggest city in Valsad district of Gujarat surrounded by Daman, Dadra and Nagar Haveli, by inaugurating its exclusive brand outlet. Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ, and the key management personnel will be present on the occasion.

The exquisite showroom is located at 7-11, Fortune Square Mall, Next to Royal Dream Society, Vapi Daman Road, Chala, Vapi. It will cater to the regular flow of inbound visitors from neighboring areas such as Daman & Diu, Dadra & Nagar Haveli, Umbergaon, Sarigam, Bhilad, Udavada, Sanjan, Pardi and Silvassa amongst others.

TBZ is planning to announce a special attractive offer of 50% off on making charges of diamond jewellery and also its lowest 22 kt gold rate on the occasion.

According to Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ is maintaining the momentum of its retail expansion across key markets. Having opened showrooms in Ahmedabad, Surat, Rajkot & Vadodara, TBZ – The Original is now planning to open its showroom in Vapi. Exhibitions by TBZ in Vapi always received an enthusiastic response and this has made TBZ to decide in making its craftsmanship and creativity in jewellery designing easily accessible to all the people of Vapi and neighboring areas.

Leveraging the century-old values of Tradition, Trust and Transparency, the sparkling new TBZ showroom will showcase a new and vast range of contemporary and modern women's and men's jewellery collection for discerning customers. The showroom will have elegant interiors and prospective customers will be given personalized attention and customized services. The showroom will offer a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products as per the customers' wishes.

Renowned for its innovative designs in gold and diamonds, TBZ has won several Indian and international jewellery design and industry awards. TBZ-The Original is a well established name in the wedding, gifting and occasion-driven jewellery segments. The season's new TBZ Wedding Collection will be on display along with TBZ Surprise collection, Necklace collection and Temple Jewellery Collection.

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TBZ showroom will have 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 will ensure that the customer enjoys a unique experience.

Opening of the showroom is also timed well to serve the customers during the Navratri Durga Puja, Dassehra, Diwali and the marriage season, which are the right occasions to buy jewellery and also gift them.

In the last 6 months, TBZ has opened 5 showrooms in cities of Pune, Mumbai, Vadodara, Kolkata and will now open in Vapi. With the opening of this new showroom in Vapi, TBZ will have 19 showrooms in 12 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

BHIMJI ZAVERI LTD. ★ TRIBHOVANDAS
241-43, Zaveri Bazar, Mumbai-2.

Shrikant Zaveri
Chairman and Managing Director

TRIBHOVANDAS BHIMJI ZAVERI LTD.

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