Date: 14th March, 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 Vashi, Navi Mumbai on Friday, 15th March, 2013**

This is to inform you that the Company will open its new showroom on Friday, 15th March, 2013 at Shop No. G-20, Ground Floor, Satra Plaza, Plot No. 19 & 20, Sector 19-D, Palm Beach Road, Vashi, Navi Mumbai – 400 705.

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 : 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 its 25th Store in Vashi o*n Friday 15th March 2013*

Tribhovandas Bhimji Zaveri Limited ("TBZ – The Original"), the well-known and trusted jewellery retailer with a legacy of over 150 years, will mark its foray into Navi Mumbai with the opening of its first store in Vashi to cater to the fast-growing population in the region. TBZ-The Original's exquisite 2,984 sq. ft. store is located at Satra Plaza, Sector 19–D, Palm Beach Road, Vashi, Navi Mumbai-400705. The key management of TBZ Ltd. will be present on this momentous occasion.

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 Navi Mumbai, a 50% discount on diamond jewellery making charges and 35% off on gold jewellery making charges is available for a limited period.

According to Mr. Shrikant Zaveri, Chairman and Managing Director of the company, TBZ-The Original will maintain the momentum of its retail expansion across key markets and this foray into Vashi will be a part of the strategy to reach out to various communities in satellite townships after recent successful launches in Vasai, Nagpur and Aurangabad in Maharashtra. The Vashi store is conveniently located to serve customers of Navi Mumbai and TBZ is confident that the century old values of Tradition, Trust and Transparency will be warmly welcomed especially when it is available at their doorstep. TBZ–The Original will cater to all sections of the society with Collections that are a must-have for every occasion and TBZ is confident that the customers will be spoilt for choice.

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 will 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 will 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 will represent 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 Vashi 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.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz™

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According to Mr. Kiran Dixit, Group Head - Advertising and Marketing, of TBZ - The Original, The brand 'TBZ – The Original' has a strong legacy of 150 years and caters to 4th and 5th generation of customers. With this store in Vashi, TBZ will move closer to the customers of Navi Mumbai giving them the choice of designs and variety.

TBZ-The Original's exciting various offers during this festive season will be the signature collection of TBZ such as The Dohra 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 Vashi 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 will 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. It has been conferred with the twin honours of the Asia Retail Congress "Retail Leadership Award" for its venerable CMD Mr. Shrikant Zaveri and the National Jewellery Award 2013 for the Best Single Store of the Year – Central East.

In the last few months, TBZ-The Original has opened 11 stores in cities of Pune, Mumbai, Vadodara, Kolkata (2), Vapi, Bhavnagar, Vasai, Nagpur, Aurangabad, Raipur and now in Vashi. With the opening of this new store, TBZ-The Original now have 25 stores in 19 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 & Managing Director

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