Date: 28th June, 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 about Bangles and Chains festival for the Company's showrooms located at Gujarat, Madhya Pradesh, Chhattisgarh and West Bengal from 28th June, 2013 to 20th July, 2013.**

This is to inform you that the Company has announced Bangles and Chains festival for the Company's showrooms located at Gujarat, Madhya Pradesh, Chhattisgarh and West Bengal from 28th June, 2013 to 20th July, 2013. In this festival the Company provides a wonderful opportunity to Exchange Jewellery and get Rs. 1,500 off per 10 gms off on making charges on purchase of wide range of gold bangles and chains.

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

Encl: Press Release

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 : 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

PRESS RELEASE

Bangles and Chains festival at all TBZ-The Original Showrooms in Gujarat, Madhya Pradesh, Chhattisgarh & West Bengal from June 28 to July 20, 2013

Wonderful opportunity to exchange jewellery & get Rs. 1,500 off per 10 gms off on making charges

As the spring-summer sale season kicks-off this month-end, Tribhovandas Bhimji Zaveri Limited (the "TBZ-The Original" or "TBZ Ltd."), a well-known and trusted jewellery retailer in India, is organizing a Bangles and Chain Festival at all its showrooms in Gujarat, Madhya Pradesh, Chhattisgarh and West Bengal. During this Festival beginning from June 28 to July 20, 2013, TBZ-The Original offers a wide range of gold bangles and chains against the exchange of jewellery and a special offer of Rs. 1,500 off per 10 gms on making charges.

This sales offer will be available at all TBZ– The Original's 11 showrooms in these four states, offering most preferred, fast moving and common categories jewellery items which can be worn regularly irrespective of any specific occasions. The Company will offer a wide variety of bangles and chains at varied price points to meet the taste and demands of customers, preferably young females. The festival will showcase a range of intricately designed bangles and chains that seek to fulfill the aspirations of all customers.

According to Mr. Kiran Dixit, Head-Marketing, TBZ-The Original, This product category of Bangles & Chains is the most preferred and fast moving category in the targeted markets. We want to target the pre-festive season and other impulsive bargain hunting buyers through this exchange offer campaign. TBZ-The Original aspires to target educated women of today, who have purchasing power and the propensity to buy when they get a good deal. These customers use this jewellery on several occasions in their professional and social life including kitty parties, family gatherings, social functions and get-togethers. They are very particular about their attire & accessories and always look for options. They would love to grab this opportunity to exchange their jewellery to buy new Bangles & chains at discounted making charges. She would love to have different designs for different occasions like casual, formal & party wear, etc.

TBZ-The Original has also tied up with leading Indian and international banks to provide convenient EMI (equal monthly installments) schemes to all customers. Customers can choose convenient 3-month, 6-months,9-month and 12-month schemes at 26 TBZ-The Original stores in 20 cities across 7 States in India.

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 : 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

TBZ-The Original will offer bangles in plain gold, machine made bangles, handmade bangles, bangles with meenakari, bangles with colour stones, kundan, and many more. Besides, there will also be on offer machine and man-made chains, chains in rhodium polish, chains in white gold, thick designs, Nawabi chains, delicate once for the small pendants, among other varieties. Jewellery is an integral part of any festival. Customers want variety in designs as they want to choose the best as per their taste and liking.

TBZ has almost a 150-year old legacy of jewellery business and have developed goodwill and a place in the peoples' heart. The bangle and chain campaign, besides bringing in trust and legacy, will also offer customers a wide array of products befitting the pre-festive buying and joy. The jewellery that will be on offer also meets customer aspirations through their elegance, style and modernity. TBZ-The Original demonstrated 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. TBZ's Dohra Detachable Jewellery new collection was an industry benchmark for innovation for all seasons. Rounding up TBZ-The Original's exciting various offers are the signature collections such as the Temple Jewellery Collection, Surprises Collection, Necklace Collection and the Showstoppers Collection!

At present, TBZ has 26 showrooms in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Kerala, Andhra Pradesh, Chhattisgarh 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. 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 held on August 24-26 in Hyderabad. TBZ-The Original has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri
Director – Finance

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 : 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