Date: 29th 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 Gandhidham, Kutch, Gujarat on Monday, 1st April, 2013**

This is to inform you that the Company will open its new showroom on Monday, 1st April, 2013 at Shop 4, 5 & 6, Ground Floor, Sunshine Arcade, Plot No. 59, Sector 8, Tagore Road, Near Lord's Hotel, Gandhidham, Kutch, Gujarat – 370201.

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** : 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**

## Tribhovandas Bhimji Zaveri - The Original plans to open its 26th store in Gandhidham on 1st April 2013

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, plans to extend its store network further in the state of Gujarat with the inauguration of brand new store in Gandhidham in Kutch region to cater to large cosmopolitan population in this fast developing city of the state. Gandhidham Municipal Corporation President Mrs. Minal Bhanushali will be the guest of honor and the key management personnel of TBZ will be present on the occasion. The exquisite 2,170 sq. ft. store is located at Tagore Road, Sector 8, Near Lord's Hotel, Gandhidham.

As a special inaugural offer for customers of Gandhidham, 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 outlet, 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 its jewellery.

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 in Gujarat as company have recently opened several new stores in Rajkot, Vadodara, Vapi, Bhavnagar and now it's time to foray into Gandhidham. The City has largely cosmopolitan population due to migration of people from various parts for employment. TBZ is confident that the tradition-respecting, arts and culture loving communities of Gandhidham and the adjoining areas in Kutch region will warmly welcome TBZ's legendary values such as trust, tradition, craftsmanship and creativity in jewellery designing.

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 pre-wedding buying season.

TBZ–The Original's exquisite gold and diamond wedding jewellery collection comprises 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 coupled with subtle sensitivity and sensual showmanship consist 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 summer, launching soon is the "Dohra - Detachable Bridal Jewellery Collection" comprising of gold and diamond necklaces, which can be detached and used as pendant, bracelets, ear rings and broaches. The purchase of one multi utility jewellery piece can serve the purpose of 2-3 accessories for different occasions. These collections are available in different ranges and weight to meet the needs of customers. Now, jewellery, especially necklaces purchased for wedding occasions, need not remain in locker and discerning customers can use them for different occasions.

According to Mr. Kiran Dixit – Group Head Marketing, TBZ Limited, Customers who buy heavy jewellery for special occasions like weddings wish to use the same jewellery more often but cannot do so due to heavy look which does not go well with small occasions. Keeping the desires of such customers in mind, TBZ have introduced "Dohra - Detachable Jewellery" collection, which will give more freedom and opportunity to our customers to wear the same jewellery in multiple ways.

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Rounding up TBZ-The Original's exciting various offers during this festive season is the signature collections such as 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. 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.

The new TBZ-The Original store will be executed as a nostalgic concept and maximize the usage of environment-friendly materials. The store 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 ensures that the customer enjoys a unique experience. The Gandhidham store will have an elegant interior and prospective customers will be given personalized attention and customized services. They will also get a chance to consult the TBZ team including the senior resources in Mumbai for their specific requirements. The store 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.

In the last few months, TBZ-The Original has opened 12 stores in cities of Pune, Mumbai, Vadodara, Kolkata, Vapi, Bhavnagar, Vasai, Nagpur, Aurangabad, Raipur, Vashi (New Mumbai) and now opening in Gandhidham. With the opening of this new store, TBZ-The Original now have 26 stores in 20 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 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**

**Shrikan Zaveri**
**Chairman and Managing Director**

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