Date: 30th April, 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 organizing Summer Camps on 'Jewellery Education for Women' in all twenty six (26) showrooms of the Company in the month of May 2013 & June 2013**

This is to intimate about organizing Summer Camps on 'Jewellery Education for Women' in all twenty six (26) showrooms of the Company in the month of May 2013 & June 2013.

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**

Niraj Oza
Company Secretary & Compliance Officer

Encl: Press Release

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 is planning to organize first of its kind FREE summer camps on "Jewellery Education for Women" in all its 26 outlets

Customers can register their names with TBZ outlets to participate in the Education Camp in the month of May & June 2013.

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, as a part of its customer education initiative, is organizing free summer camps on Jewellery education in all its 26 jewellery outlets across the country for women. This camp will be conducted in small batches of 10-15 participants per session of around 1 hour. The two-month camps (May & June) are aimed to foster a healthy knowledge support amongst women in identifying and selecting genuine quality jewellery items whenever they are planning their purchases. Kids can join their Mothers in the program as there will be lot of engagement activities for children during the camp which will keep kids busy while mothers learn all about jewellery.

According to Mr Kiran Dixit, Group Head – Advertising and Marketing, TBZ Ltd., TBZ –The Original has always believed in educating and empowering customers with the knowledge and art of design and purity of jewellery so that customers are well informed before purchasing their gold/diamond jewellery. Customers seeking such knowledge are invited to register their names in nearest TBZ-The Original showrooms.

Post listing in the stock exchange, TBZ-The Original has opened 12 stores in cities of Pune, Mumbai, Vadodara, Kolkata, Vapi, Bhavnagar, Vasai, Nagpur, Aurangabad, Raipur, Vashi (New Mumbai) and recently in Gandhidham. Currently, TBZ-The Original has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal. In the FY 2013-14, TBZ has a plan to open 16 more stores.

In all TBZ – The Original's stores, a customer-friendly ambience is created 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 showrooms have elegant interiors 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 showroom offers a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products.

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TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®

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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.

TBZ's recently launched new collection of detachable jewellery in diamond and gold – The Dohra Collection comprises necklaces, which can be detached and used as pendant, bracelets, ear rings and broaches. Interestingly, now wedding jewellery, especially necklaces, need not remain in locker as one jewellery piece can now serve the purpose of 2-3 accessories for different occasions. This collection is available in different ranges and weight to meet the needs of customers.

Rounding up TBZ-The Original's exciting 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.

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

Binaisha Zaveri
Director

tbz®
The original since 1864
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