Date: 31st August, 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 about winning of three prestigious Awards along with press release**

This is to inform you that the Company has won following three prestigious awards:

1. Marketing excellence in the category of 360 Degree Marketing Campaign of the year at the 8th Annual Gemfields & RioTinto Retail Jeweller India Awards 2012 held in Mumbai;

2. Best Radio campaign of the year at the 8th Annual Gemfields & RioTinto Retail Jeweller India Awards 2012 held in Mumbai; and

3. The coveted "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

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

**Shrikant Zaveri**
**Chairman & Managing Director**

Encl: Press Release

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TRIBHOVANDAS BHIMJI ZAVERI LTD.

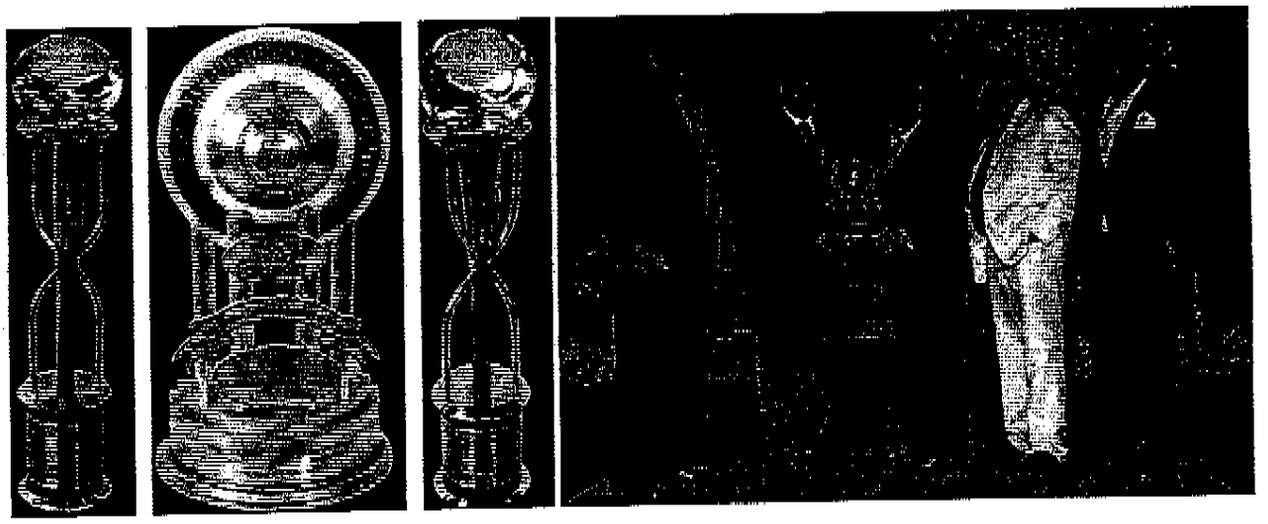
PRESS RELEASE

FOR IMMEDIATE DISSEMINATION

## Tribhovandas Bhimji Zaveri Limited Wins Three Prestigious Awards

**Mumbai, August 31, 2012:** Tribhovandas Bhimji Zaveri Limited Limited (TBZ), a well-known and trusted jewellery retailer in India, has been on an award-winning spree, winning three prestigious awards at reputed annual industry forums including the Retail Jeweller India Awards 2012 and the eminent Bombay Bullion Association Award at the 9th India International Gold Convention.

TBZ was bestowed two prestigious awards for marketing excellence under the categories of 360 Degree Marketing Campaign of the Year & Best Radio campaign of the year at the 8th Annual Gemfields & RioTinto Retail Jeweller India Awards 2012 held in Mumbai. The Jury Panel this year included Neha Dhupia (Actress), Anita Dongre (Fashion Designer), Amrita Puri (Actress), Namrata Baruwa Shroff (Interior Architect), Ananya Banerjee (Artist), Vaishali Banerjee (Manager – Platinum Guild India), Schauna Chauhan Saluja (CEO, Parle Agro Pvt. Ltd.), Prasad Kapre (Core Committee Member, FICCI Gem & Jewellery), Arati Singh, Senior Vice President, NDTV Good Times, and Prashant Panday, Executive Director, Radio Mirchi (ENIL).



The 148-year-old Company won its third award, the coveted `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. The award was presented to TBZ Limited's Chairman and Managing Director, Mr. Shrikant Zaveri by Dr. Anup Pujari, IAS, Director General of Foreign Trade, Department of Commerce, the chief guest, on the occasion.

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Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002 Tel.: +91.22.3966 6001. 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

Commenting on the awards, Mr. Shrikant Zaveri, Chairman and Managing Director of the Company said, "At TBZ, our focus is constantly on encouraging innovation and excellence in the branded jewellery business. This helps us keep pace with the times and stay relevant to Gen-X while being embedded in the minds and hearts of the decision makers and influencers. The 'Best Traditional Jewellery Brand award recognizes our efforts to be synonymous with Tradition, Trust and Timeless while being an encouragement for times to come."

"At TBZ, we constantly endeavor to create a strong brand appeal through clutter breaking creatives and cover strategic touch points to reach out to customers. The much acclaimed campaigns for which we got the 'Best Radio Campaign of the Year' award and the 'Best 360 Degree Campaign of the Year' award have generated phenomenal visibility and evoked a positive response from stakeholders. We are very happy to receive the awards as they emphatically confirm that award winning campaigns do work in reality and give more bang for the buck," added Kiran Dixit, Group Head, Advertising and Marketing, TBZ.

**About TBZ**

**About Tribhovandas Bhimji Zaveri Limited:** ((www.tbztheoriginal.com)
TBZ Ltd (BSE: 534369 | NSE: TBZ) has 16 showrooms in ten cities across five states, which have a total carpet area of approximately 48, 800 sq. ft. With 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

Shrikant Zaveri
Chairman & Managing Director

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