Date: 30th January, 2015

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 the prestigious Award of "Asia's most promising Brands – 2014" from World Consulting & Research Corporation (WCRC) award function held at Gurgaon, near Delhi**

This is to inform you that the Company has won prestigious Award of "Asia's most promising Brands – 2014" from the World Consulting & Research Corporation (WCRC) award function held at Gurgaon, near Delhi.

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

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
CIN. No : L27205MH2007PLC172598

FROM :TBZO FAX NO. : 30 Jan. 2015 4:48PM P1

Press Release

Tribhovandas Bhimji Zaveri Limited crowned as one of the Asia's Most Promising Brands – 2014 by World Consulting & Research Corporation (WCRC)

Tribhovandas Bhimji Zaveri Limited ("TBZ" or "TBZ-The Original"), a well-known and trusted jewellery retailer in India with a rich legacy of over 150 years, has been included in the coveted elite list of the Asia's Most Promising Brands 2014. Inclusion in the first-amongst-equals list underlines TBZ-The Original's rich business legacy, innovative designs and superlative quality, purity & craftsmanship of its products and robust commitment towards customers' satisfaction and trust. The brand parameters for Asia's Most Promising Brands were Brand Legacy, Brand Positioning, Brand Impact, Brand visibility, Brand Connect, Brand Values & Brand Commitment.

This acknowledgement was announced by World Consulting & Research Corporation (WCRC) at a wintry evening in Gurgaon, near Delhi in the midst of industry leaders --- Mr. Kumar Mangalam Birla (Aditya Birla Group), Dr. Anand C. Burman (Chairman of Dabur India Ltd.), Ms. S. Reddy (Apollo Hospital Chennai), Mr. Peyush Bansal (Founder - Lenskart), Dr. Vandana Shiva (Founder -Navdanya), Mr. Anshu Gupta (Founder Goonj - NGO) & Fashion Designer Ms. Ritu Kumar. The grand celebration witnessed powerful speeches by the Chief Guest – Mrs. Rani Pratibha Singh the wife of Hon'ble Chief Minister of Himachal Pradesh Mr. Virbhadra Singh and Mr. Abhimanyu Ghosh, Chairman & Editor in Chief, WCRC.

Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd. said, "This honor is an acknowledgment of TBZ-The Original's brand equity at a global level transcending our country's confines. Representing the best of 'Make in India', it is an iconic identity in India's jewellery landscape by virtue of uncompromising quality and craftsmanship. TBZ-The Original evokes heartfelt emotions and bonds relationships lasting over a century and beyond. It imbibes the best of traditional legacy and blends it with modern values. The award reflected our commitment and dedication to creating a global jewellery brand originating in India."

Mr. Abhimanyu Ghosh, Chairman & Editor in Chief, WCRC said, "It gives me immense pride to appreciate leaders who have inspired many individuals not only in India but across the globe. It's also special to bring together Asia's Most Promising Brands of 2014 and recognize their efforts in creating a mark on the Global Map. The World has recognized the superpower of Asian Brands & at WCRC we salute each and every stakeholder in contributing to how Asian Brands are perceived across the Globe today! One such brand was TBZ having an 150 year old legacy of innovative designs and superlative quality, purity & craftsmanship of its products and are known for their wedding jewelry collection."

Every day, TBZ-The Original reinforces a commitment to excellence. Its legacy has given it the confidence to enhance the pace of pan-India expansion despite challenges and perform commendably in an adverse economic and business scenario. Despite challenging economic growth and volatile gold prices in particular, demand for TBZ-The Original range remained consistent, owing to India's traditional affinity with precious gems and jewellery, and the Company's dynamically evolving focus on branding and marketing initiatives. TBZ - the Original's next level of expansion and growth will be driven by the established skill of its Team, its ability to create lasting customer relationships and the level of its foresight in embracing opportunities and mitigating risks. Team TBZ has the imagination and the ability to elevate jewellery designs to inimitable craftsmanship, with the result of a happy blend of usefulness, investment and aesthetics. It will continue to build on those skills and knowledge repertoire to create jewellery that excites and elevates.

tbz®
The original since 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

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Tribhovandas Bhimji Zaveri Limited (BSE: 534369 I NSE: TBZ) has a century and a half track-record of trust, quality and purity of its products. It has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2007. 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 Hyderabad. TBZ-The Original was the only brand to win three awards in multiple Jewellers' Choice categories in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2013 – 1. Designer Jewellery Under Rs. 5,00,000 and 2. Best Bridal Design between Rs. 10, 00,001-20, 00,000 and 3. Editor's Choice Award -Best Bridal over Rs. 20, 00,000. TBZ has been conferred with two awards at the Asia Retail Congress 2014 in the following categories - Retail marketing campaign of the year and Best use of social media in marketing. TBZ has won two awards in Retail Jeweller India Awards 2014 for the categories- Colored Gemstone jewellery of the year and 360 degree Marketing Campaign of the year. TBZ has also won two awards in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2014 – 1. Diamond jewellery over Rs. 5, 00,000 and 2. Best Bracelet design over Rs. 5,00,000. Mr. Shrikant Zaveri, Chairman & MD, TBZ Ltd., received the coveted prestigious MACCIA Award 2013 for Excellence in Entrepreneurship – Large Enterprise in Gems & Jewellery category award from Hon. Union Minister Mr. Sharad Pawar at a glittering function organized by the Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA).

About Tribhovandas Bhimji Zaveri Limited (www.tbzthegoriginal.com)

Tribhovandas Bhimji Zaveri Limited is India's renowned and trusted jewellery retailer with a legacy of 150 years. The Company began its journey in 1864 opening its flagship store in Zaveri Bazar, Mumbai. Over the years, the company has established itself as a preferred choice for customers in the wedding jewellery segment, recognized for exquisite gold and diamond jewellery designs. It has led from the front, in an otherwise largely unorganized Indian jewellery industry, displaying high quality and transparency standards over last 150 years, being the first jeweler to offer buyback guarantee on jewellery and to introduce 100% pre-hallmarked jewellery in India.

The Company has transformed itself from a one store family owned business in 1864 to a professional organization spearheaded by the 5th generation of the family, and has expanded its presence and reach across India with 28 stores currently operational with a retail space of around 88,000 sq ft spread across 22 cities in 10 states.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri
Whole – time Director

The original since 1864

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