Date: 17th January, 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/ Madam,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation of opening of new showroom at Aurangabad, Maharashtra on Friday, 18th January, 2013**

This is to inform you that the Company will open its new showroom on Friday, 18th January, 2013 at A. G. Pride, Plot No. 301, N-3, CIDCO, Opp. Hotel Ramgiri, Beside Raymond & Ratnakar Bank, Jalna Road, Aurangabad- 431001, Maharashtra.

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

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22 3956 5001, 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

Tribhovandas Bhimji Zaveri - The Original plans to open in Aurangabad on Friday, 18th January, 2013

Tribhovandas Bhimji Zaveri Limited ("TBZ - The Original"), the well-known and trusted Mumbai-based jewellery retailer with a pan-India presence and rich legacy of over 150 years will mark its foray into Marathwada with the opening of its first exclusive store in Aurangabad to cater to the fast-growing local communities of the region. TBZ-The Original's exquisite 4,300 sq. ft. store is located at Jalna Road near Ratnakar Bank.

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. Customers will be able to avail a special offer of 50% discount on Diamond Jewellery making charges and 35% off on Gold Jewellery.

According to Mr. Shrikant Zaveri, Chairman and Managing Director of the Company, TBZ -The Original is proud to open its 10th store in Maharashtra in the State's Tourism Capital, Aurangabad. TBZ-The Original will bring to Aurangabad and Marathwada century-old values of Tradition, Trust and Transparency. TBZ - The Original caters to all sections of the society and he is confident that Aurangabad will warmly embrace TBZ-The Original's 150-year legacy of trust, superior craftsmanship and innovative designs. TBZ Collections are a must-have for every occasion - be it wedding, gifting, outings & get-togethers with families/ friends.

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; wonderful waist belts (Kamarbandhs) 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 connect the east and west in a unique manner, coupled with subtle sensitivity and sensual showmanship.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®
The original since 1864

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TBZ-The Original's Aurangabad store will also showcase the recently unveiled awe-inspiring Bridal Collection for fulfilling the innate needs of Indian brides, who are constantly seeking to balance tradition with modernism; indulgence with elegance; and style with sophistication. It will also offer the new scintillating 'Showstopper' jewellery collection in gold and diamonds for all occasions such as social gatherings, get-togethers and parties.

According to Mr. Kiran Dixit, Group Head - Advertising and Marketing of the Company, wedding specialist TBZ - The Original, will bring to Aurangabad the time tested and most appreciated Bridal Collection to meet the multi-facetted needs of brides. TBZ-The Original's new Bridal Collection is a classic example of design superiority and production innovation that explores many creative possibilities and reflects the deep rooted aspirations of Indian brides.

On display in the TBZ-The Original's Aurangabad store will be the signature collection of TBZ such as The Dohra Collection, 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.

The new TBZ-The Original store in Aurangabad will have an elegant interior with customer-friendly ambiance with amenities such as ergonomic displays, comfortable chairs and ambient lighting all to ensure that customers enjoy a unique experience.

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. Recently TBZ-The Original won three prestigious JJS - IJ Jewellers Choice Designs Awards at a glittering event in Jaipur for Diamond and Emerald jewellery.

In the last few months, TBZ-The Original has opened 10 stores in cities of Pune, Mumbai, Vadodara, Camac Street Kolkata, Kankurgachi Kolkata, Vapi, Bhavnagar, Vasai, Nagpur and now in Aurangabad. With the opening of this new store, TBZ-The Original will now have 23 stores in 17 cities across 6 States including Maharashtra, Gujarat, Madhya Pradesh, Kerala, Andhra Pradesh and West Bengal.

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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-The Original 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-The Original'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

Raashi Zaveri

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

Whole-time Director

The original since 1864

TRIBHOVANDAS BHIMJI ZAVERI LTD.

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