Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801/813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026. Tel.: 6612 6300.
Fax: 6612 6363. Website: www.talwalkars.net

Talwalkars™
Spreading fitness since 1932

Date: 5th May, 2011

To,
The Manager
Listing Department / 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: **Talwalkars Better Value Fitness Limited; Scrip Name: TALWALKARS.**
Sub: **Intimation of press release titled "Talwalkars Launches the Kiloburner weight loss brand - The most effective natural way to weight loss".**

We would like to inform the exchange that Talwalkars Better Value Fitness Ltd., the largest health club chain in India with a presence in more than 50 cities, has now launched its new weight loss brand – Kiloburner. This comes after announcing its 100th health club and also the launch of its value gym brand Talwalkars Hi Fi.

We are enclosing herewith the press release titled "Talwalkars Launches the Kiloburner weight loss brand - The most effective natural way to weight loss" to the effect.

Kindly take the same on records and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For Talwalkars Better Value Fitness Limited

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI

Vinayak Gawande
Whole-time Director
Encl: As above.

Talwalkars
Spreading fitness

Talwalkars launches the Kiloburner weight loss brand - The most effective, natural way to weight loss.

Mumbai, 5th May, 2011: Talwalkars Better Value Fitness Ltd., the largest health club chain in India with a presence in more than 50 cities, has announced the launch of its new weight loss brand – Kiloburner. This comes on the back of the brand just announcing its 100th health club and also the launch of its value gym brand Talwalkars Hi Fi.

The brand 'Talwalkars' has been in an aggressive expansion mode since its IPO in May 2010. In fiscal 2010-11, 36 new health clubs have come up across the country. Over the past year, cities as diverse and spread out as Bareilly, Belgaum, Bhubhaneshwar, Bilaspur, Ghaziabad, Kota, Madurai, Rajkot, Rajahmundry, Trichy, Trivanduram etc have been covered.

Kiloburner is a scientific weight loss programme wherein a consulting team of experts assesses your physical condition taking into account your habits, preferences and lifestyle; and chalks out a special diet-n-exercise plan for you while constantly monitoring your progress. It's the most safe and sensible way to get trim, and in just 3 months! There are various weight loss and weight management programmes under the Kiloburner brand suiting any duration and kilo loss as per the consumer's requirement.

"Over the years, the expertise that we have gained in studying the health and fitness industry trends is the need and motivation for weight loss amongst most our members. Today, we have a differentiated brand offering and will continue to offer branded value products for our existing and prospective members", says Mr. Prashant Talwalkar, Managing Director and CEO, Talwalkars Better Value Fitness Ltd.

Health conscious consumers who are looking to create a positive change in their lives can send a SMS with FIT to 575758 or register on www.talwalkars.net for more details today!

Speaking on this marketing initiative, Mr. Nitin Shakdher, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd. says "Our brand marketing strategy is to continue to offer value added branded services in all domains of health and fitness. If you look at weight loss as a category, it offers immense potential as well as enough room for a differentiated weight loss product."

TALWALKARS BETTER VALUE FITNESS LIMITED
MUMBAI

With this initiative, Talwalkars has taken the lead to gain superior market share in the burgeoning weight loss market in India. Kiloburner will be actively promoted through a series of brand tv commercials, digital media, social media, mobile and sms marketing, and even on ground activation. Go ahead, follow the Kiloburner brand on www.facebook.com/TalwalkarsIndia and on www.twitter.com/spreadinfitness today!

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL is the largest health club chain of India with over 100 gyms in more than 50 cities, offering a diverse set of services including gyms, spas, aerobics and health counseling under the brand 'Talwalkars' to an active member base of over 1,00,000 members.

Talwalkars pioneered the concept of health clubs in India, with their first gym being set up in Mumbai in 1932 by late Vishnu Talwalkar. Mr. Madhukar Talwalkar further continued the legacy and today the brand Talwalkars is synonymous with the word fitness across India.

TBFVL was listed on the BSE and NSE in May last year and is the first fitness company to be listed on the Indian bourses. It issued 60,50,000 shares at a price of Rs 128 per share.

For more information, visit www.talwalkars.net

