Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.
CIN: L92411MH2003PLC140134 Tel.: 6612 6300. Fax: 6612 6363. Website: www.talwalkars.net

Talwalkars
Spreading fitness since 1932

Date: 4th April, 2014

To,
The Manager
Listing /Compliance Department,
BSE Ltd.
Corporate Service Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

To,
The Manager
Listing/Compliance Department,
National Stock Exchange of India Ltd.
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; Scrip Code: 533200.

Sub: Talwalkars launches Summer Scheme.

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with with 149 gyms across 78 cities launches Summer Scheme,

"Commit to fitness this summer – sign up for 3 months & get one month free gym membership."

Talwalkars invites fitness enthusiasts to inject energy to their daily work out wear by offering this fantastic scheme of 3 months membership with one month gym membership absolutely free.

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 LTD. MUMBAI

Vinayak Gawande
Whole-time Director

Talwalkars
Spreading fitness in over 70 cities

Summer Scheme for Fitness Enthusiasts by Talwalkars

Commit to fitness this summer – sign up for 3 months & get one month free gym membership

Mumbai, April 03: Beat the heat this summer & streamline your waistline for a body-baring wardrobe by signing up with Talwalkars exciting summer scheme. Talwalkars invites fitness enthusiasts to inject energy to their daily work out wear by offering this far-fetched scheme of 3 months membership and get a one month gym membership absolutely free.. This summer take advantage of gym amenities for an extra month and reap the health benefits. When just the thought of getting off your hammock to refill your ice tea makes you break a sweat, you know it's hot. Summer is the season when most fitness enthusiasts are in fantastic shape. Why fitness? Because your family is counting on you to be healthy, fit and vibrant

Summer is the perfect time to start an annual fitness regime whether it is to lose weight, stay active or get more fit or to inject energy into your workout said **Mr. Prashant Talwalkar, CEO, Talwalkars Better Value Fitness Ltd.** Despite the soaring temperature, summer can be a good time to shed those extra kilos and get into shape. Summer is the best time to set your goals right and stay committed to a healthy lifestyle. The summer scheme will offer fantastic value to the consumers and help them stay on the fitness track.

Speaking on this modern marketing initiative **Mr Amit Sawant, Head (Marketing & Communication) Talwalkars Better Value Fitness Ltd.** says, " Winter's short days and less comfortable weather make it easy for fitness to dwindle, but the summer season provides lot of opportunities to be healthy & active. Give priority to health and fitness this summer with Talwalkars summer scheme. This exciting 4 month offer will help you stay fit, healthy and bring a positive change in your life. Experience fitness this summer season and let the experts at Talwalkars guide you on the right fitness track."

Health conscious consumers who are looking to create a positive change in their lives can send SMS with FIT to 53636 or call 022- 33710100/08879631175 for more details! You can also like us on http://www.facebook.com/TalwalkarsIndia or follow us at https://twitter.com/myTalwalkars and join us on www.youtube.com/TalwalkarsHO or visit us on www.talwalkars.net for more updates!

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with 149 gyms spread across 78 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 1,25,000 members. Having developed the infrastructure for offering gym facilities across the country Talwalkars is now leveraging this reach to launch several initiatives that offers other fitness alternatives to enthusiasts. It recently launched NuForm studios in Mumbai which are designed to provide twenty minutes a week fitness solution using Electro Muscular Stimulus technology imported from Germany. The launch of Zumba® Fitness is another move towards widening its consumer base while using the team and infrastructure it already has in place, thereby seeking to consolidate its position as the leader in the fitness industry in India. With the launch of Reduce, Talwalkars aims at helping consumers achieve their fitness goals. Reduce is a complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers. Talwalkars has pioneered the concept of gyms in India, with their first gym being set up in Mumbai in 1932 by late Shri Vishnu Talwalkar. Madhukar Talwalkar further carried on the legacy and today the brand Talwalkars is synonymous with the word fitness across India. The brand 'Talwalkars' has been in an expansion mode by setting up gyms across the country, cities as diverse and spread out as : Aligarh, Aurangabad, Bareilly, Bhavnagar, Bhopal, Dehradun, Jamshedpur, Hubli, Kolhapur, Kolkata, Nashik, Moradabad, Panchkula, Sangli, Surat, Solapur, Rajkot, Ranchi, etc. have been covered.

TBVFL was listed on the BSE and NSE in May 2010 and is the first fitness company to be listed on the Indian stock exchanges. It issued 60, 50,000 shares at a price of Rs. 128 per share.

For more information, visit www.talwalkars.net
Please call for more information
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