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

Date: 15th January, 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 - Spreading Fitness in Gwalior, Ghaziabad & Jamnagar".**

We would like to inform the exchange that Talwalkars Better Value Fitness Ltd., country's largest chain of health clubs with over 79 gyms across 41 cities has now launched its health club in Gwalior, Ghaziabad & Jamnagar.

We are enclosing herewith the press release titled "Talwalkars - Spreading Fitness in Gwalior, Ghaziabad & Jamnagar" 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 in Gwalior, Ghaziabad & Jamnagar

Mumbai, 14th January, 2011

Talwalkars Better Value Fitness Ltd., the country's largest chain of health clubs with over 79 gyms across 41 cities, has now launched its health clubs in Gwalior, Ghaziabad and Jamnagar.

Over the last year, Talwalkars has been aggressively undergoing an expansion drive that is spreading fitness to new cities across the country.

Speaking on the occasion, Mr. Prashant Talwalkar, CEO, said "We are extremely happy to open our health clubs in these cities. All these 3 cities are upcoming commercial and residential hubs, and we anticipate spreading fitness to many more such centres wherever we see huge potential and latent demand."

The Talwalkars health club at these 3 cities comprises of the latest international fitness & cardio equipments, personal trainers, dietitians, nutrition centre and follows a planned holistic approach to fitness and wellbeing.

Mr. Anant Gawande, CFO and Whole time Director comments, "With the opening of our health clubs in Gwalior, Ghaziabad and Jamnagar, we have further consolidated our leadership position in the health & fitness industry in India. We are now also looking at aggressively expanding into other cities of the Northern and Eastern regions"

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI

About TBVFL

TBVFL is the largest health club chain of India with over 79 gyms spanning across 41 cities, offering a diverse set of services to a member base of more than 1,00,000 - including gyms, spas, aerobics and health counseling under the brand "Talwalkars".

Talwalkars pioneered the concept of health clubs in India, with its first gym being set up in Mumbai in the year 1932 by late Mr. Vishnu Talwalkar. His eldest son - Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd., further continued the legacy under the name "Talwalkars Gymnasium" in Bandra, Mumbai in 1962 and the brand has been rapidly growing since then.

For further information kindly contact:

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TALWALKARS BETTER VALUE FITNESS LIMITED MUMBAI