Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801, 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: 13th July, 2012

To,
The Manager
Listing Department / Compliance Department,
Bombay Stock Exchange Limited
Corporate Service Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

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 Code No. 533200.**
Sub: **Talwalkars launches 'REDUCE' – the easy weight loss solution.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 128 gyms across 68 cities, has launched the easy weight loss solution called **REDUCE**, a program designed keeping in mind the busy schedule that one leads. The program is introduced in Bengalaru from 3rd July, 2012 and will be introduced in all locations soon.

We are enclosing herewith the note titled "Talwalkars launches 'REDUCE' – the easy weight loss solution" 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 LTD. MUMBAI

Avanti Sankav
Company Secretary
Encl: As above.

Talwalkars | Reduce Easy-Healthy Weight Loss!

Talwalkars launches 'REDUCE' – the easy weight loss solution

Bangalore, July, 03, 2012: Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 128 gyms across 68 cities, has launched the easy weight loss solution called REDUCE. It is the best way to lose weight anytime, anywhere and at your convenience. The program has been designed keeping in mind the busy schedule that one leads.

The specially trained REDUCE counselors analyzes the need for weight loss, understand the lifestyle of each individual and studies the factors leading to weight gain. The REDUCE weight loss solution offers a customized diet plan with more flexibility and modifications in meal planning. In addition, it provides food products which are low in calories, high in fiber, nutritious and naturally balanced food to strengthen and support the entire process.

All one has to do is change the frequency, timing & size of the meals with no lifestyle modifications that will results in the high success rate of weight loss. The highlight of this unique program is the personalised and motivational support by the REDUCE experts and requires a visit just once in a week. The experts will continuously monitor and evaluate the weight loss program for results. What's more, REDUCE; the easy weight loss solution also has a very convenient home based option available for its consumers.

Speaking on the launch of REDUCE, Mr. Girish Talwalkar, Director, Talwalkars Better Value Fitness Ltd. said, "In today's lifestyle, the one important thing which we lack is having the luxury of time to take care of our health. We, at Talwalkars have been innovating with new products and our team of food technologists and dieticians have researched for four years the entire process of weight management and have analyzed the consumersdifficult experience in losing weight and thus we have introduced REDUCE; a complete weight loss solution that's easy and healthy."

Mr. Nitin Shakdher, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd.adds, "With the launch of REDUCE, we have answered the one question which every consumer asks – how can I lose weight with my busy schedule and lifestyle? We are positive that REDUCE will offer an easy, effective weight loss solution which will help our consumers achieve their fitness goals."

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

Talwalkars plans to launch REDUCE; a complete weight loss solution in all the 68 cities and towns of India where it already has a presence in a phased manner.**SMS REDUCE to 53636, visit www.talwalkars.net/reduce or call 022- 33710100 for an appointment today!** You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkars

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with 128 gyms across 68 cities, offering a diverse set of services including gyms, spas, aerobics and health counselling 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 offer non gym based 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 is another move towards widening its customer 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.

Talwalkars has pioneered the concept of gyms in India, with their first gym being set up in Mumbai in 1932 by late 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. Over the past year, cities as diverse and spread out as Ambala, Bareilly, Belgaum, Bhubaneswar, Bilaspur, Dehradun, Ghaziabad, Jamshedpur, Kota, Indore, Madurai, Panchkula, Solapur, Rajkot, Ranchi, Rajahmundry, Trichy, Trivandrum 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
Hiral Shah – 98196 37300
Talwalkars Better Value Fitness Ltd.

