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: 12th June, 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 : 533200; Scrip Name : TALWALKARS.**
Sub: **Intimation about "Talwalkars Launches Zumba Fitness Programme in India" - Party yourself into shape with global-phenomenon Zumba Fitness and Talwalkars.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Ltd., country's largest chain of health clubs, in their quest for increase in the overall and same store sales and also realising the need to combine health with a fun-filled, exciting and energetic fitness regimen, has partnered with Miami-based Zumba® Fitness LLC, to launch the "exercise in disguise" programmes in India.

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 12 million weekly class participants, in over 110,000 locations, across more than 125 countries.

Kindly take the enclosed detailed note on your record 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

Encl: Detailed note on "Talwalkars Launches Zumba Fitness Programme in India"

Talwalkars Launches Zumba® Fitness Programme in India

Party yourself into shape with global-phenomenon Zumba Fitness and Talwalkars

MUMBAI, June 12, 2012: Talwalkars, in their quest for increase in the overall and same store sales and also realising the need to combine health with a fun-filled, exciting and energetic fitness regimen, has partnered with Miami-based Zumba® Fitness LLC, to launch the "exercise in disguise" programmes in India.

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 12 million weekly class participants, in over 110,000 locations, across more than 125 countries. In addition to its original Zumba® program, the company also offers a range of specialty classes, including Zumba Gold® (for active older adults), Zumba® Toning (body-sculpting class that uses maraca-like Toning Sticks), Aqua Zumba® (the ultimate "pool party" workout), Zumbatomic® (Zumba routines for kids), Zumba Sentao™ (chair-based Zumba class that strengthens, balances and stabilizes the core) and Zumba® in the Circuit (a 30-minute workout that combines signature Zumba® moves with circuit training at timed intervals). The Zumba® fitness lifestyle is rounded out by the company's many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games, Fitness-Concert™ events and a lifestyle magazine.

Announcing the launch of Zumba® Fitness in India, Mr. Prashant Talwalkar, Managing Director & CEO of Talwalkars Better Value Fitness Limited, said: "We at Talwalkars are extremely proud to bring this fun, effective workout to fitness enthusiasts in India. Zumba® classes will appeal to a wide range of fitness enthusiasts, from young children to senior citizens, as it offers a complete body workout in a single session while making exercise fun."

"Zumba classes are a fitness party full of dancing, smiling and laughter, and we can't wait to share our 'exercise in disguise,'" said Jeffrey Perlman, Chief Marketing Officer at Zumba Fitness. "With its rich experience in the health and fitness industry, Talwalkars is the perfect partner for Zumba Fitness as we introduce our international-rhythm dance-party workout to the people of India."

Talwalkars believes that the Zumba® Fitness programme will especially benefit the people in India, who lead a very hectic, stressful life and to a large extent find exercising boring. Zumba® classes are known

to reduce the stress levels significantly and provide the participants a happy, feel-good after effect while offering a complete body workout in a single session.

Talwalkars plans to launch the Zumba® fitness programme in all the 68 cities and towns of India where it already has a presence in a phased manner--not only at its gyms across but also schools, auditoriums, halls, company locations and more.

Zumba® Fitness has specifically conducted intensive training for Talwalkars through its network of Zumba Education Specialists (ZES), who train, update and provide continuing education to all of the Talwalkars Zumba Trainers

