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 CIN: L92411MH2003PLC140134

Talwalkars™
Spreading fitness since 1932

Date: 14th January, 2016

To,
The Manager
Listing / Compliance Department,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G Block,
B.K.C, Bandra (East), Mumbai - 400 051.

To
The Manager
Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

Dear Sir,

Re: **Talwalkars Better Value Fitness Ltd.; Scrip Symbol: TALWALKARS; Scrip Code: 533200.**
Sub: **Intimation of Memorandum of Understanding with ZORBA- A Renaissance Studio ("Zorba").**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015, we are glad to inform the Exchange that **Talwalkars Better Value Fitness Limited (TBVF),** India's largest fitness chains has entered into a Memorandum of Understanding (MOU) with **Zorba – A Renaissance Studio (Zorba)** a chain of yoga studios having operations in Chennai.

As per the terms of the MOU, TBVF shall acquire 50% stake in in Zorba's rapidly growing Yoga Studios business.

The investment into Zorba will enable TBVF to further strengthen its wellness and fitness offerings initially in the Chennai Market and also enable the Company to expand its yoga training activities across multiple locations of TBVF in India thereby benefiting TBVF's existing members.

Kindly take the same on your record and acknowledge receipt of the same.

Thanking You.

Yours faithfully,
For **Talwalkars Better Value Fitness Limited**

Avanti Sankav
Company Secretary

TALWALKARS BETTER VALUE FITNESS LTD. ★ MUMBAI



Talwalkars Better Value Fitness Limited

Transaction Announcement

The Transaction

- **Talwalkars Better Value Fitness Limited (TBVF)** a leading chain of health and fitness centers in India has entered into a Memorandum Of Understanding(MOU) with **Zorba – A Renaissance Studio (Zorba)** a chain of yoga studios having operations in Chennai.
- As per the terms of the MOU, TBVF shall acquire 50% stake in in Zorba's rapidly growing Yoga Studios business.
- The investment into Zorba will enable TBVF to further strengthen its wellness and fitness offerings initially in the Chennai Market and also enable the company to expand its yoga training activities across multiple locations of TBVFL in India thereby benefiting TBVF's existing members.
- This investment marks TBVF's maiden entry into the rapidly growing Yoga space valued at USD 80 Billion globally and growing rapidly in India
- The timing of this transaction also enables TBVF to place itself alongside the Government of India's plan to take Yoga across all spectrums of the society
- Enhances the existing wellness and fitness offering the company currently offers its members.

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zorba™
A RENAISSANCE STUDIO

Company Overview – Zorba

Zorba – A Renaissance Studio , incorporated in December 2013 by its Founder and CEO **Sarvesh Shashi**, is a Chennai-based chain of yoga studios with state-of-the-art facilities that offer courses across various facilities in *Yoga, Zumba, Posture Correction and Healing*.

Presently offers 6 courses and 8 alternative therapies, Zorba employs a holistic approach to get to the cause of ailments.

Zorba offers specialized courses in Healing ailments for certain diseases like Asthma, Diabetes, Tantric Meditation, Weight Loss, Stress Management and Personality Development.

The Company currently operates out of 3 prime locations of in Chennai.

Zorba – Wellness Offerings



Industry Overview

Yoga is an art form that has stood the test of time. Believed to have originated in India almost 5000 years ago, Yoga has gained critical acclaim and popularity in the United States (USA) and is now a USD 27 Billion industry in the US alone.

The Global Yoga industry is estimated at USD 80 billion rapidly expanding and reaching newer shores. With the United Nation's proclamation of International Yoga day this is expected to expand even further

The overall wellness market in India is estimated at INR 490 billion and wellness services alone compromise 40% of the market.

The AYUSH sector (Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy) has an annual turnover of around INR 120 billion.

The sector is dominated by micro, small and medium enterprises, accounting for more than 80 percent of the enterprises. Recently there has been a spurt in interest among corporates and larger enterprises to look at yoga as a stress relief mechanism

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Transaction Rationale

TBVF

Enhanced wellness offerings through Zorba

Improved Revenues by tapping into the rapidly growing Yoga sector

Improved brand positioning across locations.

Improved utilization of existing facilities thereby resulting in an increased ROCE.

Yoga has global potential and thereby will enable TBVF to target mature markets with a competitive edge.

TBVF members to get a combination of Fitness and Wellness.

Expanding Revenue avenues through Merchandising, Apparels, Wellness camps amongst others



Zorba

Expansion across the country through TBVF locations and studios

Access to ever growing TBVF members

Improved insight into India and Global Markets through TBVF

Zorba members get access to Yoga across Talwalkars location across India

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