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
CIN : L92411MH2003PLC140134

Talwalkars™
Spreading fitness since 1932

Date: 1st August,2016

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

To,
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 announces Annual August Scheme.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 176 gyms across 85 cities announces its successful and highly popular Annual Membership Discount Scheme.

The detailed write-up about the Scheme is appended herewith.

Kindly take the same on records and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,

For **Talwalkars Better Value Fitness Limited**

Avanti Sankav
Company Secretary

Talwalkars
Spreading fitness since 1932

Talwalkars Announces Annual Membership Discount

Offers upto 35% discount on annual membership fee from August 1 to September 12,2016

Mumbai, August 1, 2016: Talwalkars Better Value Fitness Limited (TBVFL), India's largest fitness chain with over 176 gyms and studios across 85 cities in India, is delighted to announce its immensely popular annual membership discount offer. The gyms will offer up to 35% discount on its annual membership fee and other special offers on its array of value added services like body massage and personal training, during the period, August 01 - September 12. Besides, Talwalkars is running an early bird promotional offer between August 01 - 05, 2016, where every enrolling member is entitled to a slew of benefits.

A new tribe of Indian consumers are waking up to the benefits of fitness and well-being. But they want something more from a gym and are constantly looking for state-of-the-art facilities, unique and innovative workouts and the right guidance and inspiration from experts in the arena. Talwalkars is poised on all fronts to cater to the ever increasing needs of such fitness enthusiasts with its diverse fitness and wellness offerings like Zorba (Yoga), Zumba, Reduce (Diet-based weight loss program) and Nuform (an advanced Electro Magnetic Stimulation training).

Speaking about the initiative, **Mr. Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Limited**, said, *"You get the most value from fitness when it's part of your everyday life. Now is the time to kick-start your fitness regime. We are extremely pleased to be announcing our annual membership discount offer, thereby providing our members with convenient access to the tools that allow them to establish, enhance and renew their commitment to health and fitness, consistent with Talwalkars mission."*

Commenting on the occasion, **Mr. Aditya Dhillon, Head of Operations, Talwalkars Better Value Fitness Limited**, said, *"At Talwalkars, we believe in a holistic approach to wellness that addresses the full spectrum of health. We take pride in our tradition and dedication to quality, with member service being our top priority. Our facilities combine the personal attention and member service of a boutique gym with the fitness options of a large club. We work as a team to ensure our instruction meets and surpasses industry standards."*

In addition to providing an inviting and encouraging atmosphere, Talwalkars ensures access to the latest range of equipments and certified personal trainers at its facilities. Personal trainers design a smart exercise regimen, keeping in view the customer's problem areas, move beyond stubborn plateaus, help overcome monotony, and add zing to workouts. Along the way, personal trainers work towards instilling discipline, build your confidence by changing your outlook and help deliver results that extend beyond mere physical appearance.

which is a training 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 diet-based complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers. Well on its expansion spree, Talwalkars acquired majority stake in a Chennai-based fitness firm Inshape Health and Fitnez Pvt Ltd (IHPL), to penetrate its presence in South India further. In an attempt to diversify its fitness & wellness offering, Talwalkars recently acquired a majority stake in Chennai-based yoga studios chain, Zorba. Talwalkars marked its maiden international entry by acquiring 49.5% stake in Sri Lanka-based Power World Gyms (PWG).

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 carried on the legacy further, 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, Sangli, Surat, Solapur, Rajkot, Ranchi etc.

To know more about the company, please visit their website at www.talwalkars.net

For Media queries, please contact:
Ms. Hiral Shah - 9819637300
hirals@talwalkars.net