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: 5th April, 2016

To,
The Manager
Listing/Compliance Department,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1,
G Block, BKC, Bandra (E), Mumbai - 400051.

To,
The Manager
Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001.

Dear Sir,

Re: Talwalkars Better Value Fitness Ltd.; Scrip Name: TALWALKARS; Scrip Code: 533200
Sub: Intimation of launch of 33 Zorba – renaissance studios

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited, India's largest fitness chain, hereby announces the launch of whopping 33 Zorba – renaissance studios across India within 60 days.

Kindly take the same on 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

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Spreading fitness since 1932

zorba™
A RENAISSANCE STUDIO

Talwalkars Better Value Fitness Limited spreads holistic wellness across India with 33 Zorba – renaissance studios in 25 cities in the span of 60 days.

India's pioneer health & fitness chain, Talwalkars Better Value Fitness Ltd (TBVF) today announced the launch of a whopping 33 Zorba – renaissance studios across the length and breadth of India. The Zorba experience can now be explored by over 150000 patrons of Talwalkars along with the wide spectrum of yoga lovers in India. Within 4 months of sealing their partnership Talwalkars Better Value Fitness Limited has expanded the Zorba footprints in 25 cities of India through the premium chain of 33 studios. Sarvesh Shashi, a 23 year old making a wave by being India's youngest CEO in the yoga & wellness sector funded by a listed company proudly announced this national expansion through a 25 cities enrollment spree program.

Yoga & wellness segment has boomed into the third / second most revenue generating businesses and currently is a $3.2 Trillion global industry. Yoga is one of the most practiced physical and mental workout globally and itself witnessed a $6 Billion increase last FY. Currently the yoga and wellness industry in India is measured at INR490 Billion and is speculated to rise by 20% in the nextfive years. Aiming to capture this growth and further spread the yoga wellness the premium Zorba chain will witness an expansion of 100 to 120 studios in India as well as in overseas markets like Dubai, London, New York and more through their alliance with TBVF.

Mr. Anant Gawande, CFO, Talwalkars Better Value Fitness Limited shared, "The Talwalkars and Zorba association marks the beginning of a redefined holistic wellness culture in India. The investment of TBVF in Zorba – A renaissance studio marks our entry into the rapidly growing Yoga space valued at USD 3.2 Trillion globall. TBVF has observed

an EBITDA increase from 35% to 50% post the partnership and through the success story of the existing studio chain in Chennai & Bengaluru. Yoga is the second most revenue generating businesses in the health and fitness category and we expect the industry to increase by 20% in the next 5years."

Mr. Sarvesh Shashi, CEO, Zorba – A Renaissance studio, added, "We are enthusiastic of spreading the Zorba experience to over 150000 patrons of Talwalkars and the other yoga enthusiasts across India. We are privileged to be associated with TBVF and widen the horizon of holistic lifestyle in India. Zorba is not just a yoga and wellness studio, it is a lifestyle studio with 6 courses and 8 alternative therapies that help in the overall wellness of body, mind and soul. We not only offer 16 exotic forms like paddle yoga & aerial yoga and more but also, Dance fitness regimes, ZUMBA, 112 forms of meditation therapies coupled with pranayama and physical rehab and meditational facilities to tackle health ailments. Zorba merchandise and products are also available to those who sought to further enhance their holistic lifestyle."

The Zorba experience knows no bounds of age. They have unique offerings catering to the age group from 5 to 90 years of age. 2000 individuals have already benefitted from their Zorba experience and now the count aims to reach to more than 150000 through the 25 city enrollment spree. The Talwalkars – Zorba excitement does not conclude here. They have exciting news in store for all on the occasion of World Yoga Day on 21st June, 2016. So wait and watch.

"In the end, everything we do in life is for our quest for happiness"