Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.
CIN: L92411MH2003PLC140134; Tel.: 6612 6300. Fax: 6612 6363. Website: www.talwalkars.net

Talwalkars
Spreading fitness since 1932

Date: 23rd November, 2017

To,
BSE LIMITED
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400001.

To,
NATIONAL STOCK EXCHANGE OF INDIA LTD.
Exchange Plaza,Plot No. C/1,
G Block, BKC, Bandra (East), Mumbai - 400051.

Dear Sirs,

Re: Talwalkars Better Value Fitness Ltd.; Scrip Symbol: TALWALKARS; Scrip Code: 533200
Sub: Intimation of "Mickey Mehta ups fitness quotient through strategic alliance with Talwalkars"

With reference to the captioned subject, we would like to inform the Exchange that pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Talwalkars Better Value Fitness Limited, a public listed company having its registered office at 801-813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai – 400026 (the "**Company**") and Dr. Mickey Mehta have announced a strategic alliance. The two titans of fitness and wellness have partnered in a global endeavour to start a wellness revolution for human evolution.

We enclose herewith detailed announcement. Kindly take the same on your record.

Thanking you,

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

Avanti Sankav
Company Secretary

Mickey Mehta ups fitness quotient through strategic alliance with Talwalkars

Mumbai, November 23, 2017: Global leading holistic health guru, wellness wizard & corporate life coach, Dr. Mickey Mehta,announceda strategic alliance with Talwalkars Better Value Fitness Limited (Talwalkars),one of Asia's largest fitness companies. The two titans of fitness and wellness have partnered in a global endeavour to start a wellness revolution for human evolution. The agreement was signed by Dr. Mickey Mehta and Mr. Prashant Talwalkar at St. Regis Hotel, this afternoon.

With the health and fitness industry evolving, Mickey wants to bring a holistic offering to the fitness industry. This partnership helps consolidate his leadership position in the industry enabling him to make world-class holistic health and wellness offerings accessible to everyone across India and eventually across the globe. With Mickey Mehta's branded workout programs, products, services, wellness intellectual properties and Talwalkar's organizational strengths, infrastructure and national network, both brands complement each other and will collectively grow to reinvent fitness standards and thus get this world 'Mickeymized!'

The visionary guru plans to revolutionize the usual gym workout, by transforming the mindsets from conventional fitness modalities to adopting ancient wellness wisdom & philosophies. Today Mickey has 15 wellness centersacross Mumbai propagating Mickey's wellness programs. With Talwalkars'industry leadership and national footprintof over 220 fitness centers, this partnership will leverage Talwalkar's infrastructure to promote Mickey's signature wellness offerings and branded IPs in India which will help him build a global brand footprint. Some of Mickey's signature wellness offerings and branded IPsinclude wellness foods, nutraceuticals, fitness/sports merchandise and programs such as 'Learn swimming in 24 hrs', 'Grow Tall with Mickey Mehta', 'Be stronger, Live longer- Age Reversal Program' and most importantly Mickey's 'Eco-friendly Go Green Workouts-the first ever green work-out in the world amongst many others.Apart from this Mickey plans to strengthen his digital presence and launch Mickey Mehta 2.0across the world!

Speaking about the alliance, **Dr. Mickey Mehta** says, *"I want to make wellness the religion No.1, and this partnership takes me one step closer to fulfilling that dream. This alliance represents the coming together of a fitness and wellness brand who share the same ideologies, values and vision tobring a holisticoffering to consumers in the health and wellness category. My partnership with Talwalkars gives me a national platform and is just the first step in building a global brand footprint."*

Prashant Talwalkar, MD and CEO of Talwalkars say, *"We believe in Mickeys' vision and want to create more value through wellness foods, nutraceuticals, merchandise, digital Mickey and Mickey's IPs and services via the Talwalkars network. We are excited about this partnership, and believe the synergies this will benefit not only our audiences in the markets we directly impact, but thousands of people pan India in our effort to make our nation live fitter, thus have healthier and happier souls walking this earth."*

FITNESS MAXIMIZED, WELLNESS OPTIMIZED, UNIVERSE MICKEYMIZED!

About Mickey Mehta

Dr Mickey Mehta is a Global leading holistic health guru and corporate life coach to billionaires, Bollywood super stars, top supermodels (Miss World and Miss Universe), top politicians and members of the Maharashtra Police.

He has interwoven Zen, Tao, Tantra, Ved, Greek and many more philosophies to develop his signature wellness workouts and natural healing systems and holistic health methodologies to self-heal, transform and transcend. His healing focuses on mingling with our five elements and skillfully balancing them. Throughout his 35-year-long career, he has striven to promote a disease-free world through his wellness commandants.

Dr. Mickey Mehta has a double honorary doctorate in holistic health and life sciences from International MedicinaAlternativa, and has been a pioneer in promoting holistic health in India through radio and TV shows too. Mickey was invited to talk at Harvard University at the Inspire series in February 2017 and at IIT Mumbai in 2015. He has held holistic health workshops in Oman, Thailand, USA, Hong Kong, Dubai, Turkey and Sri Lanka. A leading social media influencer in the health and wellness space, his repertoire is second to none. Dr. Mehta's Yoga by the Bay initiative with The Times of India in Mumbai has impacted over 1,50,000 people by initiating them into the world of Yoga; it is one of Mickey's dearest social initiatives to get India harmonized and Indians, Mickeymized!

For more info: http://www.mickeymehtahbf.com/

About Talwalkars:

Spreading fitness since 1932, Mr. Vishnupant Talwalkar opened the doors of Talwalkars to the city of Mumbai. With over 220 ultra-modern gyms spanning 85 cities and a growing customer base that is currently over 2,00,000. Talwalkars has even crossed the waters to acquire 20 gyms in Sri Lanka. Over the years, we've pushed boundaries to expand not only our network, but our services too. Talwalkars include Gyms, Nuform, Reduce, Zorba, and advanced fitness techniques like TRX. Talwalkars is the only fitness company to secure BSE and NSE listing.

For more info: http://www.talwalkars.net/