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

Talwalkars
Spreading fitness

Date: 4th January, 2011

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 Name: TALWALKARS.**
Sub: **Intimation of press release titled "Get Fit with Talwalkars in the New Year".**

We would like to inform the exchange that Talwalkars Better Value Fitness Ltd., country's largest chain of health clubs with over 79 gyms across 41 cities with an objective of spreading fitness and cheer in the New Year has launched a new promotional campaign.

We are enclosing herewith the press release titled "Get Fit with Talwalkars in the New Year" to the effect.

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

Thanking You.

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

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI

Vinayak Gawande
Whole-time Director
Encl: As above.

Get Fit with Talwalkars in the New Year

Mumbai, 3rd January, 2011

Talwalkars Better Value Fitness Ltd., the country's largest chain of health clubs with over 79 gyms across 41 cities, with an objective of spreading fitness and cheer in the New Year has launched a new promotional campaign.

The New Years Resolution offer from Talwalkars provides consumers with exclusive branded marketing gifts worth Rs. 6000/- absolutely free on the annual CHCF (Complete Health Club Facility) membership. The offer starts from 1st January 2011.

"As the leader in the Health and Fitness Industry in India, we are looking at creating mass consciousness within consumers about the benefits of healthy living, and there is no better occasion to start than the new year." comments Mr. Prashant Talwalkar, CEO, Talwalkars Better Value Fitness Ltd.

Health conscious consumers who are looking to create a positive change in their lives can send a SMS with FIT to 57578 or register on www.talwalkars.net for more details today!

Speaking on this marketing initiative, Mr. Nitin Shakdher, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd. says "The new year brings with it an upsurge in consumers who would like to be fit, be health conscious, and lead a positive life. It's also our resolution to help and create a healthier, happier India."

With this initiative, Talwalkars has taken the lead to offer superior value for consumers across India during the New Year.

TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI

About TBVFL

TBVFL is the largest health club chain of India with over 79 gyms spanning across 41 cities, offering a diverse set of services to a member base of more than 1,00,000 - including gyms, spas, aerobics and health counseling under the brand "Talwalkars".

Talwalkars pioneered the concept of health clubs in India, with its first gym being set up in Mumbai in the year 1932 by late Mr. Vishnu Talwalkar. His eldest son - Mr. Madhukar Talwalkar, Chairman, Talwalkars Better Value Fitness Ltd., further continued the legacy under the name "Talwalkars Gymnasium" in Bandra, Mumbai in 1962 and the brand has been rapidly growing since then.

For further information kindly contact:

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TALWALKARS BETTER VALUE FITNESS LIMITED ★ MUMBAI