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

Talwalkars™
Spreading fitness since 1932

Date: 27th December, 2013

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

To,
The Manager
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 Launches New Year 2014 scheme.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India launches new year 2014 scheme "Kick-start & Meet the Happy New You with Talwalkars Happy New Year Offer."

Talwalkars New Year's 2014 scheme offers you an opportunity to begin your fitness journey with your best buddy – giving you more reason to hit the gym.

"Buy 3 months weight loss membership get a 3 months membership free for a loved one" as a New Year offer for the fitness enthusiasts. So if you have a fitness goal to achieve, a desire to have a fit body and are determined to shed those extra kilos - then get on the road to fitness with your companion; for this is the perfect time to vow to lose weight.

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 in over 70 cities

Kick-start 2014 & Meet the Happy New You with Talwalkars New Year offer

With every 3 months weight loss membership get a 3 months membership free for a loved one

Mumbai, January 3, 2014: Losing weight and getting fit are some of the most common New Year's Resolutions but is just as easily broken too. A little extra motivation can be just what you need to kick-start the new season and stick to your fitness goals. Talwalkars New Year's 2014 scheme offers you an opportunity to begin your fitness journey with your best buddy – giving you more reason to hit the gym.

Talwalkars Better Value Fitness, one of the leading fitness brands of the country introduces "Buy *3 months weight loss membership get a 3 months membership free for a loved one*" as a New Year offer for the fitness enthusiasts. So if you have a fitness goal to achieve, a desire to have a fit body and are determined to shed those extra kilos - then get on the road to fitness with your companion; for this is the perfect time to vow to lose weight.

Mr. Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Ltd. *says,* "Over the years, we have seen that getting in shape just before the New Year is a key consumer insight. We do hope with Talwalkars New Year offer our consumers will be able to achieve their fitness goals and stick to the New Year resolution of staying fit. With our New Year membership offer, Talwalkars will help you make real changes. Experience fitness this holiday season and let the experts at Talwalkars guide you on the right fitness track"

Setting goals right now is an excellent way to ensure you stay on track and take a pledge to lead a fit lifestyle. Commit to fitness this New Year – Buy a minimum of 3 month weight loss membership package at Talwalkars and get a complimentary membership for your loved one.

Speaking on this innovative marketing initiative Mr. Nitin Shakdher, Vice-president (Marketing) Talwalkars Better Value Fitness Ltd. says *"We are quite excited with the launch of our New Year 2014 scheme. New Year definitely is the best time to shed those extra kilos and get into shape. Our Happy New You 2014 scheme will offer fantastic value to the consumers and help them stay on the fitness track.*

TALWALKARS BETTER VALUE FITNESS LTD. MUMBAI

This is the time of the year - to discover the New You, to set your goals right and stay committed to a healthy lifestyle."

This holiday season, Talwalkars invites all fitness enthusiasts to sign up with Talwalkars and get a complimentary membership for their loved ones – gift of good health.

You can send a SMS with FIT to 53636 or call 022- 33710100/08879631175 for more details! You can also like us on http://www.facebook.com/TalwalkarsIndia or follow us at https://twitter.com/myTalwalkars and join us on www.youtube.com/TalwalkarsHO or visit us on www.talwalkars.net for more updates!

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with over 146 gyms across 75 cities, offering a diverse set of services including gyms, spas, aerobics and health counseling under the brand 'Talwalkars' to an active member base of over 1,25,000 members. Having developed the infrastructure for offering gym facilities across the country Talwalkars is now leveraging this reach to launch several initiatives that offers other fitness alternatives to enthusiasts. It recently launched NuForm studios in Mumbai which are 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 complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers.

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 further carried on the legacy 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, Panchkula, Sangli, Surat, Solapur, Rajkot, Ranchi, etc. have been covered.

TBVFL was listed on the BSE and NSE in May 2010 and is the first fitness company to be listed on the Indian stock exchanges. It issued 60, 50,000 shares at a price of Rs. 128 per share.

Please call for more information:
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Talwalkars Better Value Fitness Ltd.