Date: 17th September, 2012

To,
The Manager
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: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation of opening of two new showrooms at Camac Street and CIT Road (Kankurgachi) in Kolkata, on Tuesday, 18th September, 2012**

This is to inform you that the Company will open two new showrooms at Kolkata on Tuesday, 18th September, 2012 one at Saraswati Niketan, 5 Camac Street, Kolkata – 700 016 and second at CIT Road, Scheme VIM, Kankurgachi, Kolkata - 700 054.

Kindly treat this as intimation under the applicable clauses of the listing agreement. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Tribhovandas Bhimji Zaveri Limited**

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

Niraj Oza
Company Secretary & Compliance Officer

tbz®

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office : 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001. Fax : +91.22 39565056
Corp. Office : 228, Mittal Chambers, Nariman Point, Mumbai - 400 021. Tel : +91 22 3073 5000. Fax : +91 22 3073 5088

Tribhovandas Bhimji Zaveri forays into East India
Plans to launch 2 new showrooms at Camac Street & Kankurgachi in Kolkata on 18th September 2012

- ***Kolkata is the 1st city where TBZ will open 2 showrooms on same day***
- ***The City of Joy, Arts & Culture poised to experience TBZ's 150-yr legacy of craftsmanship and creativity for the first time***

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, will mark its foray into Kolkata and East India by inaugurating two showrooms on a single day on 18th Septemebr 2012. The exquisite showrooms are located at 5 Camac Street in south-central Kolkata and Kankurgachi in nonth-east Kolkata. Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ, and the key management personnel will be present on the occasion.

According to Mr. Shrikant Zaveri, Chairman and Managing Director, Tribhovandas Bhimji Zaveri Limited, TBZ is maintaining the momentum of its retail expansion strategy across key markets with this foray into Kolkata and East India. Kolkata will have the distinction of being the first city where TBZ will open two showrooms on a single day and this is a rare occurrence in its 150-year old history. There is complete synergy between the city of Kolkata, known for its association with arts and culture, and TBZ, renowned for its craftsmanship and creativity in the art and science of jewellery design. And now TBZ will bring in the best of western India jewellery designs to eastern India.

Leveraging the century-old values of Tradition, Trust and Transparency, the sparkling new TBZ showrooms will showcase a new and vast range of contemporary and modern women's and men's jewellery collection for discerning customers. Both the showrooms will have elegant interiors and prospective customers will be given personalized attention and customized services. The two showrooms will offer a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products as per the customers' wishes.

Renowned for its innovative designs in gold and diamonds, TBZ has won several Indian and international jewellery design and industry awards. TBZ-The Original is a well established name in the wedding, gifting and occasion-driven jewellery segments. The season's new TBZ Wedding Collection will be on display along with TBZ Surprise collection, Necklace collection and Temple Jewellery Collection.

tbz®

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www.tbztheoriginal.com

Both the TBZ showrooms will have a customer-friendly ambience with amenities such as displays, comfortable chairs, ambient lighting, elegant stylish interiors and the use of complementing and contrasting colours with bright lights and appropriate cooling to ensure that the customer enjoys a unique experience.

The opening of these showrooms is so timed so as to be able to serve the customers during the Durga Puja, Dassehra, Diwali and the marriage season, which are auspicious occasions to buy jewellery gifting.

In the last 6 months, TBZ has opened 3 showrooms in cities of Pune, Mumbai, and Vadodara. With the opening of these two new showrooms in Kolkata, TBZ will have 18 showrooms in11 cities across 6 States including Maharashtra, Gujarat, Madhya Pradesh, Kerala, Andhra Pradesh and now West Bengal.

About Tribhovandas Bhimji Zaveri Limited:

TBZ Ltd (BSE: 534369 | NSE: TBZ) has a 150-year old track-record of trust, quality and purity of its products, TBZ has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2006, 2007 and 2008. TBZ has received other awards for both products and customer service, including the DTC Best Showroom award in 2004 and 2006, the DTC Best Diamond Moments award in 2005 for customer interactions, the DTC Best Showroom and Sales Person award in 2006 and 2007, the Jaipur Jewellery Show Gold Souk Awards 2007, which honoured TBZ's contribution to the gem and jewellery industry in India, and the Jamnalal Bajaj Uchit Vyavahar Puraskar 2007 – Council for Fair Business Practices Award.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri
Wholetime Director

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

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