PRESS RELEASE

Tribhovandas Bhimji Zaveri - The Original now in Udaipur
TBZ-The Original exclusive showroom network extends to Rajasthan
Shriji Arvind Singhji Mewar of Udaipur (76th Custodian of Mewar) graces the grand inauguration along with TBZ Ltd. Chairman Mr. Shrikant Zaveri

- *TBZ – The Original offers 150-year old legacy of design excellence and customer service to the people of Udaipur*
- *Only 100% 916 BIS Hallmarked 22 Kt. Gold Jewellery with Life time buy-back guarantee*
- *Certified Diamond Jewellery with Life time buy-back guarantee*
- *Multiply your Gold with TBZ-The Original's new Gold Plan; Let your gold generate more gold for you!*
- *This festival season buy TBZ-The Original Gift Cards*
- *Kalpavruksha Plan Super makes jewellery buying easy*

October 9, 2013: Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, marked its foray into the State of Rajasthan with the opening of its first exclusive store at Udaipur. TBZ-The Original's 3,600 sq. ft. (approx.) exclusive brand outlet is located near Sukhadia Circle, next to Royal Motors Company, Panchwati, Udaipur.

The momentous occasion witnessed the presence of Shriji Arvind Singhji Mewar of Udaipur (76th Custodian of Mewar) along with TBZ Limited Chairman Shrikant Zaveri, Executive Directors of TBZ Limited and several prominent personalities from the city of Udaipur. The grand inauguration also saw the coming together of a living legend and a legendary brand that showcases the best of century-old tradition, culture and legacy in terms of designs.

Mr. Shrikant Zaveri, CMD, TBZ Limited, said, "TBZ-The Original is maintaining the momentum of its retail expansion across key markets by launching its first ever exclusive store in Rajasthan at Udaipur, the City of Lakes. TBZ-The Original brings to Udaipur its century-old values of Tradition, Trust, Transparency and creativity in designing. We present a vast range of gold and diamond jewellery spoiling the customers for choice and we are confident that the people of Udaipur will warmly embrace our 150-year legacy of trust, superior craftsmanship and innovation, as well as fantabulous designs."

"We are honoured by the presence of Shriji Arvind Singhji Mewar of Udaipur because just as he is the custodian of the House of Mewar, TBZ-The Original too is the custodian of a rich legacy of jewellery designs gathered over a century. Udaipur is a must-visit tourist destination and we are confident that all Indian and international tourists will appreciate the award-winning designs created by TBZ-The Original. The opening of TBZ-The Original's store and the display of the all new Festive Collection and Bridal Collection is timed well to serve the customers during the forthcoming festivals and the wedding buying season," Mr. Zaveri added.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®
The original since 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com

TBZ Limited now has 27 stores in 21 cities across 8 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh, West Bengal and Rajasthan.

At TBZ - The Original outlet in Udaipur, only BIS (Bureau of Indian Standards) 916 hallmarked gold jewellery and EGL (European Gemological Laboratory) certified diamond jewellery is available. The principal objective of hallmarking is to protect a consumer against irregular gold quality and this is undoubtedly a strong evidence of TBZ's commitment to quality, assurance of consistence in purity and quality of its jewellery. The new TBZ-The Original showroom is originally executed as a nostalgic concept and maximises the usage of environment-friendly materials. The showroom has 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 ensures that the customer enjoys a unique experience. The Udaipur showroom has elegant interiors and prospective customers will be given personalized attention and customized services. They will also get a chance to consult the TBZ team including the senior resources in Mumbai for their specific requirements.

TBZ Gold Plan: TBZ-The Original is introducing an attractive "TBZ Gold Plan" that will multiply your gold while putting your 'idle' gold into safe hands. If the initial gold has been purchased from TBZ-The Original and simultaneously placed in TBZ Gold Plan, you will get 110 grams after 12 months. If you initially place 100 grams of gold (24 kt fine/ standard from any other jeweller) in the TBZ Gold Plan, you can get 105 grams of gold after 12 months. After the maturity, a customer needs to avail the benefit within 90 days. A customer can place minimum of 10 grams of gold coins and bars and thereafter in multiples of 5 grams up to an overall maximum of 500 grams.

TBZ Gift Cards: TBZ-The Original has introduced simple, easy, fast, convenient and hassle free 'TBZ' Gift Cards. Indians love to give gifts during this season and TBZ-The Original Gift Cards are ideal for all 'Givers of Gifts'. Simply the best gifting solutions. TBZ-The Original Gift Card gives donors the freedom to treat and get what they like and also the freedom to use when they wish. There is no need to carry cash as the Gift Cards can be loaded with any amount of money ranging from Rs. 1,000 to Rs. 50,000 anytime at all TBZ-The Original stores. TBZ-The Original Gift Cards are highly personalized and their choice signifies how much the donor values the relationship with the recipient.

TBZ Kalpavruksha Plan Super: The new Kalpavruksha Plan Super makes jewellery buying easier, faster and convenient for customers seeking to pay in easy monthly installments (EMIs). In the new Kalpavruksha Plan Super, customers can pay 10 EMIs and get discount equal to 1 installment so that the maturity amount on maturity date is equal to 11 EMIs! They can begin with a minimum advance of Rs. 1,000 and in multiples of Rs. 500 therein. Once customers decide the installment amount, they need to pay the same every month for ten (10) months consistently without any gap. At the end of the 10th month, they will get the benefit of discount of the 11th EMI and a maturity amount equal to the cumulative of 11 EMIs.

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®

The original since 1864

TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com

Collections: TBZ-The Original's exquisite gold and diamond wedding jewellery collection comprises a thoughtfully curated assortment of mesmerizing engagement and wedding rings, beautiful bangles and fabulous Kangans; attention-grabbing necklaces with intricate work; and tantalizing Tikkas amongst others. TBZ-The Original's Bridal Collection flatters every bride since it has been lovingly strung together with opulent Indian heritage and contemporary craftsmanship inspired by the needs of today's brides. The endearing collections coupled with subtle sensitivity and sensual showmanship consist of alluring sets in gold and diamonds represents wedding specialist TBZ-The Original's unmatched prowess in innovative jewellery design, a hallmark that has made this more than a century-old company an institution in the realm of jewellery. Rounding up TBZ-The Original's exciting various offers during this festive season is the signature collections such as the Temple Jewellery Collection, Surprises Collection, Necklace Collection and the Showstoppers Collection! These Collections have always been warmly received by consumers, who have appreciated their originality and exquisite detailing as well as penchant for meeting their diverse needs. Renowned for its innovative designs & craftsmanship in gold and diamond jewellery, TBZ-The Original has won several Indian and international jewellery design and industry awards.

About Tribhovandas Bhimji Zaveri Ltd.

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. Another prestigious win for TBZ-The Original came when it bagged 2 awards under the marketing excellence category along with being awarded as the 'Best Branded Traditional Jewellery of the Year 2012' Award from the Bombay Bullion Association at the 9th India International Gold Convention Hyderabad. This year, Mr. Shrikant Zaveri, Chairman & MD, TBZ Ltd., received the coveted prestigious MACCIA Award 2013 for Excellence in Entrepreneurship – Large Enterprise in Gems & Jewellery category award from Hon. Union Minister Mr. Sharad Pawar at a glittering function organized by the Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA). TBZ Ltd. has 27 stores in 21 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal.

For **Tribhovandas Bhimji Zaveri Limited**

Raashi Zaveri
Director - Finance

TRIBHOVANDAS BHIMJI ZAVERI LTD. MUMBAI

tbz®
The original since 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.39565056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.30735000, Fax : +91.22.30735088.
www.tbztheoriginal.com