Date: 14th January, 2015

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 announcement of TBZ franchising opportunity**

This is to inform you that the Company is announcing a franchising opportunity. The Company invites franchisees to be a part of its jewellery retailing business. Through the franchising opportunity, entrepreneurs can open TBZ-The Original stores across India and retail the brand's products including over 20,000 in-house designs. The Press Release is enclosed herewith.

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**

Niraj Oza
Company Secretary & Compliance Officer

Encl:
Press Release

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

CIN. No : L27205MH2007PLC172598

PRESS RELEASE

Tribhovandas Bhimji Zaveri Ltd. now announces TBZ Franchising Opportunity

For the first time in its 150-year old history, Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India, invites franchisees to be a part of its jewellery retailing business. Through the TBZ Franchising opportunity, entrepreneurs can open TBZ-The Original stores across India and retail the brand's product which includes over 20,000 in-house designs. TBZ Ltd. intends to open franchisees in cities across India where it is not present at this point of time through its exclusive brand outlets (EBOs). At present, TBZ Ltd. has 28 EBOs stores in 22 cities across 10 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Seemandhra, Telangana, Rajasthan, Jharkhand and West Bengal.

Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd., said, "TBZ Franchising Opportunity is a unique opportunity for entrepreneurs to capitalize on the various growth possibilities in the Indian gems & jewellery retailing business. The prospects of the gems & jewellery sector have become quite rosy after it has recently been included in the Prime Minister's 'Make in India' initiative. Recent Government policies such as the elimination of the 80:20 Rule for gold imports are also conducive to growth and progress of the sector. These positive macro-economic trends have inspired us to invite more members to the TBZ-The Original family to partner us in our expansion journey. The award-winning brand's time tested strength, tradition, values and rich legacy will help them tap vast opportunities while we shall enhance our reach, footprint and penetration to lakhs of brand admirers in different parts of India."

The franchising strategy has been formulated by the management to address the ever-increasing fondness and demand from a growing number of customers across geographies who aspire to own jewellery from TBZ-The Original. Every franchisee store will showcase latest designs of all new collections and will offer the same standardized shopping experience to customers as TBZ-The Original EBOs. The new franchisee showrooms will have elegant interiors and customers will be given personalized attention and customized services. Every showroom will offer a wide array of innovative and attractive jewellery designs with an added attraction of custom-made products.

TRIBHOVANDAS BHIMJI ZAVERI LTD. ★ MUMBAI

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TBZ Franchising Opportunity comes with various benefits such as extensive industry driven expertise, guidance at every step and widespread cost-effective marketing at low investment costs. The franchise opportunity offers direct access to target customers and access to a time tested profitable business model.

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. 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. TBZ has been conferred with two awards at the Asia Retail Congress 2014 in the following categories - Retail marketing campaign of the year and Best use of social media in marketing. 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 28 stores in 22 cities across 10 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Seemandhra, Telangana, Rajasthan, Jharkhand and West Bengal.

For **Tribhovandas Bhimji Zaveri Limited**

Binaisha Zaveri
Whole-time Director

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