

Date: 14th April, 2015

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

Dear Sir,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation of shifting of existing Borivali (Mumbai) showroom on Wednesday, 15th April, 2015 to new location which is bigger in size as compared to old showroom and is within 200 meters area of the existing showroom**

This is to inform you that the Company will shift its existing Borivali (Mumbai) showroom on Wednesday, 15th April, 2015 to new location situated at 'Hirji Heritage' in Upper Basement, Ground Floor, First Floor and Second Floor at G/1, Gulmohar Road, Off. L. T. Road, Near Varundas Hotel, Borivali (West), Mumbai – 400 092 which is bigger in size as compared to old showroom and is within 200 meters area of the existing showroom.

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

Bavari

Binaisha Zaveri
Whole-time Director

Encl: Press Release



tbz

TRIBHOVANDAS BHIMJI ZAVERI LTD.

CIN No : L27205MH2007PLC172598

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.3956 5056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.3073 5000, Fax : +91.22.3073 5088.

www.tbztheoriginal.com

Re-launches to a grand new store in Borivali

The first 3 storey store for TBZ in Mumbai spread across 6,500 sqft

With over 20,000 designs in Diamond and Gold Collections all under one roof!!

Tribhovandas Bhimji Zaveri Limited ("TBZ" or "TBZ-The Original"), a well-known and trusted jewellery retailer in India with a rich legacy of over 150 years, now presents its exclusive Borivali store in an all new revamped grand avatar with a magnificent 6,500 sq. ft. Store spread over three (3) floors showcasing a vast exclusive collection of over 20,000 **exquisitely crafted unique designs**. TBZ-The Original Borivali is the Company's first **3-storey showroom in the city** with a vast collection of jewellery pieces showcasing range of gold, diamond and platinum collection under single roof. The new store has **20 by 20 feet LED Screen** put up at the entrance of the store that will showcase TBZ stupendous variety and classic designs at all times. This is a visual treat for the customers walking into the stores as it will give them a glimpse of the various styles, designs and pieces TBZ has to offer. In keeping with the traditional yet modern outlook, a **display wall** has been created to showcase new designs that will be update each month with new styles and intricate work. .

Gracing the momentous occasion was Mr. Shrikant Zaveri (Chairman & Managing Director, TBZ Ltd.), Binaisha & Raashi Zaveri (EDs) and Mr. Prem Hinduja (CEO, TBZ Ltd.).

TBZ-The Original Borivali is located at Hirji Heritage, Off L.T. Road, opp. Vodafone Store, Borivali (W).

"Our Borivali showroom was TBZ's second exclusive outlet in the City after the iconic Zaveri Bazaar showroom and it attracted hordes of customers when it was first launched. Over the years, it has become as iconic as the Zaveri Bazaar showroom and overwhelming customer response has inspired us to present it in a bigger and more customer-friendly version. TBZ-The Original too is the custodian of a rich legacy of jewellery designs gathered over a century our customers will now find gold & diamonds conveniently located under a single roof and a vast spread of over 20,000 jewellery designs. We shall add new designs every month to offer discerning customers more options. TBZ-Borivali relaunch is well timed to serve customers during the new wedding buying season." **Says Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd**

TBZ-The Original Borivali interiors evoke nostalgia and maximize 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 to ensure a unique experience. Customers are given personalized attention and customized services. Customers can consult the TBZ team including the senior resources in Mumbai for their specific requirements.

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 Dohra Detachable Jewellery collection, 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. 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. 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.

TBZ-The Original, Hirji Heritage, Off L.T. Road, opp. Vodafone Store, Borivali (W).

Valet parking available.

tbz[®]
The original since 1864
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About Tribhovandas Bhimji Zaveri Limited:

Tribhovandas Bhimji Zaveri Limited (BSE: 534369 | NSE: TBZ) has a century and a half track-record of trust, quality and purity of its products. The Company has transformed itself from a one store family owned business in 1864 to a professional organization spearheaded by the 5th generation of the family, and has expanded its presence and reach across India with 28 stores currently operational with a retail space of around 90,000 sqft spread across 22 cities in 10 states. It has won several prestigious awards including the Readers Digest Trusted Brand Asia in the category of Jewellery Shop in 2007. 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-The Original was the only brand to win three awards in multiple Jewellers' Choice categories in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2013 – 1. Designer Jewellery under Rs. 5, 00,000 and 2. Best Bridal Design between Rs. 10, 00,001-20, 00,000 and 3. Editor's Choice Award -Best Bridal over Rs. 20, 00,000. 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. TBZ has won two awards in Retail Jeweller India Awards 2014 for the categories- Colored Gemstone jewellery of the year and 360 degree Marketing Campaign of the year. TBZ has also won two awards in the Jaipur Jewellery Show-Indian Jeweller Jewellers Choice Design Awards 2014 – 1. Diamond jewellery over Rs. 5,00,000 and 2. Best Bracelet design over Rs. 5,00,000. 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. was recently honoured as the 'Best Jewellery Company' at the second Gem & Jewellery Trade Council of India (GJTCI) Excellence awards. TBZ-The Original also won the Best Gold Jewellery of the Year – IN Vogue award at the 5th National Jewellery Awards – the annual event by the All India Gems and Jewellery Trade Federation (GJF).

For Tribhovandas Bhimji Zaveri Limited


Binaisha Zaveri
Whole-time Director



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