

Date: 18<sup>th</sup> August, 2018

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.

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 opening 38<sup>th</sup> store at Noida, Uttar Pradesh on Saturday, 18<sup>th</sup> August, 2018**

This is to inform you that the Company is opening its 38<sup>th</sup> store at G-31 & G-32, consisting of Basement, Ground Floor & First Floor, Noida - 201301, Uttar Pradesh on Saturday, 18<sup>th</sup> August, 2018.

Kindly treat this as intimation under the applicable Regulations of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,  
For Tribhovandas Bhimji Zaveri Limited

Niraj Oza  
Head – Legal & Company Secretary



**tbz**<sup>®</sup>  
The original since 1864  
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.

11th Floor, West Wing, Tulsiani Chambers, Free Press Journal Road, Nariman Point, Mumbai – 400 021. Tel.: 022 30735000 Fax : 022 30735088

www.tbztheoriginal.com

## TBZ–The Original launches its first store in Noida A Moment marking 154 Years of the Iconic Brand in the Making

Press Release

It's a rare moment when an iconic brand – 154 years in the making – makes a grand entry into the City of Future, Noida!

India's most trusted and well-known jewellery brand for the modern woman, TBZ–The Original, continues its march across India conquering hearts, minds and souls and comes to North India's future-forward city. For connoisseurs and jewellery lovers in the National Capital Region, the new fashion destination will be TBZ–The Original located at 'G' Block, Next to HDFC Bank Sector 18. The first store in Noida is also the 38<sup>th</sup> TBZ–The Original store across 27 cities in India.

Ms. Raashi Zaveri, Director, Tribhovandas Bhimji Zaveri Ltd., said, "Launching TBZ–The Original store in Noida marks a special double celebration for us as the launch coincides with our 154 glorious years of trust, tradition and timeless award-winning design and craftsmanship in jewellery. TBZ– The Original is known for being the preferred choice of jewellery for Indian brides and is the perfect fit for Noida, which is known for its lavish weddings. Customers will have the same shopping experience and access to exquisite handcrafted jewellery that is available at all TBZ–The Original stores across the country.

The Noida store of TBZ–The Original offers a wide array of innovative and attractive jewellery designs with an added attraction of custom-made products. The showroom showcases a vast range of contemporary and modern jewellery collection and a mix of gold, diamond and jadau jewellery for discerning customers. Customers are given personalized attention and services. They can also consult the TBZ team including the senior personnel in Mumbai for their specific requirements.

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 exquisite gold and diamond wedding jewellery collection comprises of a thoughtfully curated assortment starting with mesmerizing engagement rings, beautiful bangles and Kangans, attention-grabbing necklaces with intricate work; amongst others product categories. All our products are TBZ – The Original certified and carry the BIS Hallmark. We are also elated to have recently won the Diamond Vivah Jewellery of the year award at the 14<sup>th</sup> Retail India Jeweller Awards 2018, and this award winning piece will be showcased at our Noida store.



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Noida, the future forward city, is the gateway for TBZ- the Original's journey into North India.

**About Tribhovandas Bhimji Zaveri Limited (TBZ Ltd. or TBZ-The Original)**

Tribhovandas Bhimji Zaveri Limited is India's renowned and trusted jewellery retailer with a legacy of more than 150 years. The company began its journey in 1864 opening its flagship store in Zaveri Bazar, Mumbai. Over the years, the company has established itself as a preferred choice for customers in the wedding jewellery segment, recognized for exquisite gold and diamond jewellery designs. It has led from the front, in an otherwise largely unorganised Indian jewellery industry, displaying high quality and transparency standards over the last 150 years, being the first jeweller to offer buyback guarantee on jewellery and to introduce 100% per-hallmarked jewellery in India. The company has transformed itself from a one store family owned business in 1864 to a professional organisation spearheaded by the 5th generation, expanding its presence and reach across India with 38 stores operating in 27 cities.

For Tribhovandas Bhimji Zaveri Limited

Raashi Zaveri  
Whole-time Director



The original since 1864

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