

TRIBHOVANDAS BHIMJI ZAVERI LIMITED

PRESS RELEASE

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Tribhovandas Bhimji Zaveri opens brand new showroom at Churchgate, Opp. Pizza By The Bay.

1. 150-yr old legacy of enthralling designs now at TBZ Churchgate

2. Kalpavruksha Plan for jewellery purchase in easy installments

Mumbai, July 6th 2012: Tribhovandas Bhimji Zaveri Limited (the “Company” or “TBZ Ltd.”), a well-known and trusted jewellery retailer in India, opened its spanking brand new showroom at Churchgate, Opp. Pizza by the Bay. Mr. Shrikant Zaveri, Chairman and Managing Director, Tribhovandas Bhimji Zaveri Limited, inaugurated the new TBZ showroom showcasing a new and wide range of women’s and men’s jewellery collection for discerning consumers.

Mr. Shrikant Zaveri, Chairman and Managing Director, Tribhovandas Bhimji Zaveri Ltd., said, “We are very happy to have our showroom in Churchgate. It is our 2nd showroom in South Mumbai after Zaveri Bazar. We have jewellery designed in Gold & Diamond which will appeal to South Mumbai customer.

“We, at TBZ, believe that the past holds the key to the future! Today, we at TBZ haven’t lost sight of the legacy that began 150-years ago. TBZ has a legacy of enthralling India with stunning and inspiring designs in gold, diamond and Platinum. The TBZ legacy puts trust, quality and craftsmanship above all. We believe that the heritage and values we have inherited is the key to our success.” Mr. Zaveri added.

TBZ’s new showroom in Churchgate showcases a range of intricately designed jewellery that seeks to fulfill the aspirations of all jewellery lovers with traditional and modern tastes. The Churchgate showroom features new exquisite designs in gold, diamond and platinum with combination of colour stones such as ruby and emerald. It presents a wide variety of traditional, modern and trendy jewellery including rings, necklaces, bangles, kangan, bracelets, assorted pieces, etc.

The Churchgate showroom offers a wide array of innovative designs catering to both men and women customers. The season’s new TBZ Wedding Collection is on display and so is the famed TBZ Temple Jewellery Collection. With a view to becoming a one-stop destination for jewellery in Churchgate, the showroom also offers attractive designs for the fashion-conscious women customers. The TBZ Gentlemen Collection is also available for discerning male customers. The showroom also stocks a special section for accessories. Special collections with the highest aesthetics and quality are on offer

The logo for Tribhovandas Bhimji Zaveri Limited (TBZ) features the lowercase letters 'tbz' in a bold, serif font. A stylized, thin line graphic arches over the 'z', resembling a signature or a decorative flourish. A small registered trademark symbol (®) is positioned to the right of the 'z'.

ESTABLISHED IN 1864
TRIBHOVANDAS BHIMJI ZAVERI LTD.

for both segments.

Customers can also avail of a special customer-friendly scheme called the Kalpavruksha plan. Through this plan, customers can purchase their jewellery in easy installments.

The new TBZ showroom is originally executed as a nostalgic concept and maximises the usage of environment-friendly materials. The Eco-friendly showroom offers a uniform standardized appearance in terms of elegant interior and exteriors as available across the country. A customer-friendly ambiance with amenities such as displays, comfortable chairs, ambient lighting, elegant and stylish interiors and the use of complementing and contrasting colors with bright lights and appropriate cooling ensures that the customer enjoys a unique experience.

The showroom's customer-friendly interior reassures the people of South Mumbai that they can now access the standardized products as available in the rest of the country in addition to creating a brand identity and brand distinction.

TBZ Ltd. has 14 showrooms in nine cities across five states, which have a total carpet area of approximately 47,000 sq. ft. The 150-year old track-record signifies consumers' trust in the quality and purity of TBZ products! This is enhanced by the fact that it offers a buy-back guarantee on the jewellery, subject to certain conditions. It began to offer this guarantee in 1931, and believes it was the first jewellery retailer in India to do so. TBZ's belief in the trust that consumers place in it is also evidenced by the fact that it was awarded 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 honored 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.

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For Tribhovandas Bhimji Zaveri Ltd.



Shrikant Zaveri
Chairman & Managing Director



The logo for Tribhovandas Bhimji Zaveri Ltd. (TBZ) features the lowercase letters 'tbz' in a bold, serif font. The 't' and 'b' are connected, and the 'z' has a distinctive flourish. A registered trademark symbol (®) is positioned to the upper right of the 'z'.

The original since 1864
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