

PRESS RELEASE

## TBZ-The Original unveils New Dohra Detachable wedding jewellery

This wedding season, Tribhovandas Bhimji Zaveri Limited (the "Company" or "TBZ Ltd." or "TBZ-The Original"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, unveils 'Dohra Detachable Wedding Jewellery' - an innovative multi-utility wedding jewellery collection based on customer choices and designs for use in different ways on different occasions. The dazzling Dohra Detachable wedding jewellery collection ensures that multi-utility designer jewellery bought for weddings can be used for other occasions in a woman's life. The purchase of every elegant and exquisite jewellery piece can serve the purpose of 2-3 accessories for different occasions.

TBZ's Dohra Detachable Jewellery collection for all seasons in gold and diamonds comprises beautiful necklaces, which can be detached and used as pendant, bracelets, ear rings and broches. A bride can wear the Dohra Detachable Wedding Jewellery on her wedding day as well as detachable mix-n-match pieces for other occasions such as family dinners or kitty parties or corporate events and other social get-togethers. TBZ has also unveiled an aggressive 'Gehna Ek Roop Anek' awareness campaign for Dohra Detachable wedding jewellery collections for all occasions.

Mr. Kiran Dixit, Group Head of Marketing & Advertising, TBZ-The Original, said, "This wedding season, Indian women can brace themselves for the unexpected with Dohra Detachable wedding jewellery! For the first time ever, women can buy heavy jewellery sets for special occasions such as weddings and also use detachable variants of the same during other occasions, like family dinner, office party, etc. The elegant and exquisite designs take your breath away as a whole as well as when you mix-n-match. TBZ's Dohra Detachable wedding jewellery gives women more freedom and opportunity to wear their favourite jewellery as well as flexibility of use. "

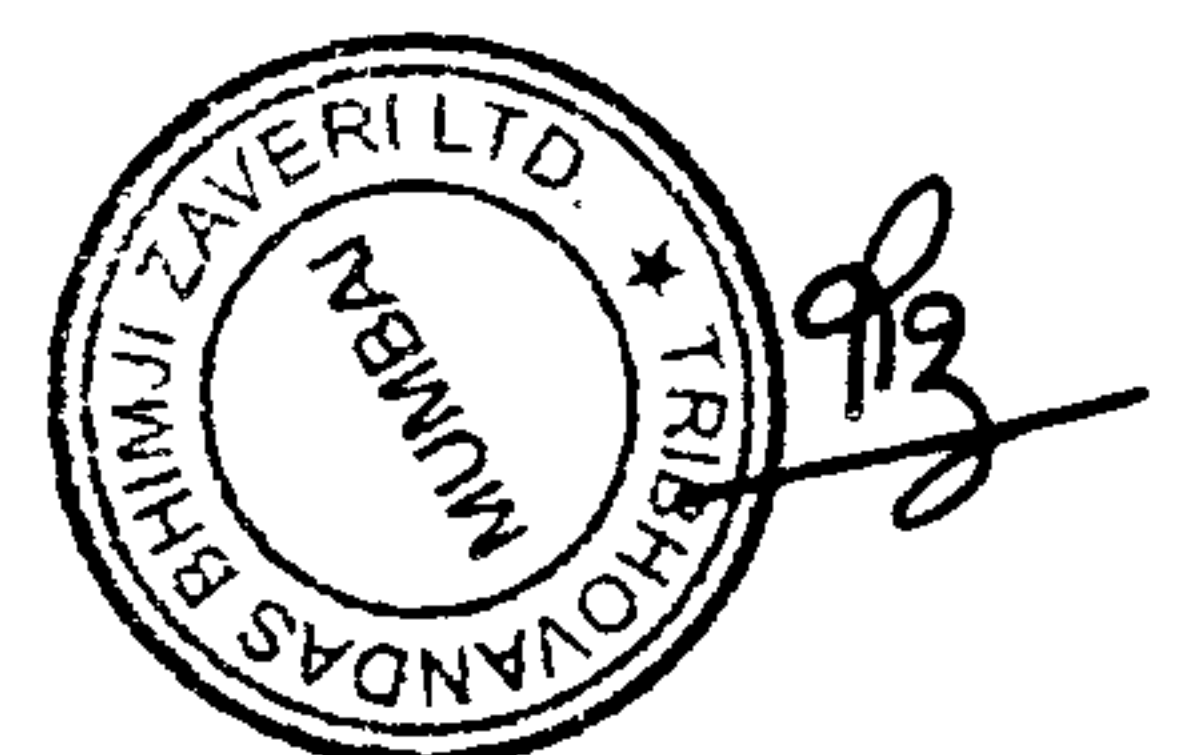
The alluring Dohra Detachable wedding jewellery collections are available in different ranges and weight to meet the needs of customers. The target customers for TBZ's multi-utility personalized jewellery collections include wedding buyers, style conscious homemakers and corporate executives, achievers and those indulging in self pampering and gifting. While purchasing the product for themselves or for their loved ones, customers will be interested in the new trend, variety, and uniqueness of the product.

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.

**tbz**®

The original since 1864

TRIBHOVANDAS BHIMJI ZAVERI LTD.



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[www.tbztheoriginal.com](http://www.tbztheoriginal.com)

TBZ-The Original now has 26 stores in 20 cities across 7 States including Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Kerala, Andhra Pradesh and West Bengal. In the last few months, TBZ-The Original has opened 12 stores in cities of Pune, Mumbai, Vadodara, Kolkata, Vapi, Bhavnagar, Vasai, Nagpur, Aurangabad, Raipur, Vashi (New Mumbai) and Gandhidham. Every TBZ-The Original Showroom is originally executed as a nostalgic concept and maximises the usage of environment-friendly materials. Each 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. Each 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 for their specific requirements. Every showroom offers a wide array of innovative and attractive jewellery designs for the fashion-conscious men and women with an added attraction of custom-made products.

#### 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.

For Tribhovandas Bhimji Zaveri Limited

*Raashi Zaveri*

Raashi Zaveri  
Director



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