

Tribhovandas Bhimji Zaveri - The Original plans to open in Vasai on Thursday, 27th December 2012

Tribhovandas Bhimji Zaveri Limited ("TBZ"), a well-known and trusted jewellery retailer in India with a legacy of over 150 years, will expand its store network in Maharashtra and Gujarat by launching two new showrooms. The Company will mark its foray into the Vasai-Virar belt with its first store in Vasai to cater to fast-growing local communities in Vasai-Virar, Nala Sopara and Naigaon. The exquisite 1,500 sq. ft. showroom is located at Stella, Nr. St. Augustine School, Vasai (W).

TBZ will also consolidate its presence in the Saurashtra region of Gujarat by opening its first store in Bhavnagar to cater to fast-growing local communities as well as the tourists and traders visiting various destinations in the region. The exquisite 2,500 sq. ft. showroom is located at "Krishna", Wagha Wadi Road, Next to 'Ghar shala', Bhavnagar. The opening of showrooms are timed well to serve the customers during the gifting season of Christmas, New Year as well as pre wedding buying season.

The Vasai store inauguration will be graced by Shri Rajiv Patil, Mayor Vasai Virar Mahanagar Palika and Shri Hitendraji Vishnu Thakur, President Bahujan Vikas Aaghadi.

According to Mr. Shrikant Zaveri, Chairman and Managing Director of the company, TBZ is maintaining the momentum of its retail expansion across key markets and the foray into Vasai-Virar and Saurashtra region of Gujarat is part of this strategy to reach out to various communities in satellite townships after successful launches in Mumbai, Pune and Thane. The Vasai showroom is conveniently located to serve customers in the nearby areas so that they do not have to travel very far from their residences. Mr. Zaveri is confident that the tradition-respecting communities of Vasai-Virar will warmly welcome TBZ's legendary values such as trust, tradition, craftsmanship and creativity in jewellery designing especially when it is available literally at their doorstep.

Maintaining the century-old values of Tradition, Trust and Transparency, the new TBZ showroom at Vasai will showcase a new and vast range of contemporary and modern women's and men's jewellery collection for discerning customers. Considering the Christmas and forthcoming wedding season, TBZ's Vasai store will also showcase the recently unveiled awe-inspiring Bridal Collection for fulfilling the innate needs of Indian brides, who are constantly seeking to balance tradition with modernism; indulgence with elegance; and style with sophistication. It will also offer the new scintillating 'Showstopper' jewellery collection in gold and diamonds for all occasions such as social gatherings, get-togethers and parties. The all new lifestyle jewellery collection – 'Showstopper' for women has elegant, contemporary, sleek and attractive designs. This sophisticated collection will add allure and enhance the look and personality of status-conscious customers. Also on display will be the TBZ Surprise collection, Necklace collection and Temple Jewellery Collection.

The new TBZ showroom will maximize the usage of environment-friendly materials. The showroom will have 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 to ensure that the customer enjoys a unique experience.

The logo for Tribhovandas Bhimji Zaveri Limited (TBZ) features the lowercase letters 'tbz' in a bold, serif font. A registered trademark symbol (®) is positioned to the right of the letters.A handwritten signature in black ink, appearing to be 'Rajiv Patil', is written over a horizontal line.

TRIBHOVANDAS BHIMJI ZAVERI LTD.

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. Recently TBZ won three prestigious **JJS-IJ Jewellers Choice Designs Awards** at an event held in Jaipur on December 22, 2012. TBZ won these awards for best designer jewellery in the following categories - Diamond Jewellery over Rs. 5,00,000/-; Emerald Jewellery under Rs. 5,00,000/-; and Emerald Jewellery over Rs. 5,00,000/-.

In the last 9 months, TBZ has opened 8 showrooms in cities of Pune, Mumbai, Vadodara, Kolkata, Vapi and now will open in Bhavnagar and Vasai. With the opening of the two new showrooms, TBZ will have 21 showrooms in 15 cities across 6 States including Maharashtra, Gujarat, Madhya Pradesh, Kerala, Andhra Pradesh and West Bengal.

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



Shrikant Zaveri
Chairman and Managing Director



TRIBHOVANDAS BHIMJI ZAVERI LTD.