

Date: 3rd May, 2019

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 about the Press Release for the Appointment of young sparkling star Ms. Sara Ali Khan as the official Brand Ambassador of the Company**

This is to inform you that the Company has appointed young sparkling star Ms. Sara Ali Khan as the official Brand Ambassador of the Company.

Kindly treat this as intimation under the applicable Regulation(s) 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



Encl.: Press Release

tbz
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. 91.22.40465001 Fax : +91.22.3956 5056.
11th Floor, West Wing, Tulsiani Chambers, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: 022 30735000. 91.22.49255000
Fax : 022 30735088 www.tbztheoriginal.com

Press Release

TBZ–The Original, the iconic jewellery brand is now endorsed by the young sparkling star "Sara Ali Khan"

*Sara Ali Khan is the official brand ambassador for
TBZ–The Original Jewellery*

The sparkling Gen-Z star Sara unites with the most iconic jewellery brand to introduce highly stylish and affordable collections for today's modern woman! India's most trusted and well-known jewellery brand – TBZ–The Original (Tribhovandas Bhimji Zaveri Limited or TBZ Ltd.) has signed the actress Sara Ali Khan as the official Brand Ambassador to be the face of the brand for the younger & ever evolving Indian tastes & designs.

TBZ–The Original's eclectic timeless jewellery collections will shine with glitz and glamour on the youth icon, who symbolizes the fashion forward women.

Today's evolved women are privy to the ever changing global trends, social media know how & fast moving fashion choices available to them at the blink of an eye or the swipe of a button. TBZ–The Original has signed on the young star who is an inspiration as well as an aspiration for these young women.

As part of her new association with TBZ–The Original, Sara Ali Khan will be featured in several brand campaigns. Sara will add her charisma & chutzpah to TBZ–The Original when she endorses the timeless & priceless fashion brand that is already known for its exceptional designs & expertise in jewellery.

Ms. Raashi Zaveri, Director, Tribhovandas Bhimji Zaveri Ltd., said, "It gives us immense pleasure to welcome on board, one of the most promising debutante superstars of Bollywood – Sara Ali Khan. Our new collections are meticulously crafted for today's modern woman and Sara will play an integral role in promoting the brand's portfolio further in India. We are excited to work in partnership with Sara and wish to do great work with her in the coming year," she added.

Sara Ali Khan, who is synonymous with the young Indian girl of today, melds with intrinsic values of the brand that is coveted for fulfilling the promise of innovative designs, exemplary quality of workmanship and trust. Sara's young and dynamic outlook will add a touch of royalty, elegance & modernity to the every growing charm of TBZ–The Original.

TBZ–The Original's newly launched collections are trendsetters in the global jewellery landscape. The exquisite gold and diamond jewellery are showstoppers for every occasion!



tbz[®]
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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 154 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 154 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 41 stores operating in 29 cities.

For Tribhovandas Bhimji Zaveri Limited



Raashi Zaveri
Whole-time Director

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