

Date: 1st November, 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 40th store at Ludhiana, Punjab on Thursday, 1st November, 2018**

This is to inform you that the Company is opening its 40th store at Ground Floor, 186/1, Rani Jhansi Road, Ghumar Mandi, Ludhiana – 141001, Punjab on Thursday, 1st November, 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
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 makes a grand entry into Punjab
Launching its first store in Ludhiana**

- First 50 buyers get a FREE GOLD COIN!
- *No Making Charges* on all diamond jewellery & only Rs. 225 per gram on making charges on all gold jewellery

After the successful launch of its first store in North India at Noida, TBZ - The Original has now opened a new store in the land of 5 rivers, Punjab. Ludhiana, the city known for its pomp and splendour and equally for its traditional roots is a perfect fit for TBZ - The Original which is India's most trusted and well-known Jewellery brand known for dazzling collections and a legacy of purity & tradition that goes back 154 years.

TBZ-The Original also brings to consumers an exciting offer of NO making charges on all Diamond Jewellery plus a special offer of only Rs. 225 per gram on making charges for all Gold Jewellery. The first 50 buyers will get a FREE GOLD COIN. Walk in for an amazing experience and stunning offers while celebrating design and craftsmanship!

Binaisha Zaveri, Director, Tribhovandas Bhimji Zaveri Ltd., said, "We have always had discerning customers who have been asking us to open a store in Punjab especially from Ludhiana. We are excited to launch our first store in the lively state of Punjab, in the grand city of Ludhiana which is just the beginning of our journey into North India. We are very excited to present our finest Jewellery collections, handpicked and curated matched specially with the vibrancy & grace of Punjab.

Our Ludhiana store showcases a vast range of contemporary and modern Jewellery collection and a mix of gold, diamond and precious stones studded Jewellery for discerning customers. Ludhiana is a major business & export hub catering to the world and we are happy to present exquisitely designed collections to the glittering city. Our legacy is built on uncompromising purity, ethics and elegance. Our exclusive brand outlet showcases our intent and seriousness towards providing jewellery lovers with the best iconic designs and an exclusive instore-experience."

TBZ-The Original's sparkling Gold and Diamond Wedding jewellery collection comprises of a thoughtfully curated assortment of attention grabbing necklaces with intricate work that is sure to make a statement, mesmerizing engagement rings and stunning Kangans that will make you shine at any occasion. The Bridal Collection will surely flatter every Punjabi bride since it has been strung together with opulent Indian



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heritage & culture redefining the contemporary craftsmanship and inspired by the sangfroid of today's brides. All our products are TBZ – The Original certified and carry the BIS Hallmark.

For the Women of Punjab, known for their exuberant style, the new fashion destination will be TBZ– The Original (Tribhovandas Bhimji Zaveri Limited or TBZ Ltd.) located in Ludhiana at Ghumar Mandi on Rani Jhansi Road.

With its entry into Punjab, TBZ–The Original continues its march across India conquering hearts, minds and souls of Jewellery connoisseur's.

The Ludhiana store is spread across an area of 2,740 sq. ft. and increases the Company's retail footprint to 40 stores across 28 cities across 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 40 stores operating in 28 cities.

For Tribhovandas Bhimji Zaveri Limited



Raashi Zaveri
Whole-time Director



tbz
The original since 1864

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