

Date: 19<sup>th</sup> October, 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 39<sup>th</sup> store at Aundh, Pune, Maharashtra on Friday, 19<sup>th</sup> October, 2018**

This is to inform you that the Company is opening its 39<sup>th</sup> store at showroom no. 1-A, Ground Floor, Mezzanine Floor, Centriole Apartment Condominium, Plot No. 90, Anand Park, ITI Road Aundh, Taluka Haveli, Pune – 411 007, Maharashtra on Friday, 19<sup>th</sup> October, 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, Fax : +91.22.3956 5056.

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

## Press Release

India's most trusted and well-known jewellery brand – TBZ The Original (Tribhovandas Bhimji Zaveri Limited or TBZ Ltd.) with a rich legacy of over 150 years, opened its 3<sup>rd</sup> store today, 19<sup>th</sup> October 2018, apart from 2 stores, in Bund Garden and Phoenix Market City, in the cultural capital of Maharashtra, Pune.

**TBZ-The Original**, continues its march across India conquering hearts, minds and souls of the Pune-kars with the addition of this store at **Ground Centriole Mall, Anand Park, Next to Starbucks, ITI Road, Aundh, Pune. The store is spread across an area of 1500 sq. ft.** The Pune store, which is the 3<sup>rd</sup> store being launched in the city, increases its retail footprint to 39 stores across 27 cities across India.

**With this launch, TBZ- The Original also brings to you 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.**

**Binaisha Zaveri, Whole-time Director, Tribhovandas Bhimji Zaveri Ltd.,** said, "as a result of the overwhelming response by the Pune-kars for TBZ- The Original jewellery designs, we are excited to launch our latest store in Pune. TBZ-The Original's intent has always been to serve our consumers and this store showcases our intent and seriousness towards providing Pune-kars with the best design and instore-experience there is to offer".

"We are confident that the arts and culture loving communities of Pune and the adjoining areas will continue their love affair with TBZ-The Original at this our 3<sup>rd</sup> store in the city she added.

TBZ-The Original, Pune offers a wide array of innovative and attractive jewellery designs with an added attraction of custom-made products. The showroom showcases a vast range of contemporary and modern jewellery collection and a mix of gold, diamond and precious stones studded jewellery for discerning customers. It provides the same standardized shopping experience to customers as other company owned stores.

TBZ-The Original's exquisite gold and diamond wedding jewellery collection comprises of a thoughtfully curated assortment starting with mesmerizing engagement rings, beautiful bangles and Kangans, attention-grabbing necklaces with intricate work; amongst others categories. The Bridal Collection flatters every bride since it has been lovingly strung together with opulent Indian heritage redefined and contemporary craftsmanship inspired by the needs of today's brides.

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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 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 5<sup>th</sup> generation, expanding its presence and reach across India with 39 stores operating in 27 cities.

For Tribhovandas Bhimji Zaveri Limited

**Binaisha Zaveri**  
Whole-time Director



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