

Date: 27<sup>th</sup> March, 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 of the opening of 42<sup>nd</sup> store at Lucknow, Uttar Pradesh on**  
**Wednesday, 27<sup>th</sup> March, 2019**

This is to inform you that the Company is opening its 42<sup>nd</sup> store at Mezzanine Floor and Ground Floor, 11 M. G. Marg, Lucknow, Uttar Pradesh – 226 001 on Wednesday, 27<sup>th</sup> March, 2019.

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**<sup>®</sup>  
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

## TBZ-The Original launches its first store in Lucknow

*Mumbai's Sparkle is now in Lucknow*

➤ *First 100 buyers get a FREE GOLD COIN!*

TBZ- The Original, India's most iconic jewellery brand with a rich legacy of more than 150 years, opens its 1st store in Lucknow on M.G. road, Hazratganj. In the endeavor of making beautiful jewellery accessible, TBZ - The Original is rapidly expanding its retail footprint across the country.

With overwhelming response from its North India store in Noida, TBZ-The Original is now strengthening its presence by opening its **42nd store** in India in the heart of the country at Lucknow.

**With Diamonds priced at Rs.45,000 and Gold Jewellery Making Charges starting from 7% ,TBZ-The Original ,Mumbai's most coveted brand, is both affordable and accessible to you. The diamonds used are of the highest quality & the jewellery is a perfect blend of great design & fantastic pricing!**

The newly launched store in Lucknow showcases a vast range of contemporary and modern jewellery collections ranging from wedding wear to party wear and everyday wear with an eclectic mix of gold, diamond and precious stones along with exquisite studded jewellery for discerning customers. Award-winning collections are also available at surprisingly affordable prices.

TBZ - The Original core values of trust, purity, shine, unmatched quality and ethicality are the very ethos of the brand that resonate in the products and the service that is delivered to every customer. The same values can be experienced at our Lucknow store which is a perfect fit for TBZ-The Original, melding craftsmanship & heritage with Lucknow's fine taste for intricate work & design.

All the products are TBZ - The Original certified, carry the BIS Hallmark and come with a buyback guarantee.



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## About TBZ - The Original

TBZ - The Original began its journey in 1864 by opening its flagship store in Zaveri Bazar, Mumbai. Over the years, the company has established itself as a preferred choice for customers across jewellery segments recognized for exquisiteness of designs as well as affordability. 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% BIS hallmarked jewellery in India. The company has transformed itself from a one store family owned business to a professional organisation spearheaded by the 5th generation, expanding its presence and reach across India with 42 stores operating in 30 cities.

TBZ-The Original was the first in India to promote the concept of lightweight precious jewellery, offer lifetime buyback on gold and diamond jewellery, provide certified solitaire diamonds and introduce 100% BIS hallmarked 22 karat gold jewellery.

TBZ-The Original store in Lucknow is located at Motor Sales building, 11 M.G. Road, Hazratganj, and Lucknow.

Walk in to TBZ - The Original Lucknow store to preview the stunning collections and have an amazing experience, as well as stand a chance to win a free gold coin!

For Tribhovandas Bhimji Zaveri Limited



Raashi Zaveri  
Whole-time Director



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