

Date: 16th March, 2018

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 37th store at Phoenix Market City Mall, Pune on Saturday, 17th March, 2018**

This is to inform you that the Company is opening its 37th store at Unit No. UG-71, on the Upper Ground Floor, Phoenix Market City Mall, S. No. 207, Behind Baker Gauges, Viman Nagar, Pune – 411 014, Maharashtra on Saturday, 17th March, 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

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:

TBZ–The Original store at Phoenix Market City Mall, Pune

India's most trusted and well-known jewellery brand TBZ – The Original with a rich design legacy of over 150 years, opened its new store in Phoenix Market City Mall, Pune.

The new TBZ–The Original exclusive brand outlet at Phoenix Market City is poised to become fashion destination for the affluent millennial.

Ms. Raashi Zaveri, Director, TBZ Ltd., who has been actively involved in the new launches, said, "The new TBZ–The Original stores in malls are positioned as a new-age jewellery fashion destination, we have crafted new and fun experiences for consumers seeking stylish jewelry.

Talking about TBZ Ltd.'s new brand store location, Ms. Zaveri added, "This is a conscious & strategic decision to reach out to target audiences who are different from our core audience. These mall stores address the fashion conscious affluent customers who think of jewelry as fashion statement and a statement of self-expression.

TBZ–The Original mall stores offer a wide array of contemporary, light-weight, innovative and attractive diamond jewellery designs with an added attraction of custom-made products. The light-weight diamond jewellery showcased in the showrooms are a blend of subtle yet classy & dainty pieces for daily wear which reflect modern design sensibilities.

For **Tribhovandas Bhimji Zaveri Limited**



Raashi Zaveri
Whole-time Director



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