

Talwalkars Better Value Fitness Ltd.

Regd. Off.: 801/813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.
Tel.: 6612 6300. Fax: 6612 6363. Website: www.talwalkars.net CIN: L92411MH2003PLC140134

Date: 29th July, 2015

To,
The Manager
Listing /Compliance Department,
BSE Ltd.
Corporate Service Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

To,
The Manager
Listing/Compliance Department,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051.

Dear Sir,

Re: **Talwalkars Better Value Fitness Limited; Scrip Name: TALWALKARS; Scrip Code: 533200.**

Sub: **Talwalkars announces Annual August Scheme.**

We would like to inform the Exchange that Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 152 gyms across 80 cities announces its successful and highly popular annual discount scheme.

This year the Company is happy to announce mega discount on yearly membership from 1st August to 11th September 2015 on all value added services such as personal training, spa, massage and nutrition counseling.

Kindly take the same on records and acknowledge the receipt of the same.

Thanking You.
Yours faithfully,

For Talwalkars Better Value Fitness Limited



Avanti Sankav
Company Secretary





Talwalkars says, Stop Playing Hide and Seek this August

Avail Annual Discount from 1st August - 11th September

Mumbai, Aug 01, 2015: Talwalkars Better Value Fitness Limited; the largest fitness chain in India with 152 gyms across 80 cities has announced its successful and highly popular annual discount scheme. *This year as Talwalkars is happy to announce mega discount on yearly membership from 1st August to 11th September 2015 on all value added services such as personal training, spa, massage and nutrition counseling.*

Mr. Madhukar Talwalkar, Director, Talwalkars Better Value Fitness Ltd. says, "This Discount scheme is an annual feature that all fitness enthusiasts eagerly wait for. By breaking down barriers to fitness, we aim to encourage those who have never exercised before. It is also important to make people aware of the effects that regular exercise can have on their health, both now and in the future. We hope more and more people are encouraged to improve and lead a healthy life because we believe that fitness facilities should be for everyone. With our discount scheme, we hope more and more people are encouraged to improve and lead a healthy life".

Speaking on this marketing initiative, Mr. Dheeraj Gawade, General Manager, (Marketing) says, "August comes just once a year and an opportunity like this is not to be missed by any fitness enthusiast. We are hoping consumers will get attracted towards the value equation of this annual once-in-a-year promotion."

Health conscious consumers who are looking to create a positive change in their lives can send a **SMS with FIT to 53636** or register on www.talwalkars.net or call **022- 66553636** for an appointment today! You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkars for more details today! This offer is valid from 1st August to 11th September 2014.



About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India's largest fitness chain with over 152 gyms across 80 cities, offering a diverse set of services including gyms, spas, aerobics and health counseling under the brand 'Talwalkars' to an active member base of over 1,25,000 members. Having developed the infrastructure for offering gym facilities across the country Talwalkars is now leveraging this reach to launch several initiatives that offers other fitness alternatives to enthusiasts. Transform studios in Mumbai that are designed to provide twenty minutes a week fitness solution using Nuform, an Electro Muscular Stimulus technology imported from Germany combined with a customized nutrition plan Reduce, a complete weight loss solution that's easy, healthy and is designed keeping in mind the busy schedule of the consumers.. The launch of Zumba® Fitness is another move towards widening its customer base while using the team and infrastructure it already has in place, thereby seeking to consolidate its position as the leader in the fitness industry in India.

Talwalkars has pioneered the concept of gyms in India, with its first gym being set up in Mumbai in 1932 by the late Shri Vishnu Talwalkar. Madhukar Talwalkar further carried on the legacy and today the brand Talwalkars is synonymous with the word fitness across India. The brand 'Talwalkars' has been in an expansion mode by setting up gyms across the country. Over the past year, cities as diverse and spread out as Amritsar, Agra, Aurangabad, Bareilly, Belgaum, Bhavnagar, Bhubneshwar, Bhopal, Cochin, Calicut, Dehradun, Jamshedpur, Hubli, Kolhapur, Kolkata, Indore, Nashik, Madurai, Mysore, Panchkula, Sangli, Solapur, Rajkot, Ranchi, Rajahmundry, Trichy, Trivandrum etc. have been covered.

TBVFL was listed on the BSE Limited and the National Stock Exchange Limited in May 2010 and is the first fitness company to be listed on the Indian stock exchanges. It had issued 60,50,000 shares at a price of Rs. 128 per share.

For more information, visit www.talwalkars.net

Please call for more information

Hiral Shah – 9819637300

Talwalkars Better Value Fitness Ltd.

hirals@talwalkars.net

