

Date: 5th February, 2016

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

Dear Sir/ Madam,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**
Sub: **Intimation of tie-up with Flipkart and will go live very soon to sell their exquisite range of diamond jewellery and gold coins anytime, anywhere on online marketplace**

This is to inform you that the Company has tied-up with Flipkart, India's leading online marketplace, to offer consumers TBZ - The Original's diamond jewellery and gold coins on Flipkart's online marketplace.

The Company will go live very soon on Flipkart to sell their exquisite range of diamond jewellery consisting of rings, earrings, pendants, bracelets and gold coins and the same shall be available and accessible to discerning buyers on Flipkart at affordable prices.

Kindly treat this as intimation under the applicable clauses of the Listing Agreement. Please take the above on record and acknowledge the receipt of the same.

Thanking You.

Yours faithfully,
For **Tribhovandas Bhimji Zaveri Limited**



Shrikant Zaveri
Chairman & Managing Director



Encl : Press Release



Tribhovandas Bhimji Zaveri Limited

CIN No : L27205MH2007PLC172598

Regd. Office: 241/43, Zaveri Bazar, Mumbai - 400 002. Tel.: +91.22.3956 5001, Fax : +91.22.3956 5056.

Corp. Office : 1106 to 1121, 11th Floor, West Wing, Tulsiani Chambers, 212, Backbay Reclamation, Free Press Journal Road, Nariman Point, Mumbai - 400 021. Tel.: +91.22.3073 5000, Fax : +91.22.3073 5088.

www.tbztheoriginal.com

Press Release

TBZ-The Original set to partner with Flipkart to expand its online presence

India's most trusted and well-known jewellery brand – TBZ, The Original (Tribhovandas Bhimji Zaveri Limited) with a 150-year legacy, has partnered with Flipkart, India's largest e-commerce marketplace to sell its exquisite diamond jewellery range & gold coins. Starting at exciting price points, customers can shop from a variety of diamond studded rings, earrings, pendants and bracelets.

Targeted at young jewellery shoppers, this new range has been carefully designed and crafted to match the evolving tastes of the new generation. Offering customers ease and comfort of shopping from anywhere and at any time, this jewellery range will be available on Flipkart very soon.

Mr. Shrikant Zaveri, Chairman and Managing Director, TBZ Ltd., said, "TBZ-The Original is now expanding its presence on online through a tie-up with Flipkart to showcase its diamond jewellery range. With this partnership, Gen-Next can now access the latest and highly popular TBZ-The Original diamond collections on their web-enabled devices anytime anywhere. TBZ-The Original offers convenience to a new class of young and young-at-heart buyers frequenting Flipkart. Our presence on Flipkart will supplement the brand's retail presence and empower our customers to make self-purchases and gift masterpieces of the iconic brand TBZ-The Original's diamond jewellery to their relatives, friends and associates."

Commenting on this partnership, **Rishi Vasudev, VP – Fashion, Flipkart** said, "With the growing popularity of precious jewellery online, Jewellery has emerged as one of our fastest growing categories. The exclusive launch of TBZ – The Original's new diamond range will help us offer customers a whole new portfolio of jewellery to choose from. Showcasing the best craftsmanship and new-age designs, we are confident that this new collection will be a big hit amongst our young shoppers."



tbz[®]
The original since 1864
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ABOUT 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, recognised 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 last 150 years, being the first jeweller to offer buyback guarantee on jewellery and to introduce 100% pre-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 of the family, expanding its presence and reach across India with 28 stores currently operational with a retail space of around 93,000 sq ft spread across 22 cities in 10 states. The company envisions an ambitious plan to further expand its retail operations to 57 stores with a retail space of 1,50,000 sq ft spread across 43 cities in 14 states.

ABOUT FLIPKART

Flipkart is India's largest e-commerce marketplace with over 60% market share in mobile commerce. With a registered customer base of 50 million, Flipkart offers more than 30 million products across 70+ categories including Books, Media, Consumer Electronics, Furniture and Lifestyle.

Flipkart is known for its path-breaking services like Cash on Delivery, experience zones and a 30-day replacement policy. Flipkart was the pioneer in offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale. With 80,000 registered sellers, Flipkart has redefined the way brands and MSME's do business online.

Launched in October 2007, Flipkart has become the preferred online marketplace for leading Indian and international brands and is valued at \$15.2 billion today. Over 75% of Flipkart's traffic come via the mobile device and with industry leading introductions like Ping, Image search, and Flipkart Lite, Flipkart has revolutionized digital shopping in India. Clocking over 10 million daily visits, Flipkart's technology has enabled it to deliver 8 million shipments per month.

for Tribhovandas Bhimji Zaveri Limited



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Chairman and Managing Director



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