



Talwalkars Better Value Fitness Ltd.
Regd. Off.: 801, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026
CIN: L92411MH2003PLC140134 Tel.: 6612 6300. Fax: 6612 6363. Website: www.talwalkars.net

Date: 4th April, 2014

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 international partnership with Premier Training International.

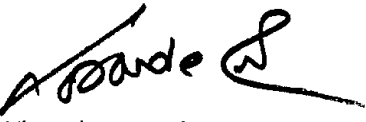
Talwalkars Better Value Fitness Limited India's largest fitness chain with 149 gyms across 78 cities has embarked on an international partnership with Premier Training International, the market leader in the development and provision of high quality education for the health and fitness industry for providing on-going education, training and development to its personal trainers and fitness professionals.

Set to launch in April 2014, this comprehensive education pathway scheme will include kinesiology, anatomy and physiology, and customer service. Premier will deliver leadership and management training to over 40 of Talwalkars senior managers as well as a five-day Advanced Fitness Skills course to 140 of its fitness trainers. The courses will be part of a larger education pathway that has the end goal of UK Level 3 accreditation, REPs membership and an overseas internship. The objective is to enhance employee performance levels in a bid to propel the Indian health and fitness sector closer to the standards of the international market.

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

Thanking You.

Yours faithfully,
For Talwalkars Better Value Fitness Limited


Vinayak Gawande
Whole-time Director



premier



Premier Training International announces historic expansion into Indian health and fitness market

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Debra Stuart, CEO of Premier Global, said:

"As part of our global expansion strategy, we are delighted to be able to work with Talwalkars and partner with them as they embark on this exciting journey. Premier Training International is perfectly placed to significantly enhance customer service for the health club on all its levels. With just a 0.4 per cent gym membership rate in India, compared to 12 per cent in the UK, there is a real opportunity for growth in the country's fitness industry that we are excited to play a leading part in shaping and helping Talwalkars lead."



Prashant Talwalkar, Managing Director and CEO of Talwalkars Better Value Fitness Limited, said: "We are committed to offering our staff the very best in training and education courses both from a practical and theoretical point of view, which is why we have selected Premier Training International as our training partner. As a fast growing company with a rapidly increasing membership, it is essential our staff have the opportunity to strengthen their skills and fitness knowledge to ensure we remain at the forefront of the sector."

