

18th October, 2024

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.

Symbol : TBZ

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

Script Code & ID: 534369

Dear Sir/Madam

Sub: Opening of 36th store and 6th franchise store at Rourkela, Odisha on Friday, 18th October, 2024

Ref: Regulation 30 and other applicable provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

With reference to above and in compliance with Regulation 30 and other applicable provisions of Listing Regulations, we hereby inform that the Company had opened its 36th store and 6th franchise store at Shri Complex, Ground floor, Uditnagar, Rourkela – 769012, Odisha on Friday, 18th October, 2024.

The press release is enclosed herewith. Kindly take this information on record.

Thanking you,
Yours faithfully,

For Tribhovandas Bhimji Zaveri Limited

Arpit Maheshwari
Company Secretary
ACS: 42396

Encl: as above



CIN No : L27205MH2007PLC172598

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FOR IMMEDIATE RELEASE

Tribhovandas Bhimji Zaveri Limited (TBZ) Opens 36th Store in Rourkela, Odisha

Mumbai, 18th October, 2024:— TBZ, one of India's most trusted jewellery brands, proudly announces the opening of its 36th store and 6th franchise store in Rourkela, Odisha. This store, located in a vibrant commercial zone, further strengthens TBZ's presence in Eastern India, catering to the growing demand for high-quality jewellery in the region.

Rourkela, known for its rich industrial heritage and emerging retail opportunities, offers an excellent blend of urban affluence and cultural vibrancy. The new franchise store is poised to attract a diverse range of customers, including locals and visitors from nearby regions, who seek exclusive gold, diamond, and platinum jewellery that embodies both tradition and contemporary design.

Leadership Commentary

Ms. Binaisha Zaveri, Whole-Time Director, commented, "We are pleased to share the news of our new franchise store in Rourkela. This strategic expansion highlights our commitment to growing our footprint in high-potential markets across India. The opening of our 36th store reaffirms our belief in the strength of our brand and our ability to consistently offer exceptional quality and service to our customers across India. As we move forward, we remain dedicated to enhancing customer experiences and driving growth through innovative design and quality excellence in our product line."

Mr. Mukesh Sharma, Chief Financial Officer, added, "The launch of our Rourkela franchise store, in addition to our recent franchise store opened in Bhubaneswar, is not just a step in our retail expansion but also an opportunity to increase our profitability in a growing market. This strategic location allows us to reach new customers while reinforcing our operational efficiency. The growth of the jewellery market in cities like Rourkela gives us the confidence to further strengthen our presence in Tier 2 and Tier 3 cities."

Outlook and Future Plans

Looking ahead, TBZ is committed to exploring new and emerging cities to continue its expansion drive. With Rourkela being a key part of this strategy, the Company plans to open more stores across India through its franchise model in FY25. TBZ will also continue to introduce new collections, ensuring a blend of traditional craftsmanship and contemporary designs that cater to evolving customer tastes.

About Tribhovandas Bhimji Zaveri Limited

TBZ is India's renowned and trusted jewellery retailer with over 160 years of legacy. 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, recognized for exquisite gold and diamond jewellery designs. It has led from the front in an otherwise largely unorganized Indian jewellery industry, displaying high quality and transparency standards over the 160 years. It is the first jeweller to offer a buyback guarantee on jewellery and introduce 100% pre-hallmarked jewellery in India. The Company transformed from a one-store family-owned business in 1864 to a professional organization spearheaded by the 5th generation, expanding its presence and reach across India with 36 stores in 28 cities.

For more information, please contact

Mukesh Sharma
Tribhovandas Bhimji Zaveri Limited

Shankhini Saha
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