

**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: 11<sup>TH</sup> July, 2017

To,  
**BSE LIMITED**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400001.

To,  
**NATIONAL STOCK EXCHANGE OF INDIA LTD.**  
Exchange Plaza, Plot No. C/1,  
G Block, BKC, Bandra (East), Mumbai - 400051.

Dear Sirs,

**Re: Talwalkars Better Value Fitness Ltd.; Scrip Symbol: TALWALKARS; Scrip Code: 533200**  
**Sub: Intimation of execution of non-binding memorandum of understanding with Mickey Mehta Health Beyond Fitness Private Limited and Mr. Mickey Mehta**

With reference to the captioned subject, we would like to inform the Exchange that pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Talwalkars Better Value Fitness Limited, a public listed company having its registered office at 801-813, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai – 400026 (the “**Company**”) and Mickey Mehta Health Beyond Fitness Private Limited and Mr. Mickey Mehta have entered in to a non-binding memorandum of understanding

Subject to confirmatory due diligence, execution of definitive documents and other regulatory approvals, it is proposed that the Company and Mr. Mickey Mehta will be setting up a new company that will acquire the assets including brand and goodwill of Mickey Mehta Health Beyond Fitness Private Limited. The Company will hold 51% shareholding in the said new company.

We enclose herewith detailed announcement, kindly take the same on your record and acknowledge receipt of the same.

Thanking you,

Yours faithfully,  
For **Talwalkars Better Value Fitness Limited**



**Avanti Sankav**  
Company Secretary



## Acquisition of Assets in Mickey Mehta Health Beyond Fitness Private Limited

Talwalkars Better Value Fitness Limited (TBVF) has entered into a Non-Binding Memorandum of Understanding (MoU) with Mickey Mehta Health Beyond Fitness Private Limited, and with renowned holistic fitness and wellness expert, Mr. Mickey Mehta.



TBVF proposes to acquire the assets, brand, members and goodwill of Mickey Mehta Health Beyond Fitness Private Limited. The MoU will also enable TBVF to be exclusively associated with Mr. Mickey Mehta.

This MoU is subject to confirmatory due diligence, definitive agreements and regulatory approvals, as may be required.

TBVF and Mr. Mickey Mehta will be setting up a new company that will acquire the assets including brand and goodwill of Mickey Mehta Health Beyond Fitness Private Limited. TBVF will have 51% shareholding in the new company.

The proposed transaction will enable TBVF to emerge as a leader in the organised market space for holistic fitness, wellness and health. The association of India's leading fitness company with one of India's leading holistic health and wellness Guru will not only consolidate the growing organised market, but will also enable TBVF to take Mr. Mickey Mehta's concept of holistic fitness across India.

