

‘World of Titan’ Strengthens its Retail Network in the Country

~launches World of Titan store in Durgapur, West Bengal ~

July 18th, 2011: The World of Titan, India’s largest watch retail chain, announced the launch of its new store in Durgapur, West Bengal. With over 313 World of Titan stores in 132 cities across the country, **World of Titan** is all set to further strengthen its retail presence in strategic locations. Located in Chandmari, Guwahati, this 910 sq.ft. store has the latest and widest range of watch collections from the house of Titan.

Speaking at the launch of the WOT store in Guwahati, **Mr. Arun Narayan, Head – Sales & Retail, Titan Industries Ltd.**, said “It’s my pleasure to be part of the launch of 314th showroom in the country located in Guwahati. We have always been committed towards offering the finest range of watches besides extending a very unique and evolved shopping experience to our customers across the country, coupled with excellent after sales service. We thank all our customers for showing confidence in Titan, and look forward to serving their needs in the years ahead.”

The store is spread across a wide area of 910 sq ft. and **offers the customer a choice of over 1200 options amongst Titan products such as – Titan, Sonata, FT, I-gear, Xyllys.** Should the customers be overwhelmed by the sheer choice on display, the store also offers **GIFT CARDS**, which helps gift the power of choice. The store also has a full-fledged watch care centre with trained technicians, and value-added services like special gift packaging and extended maintenance guarantee. It also provides consumers the opportunity to enroll in the highly popular and rewarding **SIGNET** loyalty program which is offered exclusively at World of Titan showrooms.

As a part of Green initiative, this World of Titan store uses LED lighting helping in conserving electricity. The World of Titan is backed by the trust and credibility of Titan Industries Ltd., which has been in the watch making and retailing business for over 20 years. Superior customer service, the sheer choice due to the width of collections that cater to every segment from kids to the elderly are the specialty of this store.