



**WORLD of TITAN**  
THE EXCLUSIVE TITAN SHOWROOM

## **‘World of Titan’ Launches Largest Store in Bhubaneswar**

*~First WOT store promoting green initiative~*

**June 23<sup>rd</sup>, 2011:** Continuing with the expansion plan for its retail network, Titan Watches, India’s largest watch manufacturer and retailer, announced its largest **World of Titan** - store in Bhubaneswar, Orissa, located at 56, Jan path, Ashok Nagar, Bhubaneswar. The store was inaugurated by **Mr. Krishnan Ramanathan, Head – Retail (World of Titan), Titan Industries Ltd.** This is the 3<sup>rd</sup> ‘World of Titan’ showroom in Bhubaneswar and 313<sup>th</sup> in India.

Speaking at the launch of the WOT store, **Krishnan Ramanathan, Head – Retail (World of Titan), Titan Industries Ltd.**, said *“Titan with its vast network of exclusive showrooms has always been committed to offer the finest range of watches and to provide a very unique and evolved shopping experience to our customers across the country. This is our biggest watch store in Bhubaneswar wherein we are expecting our clientele to boost and we would try to meet and exceed all expectations of our consumers.”*

The store is spread across a wide area of **1700 sq ft. & has display capacity of 1500 watches including Titan products featuring Titan, Sonata, Fastrack, Xyllys, Tommy Hilfiger and Fastrack Eyegear.** This is the first **WOT** store in Bhubaneswar to offer LED lighting promoting Green initiative. The store comprises of a full-fledged watch care center and in order to attract customers it is offering innumerable customers offers like GWP on Zoop (kids) watches, where free drawstring bag and a lunch box with purchase of every Zoop is being given. They are also running discount offers on Purple watches where 25 to 50% discounts are given on different models of purple. Apart from that customers will get lucky with attractive gifts with every purchase of watch in excess of Rs 3000. The new showroom also provides consumers with an opportunity to enroll in to the highly popular and rewarding Signet loyalty programme offered exclusively at the World of Titan.

This is the 313<sup>th</sup> exclusive showroom from the **World of Titan** coterie spreading across 127 cities attracting more than 22 lakh customers every year.