



Titan Inaugurates Largest Watch Store in India

Redefining the Premium Retail Experience

- *1st one-stop-shop Titan Flagship store in New Delhi*
- *New Delhi receives 1st Helios Store, the high end multi-brand watch chain from Titan*
- *Unveils new variants from Titan Automatic Collection*

March 18th, 2011: In the rapidly burgeoning Indian Retail scenario, the consumer brigade is demonstrating a rare aptitude towards shopping. The best and the widest collection under one roof, coupled with the finest retailing experience, is the demand of today's shoppers. Glitzy stores with the dazzling product display and the plush interiors are knocking the doors of the Indian retail space. Anticipating the changes and foreseeing the imminent scenario, **Titan, the leader in the Indian watch industry**, inaugurated the largest watch store in India.

Renowned Bollywood Actress Soha Ali Khan along with **Mr. Bhaskar Bhat, MD, Titan Industries Ltd.** inaugurated the store in South Extension, New Delhi today. On this occasion, the new variants of Titan Automatic, the mechanical self-winding automatic watch collection from Titan, were also unveiled. The store, which is also the first Titan Flagship entity in New Delhi and only the second in the country after Mumbai, will lodge 'Helios', the high end multi-brand watch chain from Titan. Titan will change the entire dynamics of watch retail experience through the conception of premium retailing route.

Speaking at the inaugural ceremony, **Mr. Bhaskar Bhat** said, "Titan is a brand of bold and innovative spirit in true colors. Since inception, Titan changed the face of Indian watch market. Exquisite craftsmanship, pursuit for excellence in design and fabrication, dedication to high-precision combined with the values of quality and trust constitutes the essence of brand Titan. As a brand, we have transformed and moulded ourselves to suit the taste of our customers. Indian consumer seeks 'Value' and clear justification for the price premium at higher price points, which can be from a combination of brand image, design sophistication, mechanical movements, technology or material innovations. We have identified that the 10,000+ price point will gain momentum in the coming few years, linked to economic prosperity in India. India is currently witnessing 25-30% growth in luxury watch market. Catching up on this trend wave, we have expanded our foot-print to mid-premium to premium watch segment."

He further added, “We also see the need to create an appropriate retail environment to serve the entire gamut of new-age customers. Titan is working towards a robust expansion in highly dynamic regions and this largest flagship store is well in line of our plans. The store is the latest addition to Titan’s network of retail outlets at prime locations in the major cities. We are confident that this flagship store with its latest fashion and premium products will be welcomed by our consumers.”

Unveiling the new variants of Titan Automatic, sizzling **Soha Ali Khan** exclaimed, *“What makes Titan irresistible is the sheer aspiration and exclusive value that they provide with their products and services. It is truly exciting that, as an Indian watch brand, Titan has brought products of International quality to new-age Indian consumers. It is my pleasure to be present at this landmark occasion of Titan unveiling the largest watch store in India, and I wish Titan many more such achievements in the future!”*

The spacious **5000 sq. ft** 2-storeyed store houses the finest collection of watches from all Titan brands like Edge, Octane, Orion, Automatics, Aviator, Raga Flora, Raga Diva, Fastrack and Nebula on the ground floor. The Helios Store on first floor houses over 35 premium and crème-de-la-crème international watch brands. With its lavishly stylish interiors and unique collections of watches that speak of Titan’s unparalleled taste and stature, the store promises the ultimate shopping experience. With approximately **3000 watches** on display, the store provides incredible choice to the discerning customer along with skilled in-store Watch Consultants with thorough knowledge of premium watches.

Helios, a store that is obsessed with watches, targets the upscale, well-traveled customer who is knowledgeable about watches, discerning in taste and highly brand conscious. Being a specialist watch store, it comes equipped with a state of the art watch care centre with knowledgeable service technicians. Helios is backed by the trust and credibility of Titan Industries Limited that has been in the watch making and retailing business for over 20 years. Superior customer service, contemporary design combined with huge width of brands & depth in merchandise will be the specialty of this store.

The store brings alive Titan’s “Be More” theme where ‘every watch is a compass of your imagination’, allowing each collection to come alive with the design inspiration story. The state of the art watch care centre with knowledgeable service technicians fulfills the after sales service needs of an up market customer. The store also offers an array of unique services like personalized laser engraving on back cover of the watch, free gift delivery, gift vouchers, extended maintenance guarantee and a full fledged Watch Care Centre.