

## Titan Raga Signs Katrina Kaif as Brand Ambassador

**September 20<sup>th</sup>, 2011:** Aiming to widen its appeal amongst Indian women, Titan, India's most preferred watch brand, today announced their association with Bollywood's most beautiful and charming diva, **Katrina Kaif**. Ms. Kaif has been signed as the brand ambassador for their exclusive women's watch brand, **Titan Raga**.

Incepted in the year 1992, Titan Raga has won the hearts of millions. Designed exclusively for women, these exquisite and elegant timepieces perfectly capture the essence of beauty, femininity and sensuality. The brand has grown over a period of time in sync with the evolving tastes of the contemporary Indian woman.

Mr. Ajoy Chawla commenting on the brand said, *"Driven by continuous launch of new designs and collections, Raga has witnessed a 27% CAGR in the last 5 years and will be a Rs.400 crore brand this year! However, the potential in the women's segment is still huge as watch penetration even amongst SEC A/B women is still very low. A brand ambassador will help to make the watch a desirable accessory amongst women."*

Further talking on their association with Katrina, Mr. Chawla said, *"Titan Raga stands for beauty, femininity and sensuous self expression. While embodying these core values, Katrina also symbolizes the changing face of the successful, graceful and contemporary Indian woman."*

Talking about her association with the brand Katrina Kaif said, *"(Smiles) Titan needs no introduction, this vibrant and 'up-to-the-minute' brand has been touching our daily lives in the most beautiful way possible. It gives me immense pleasure and satisfaction to be associated with the most popular and only women's watch brand in the country. Besides being a timekeeper that helps me keep up with my busy schedules, it also adds to my style quotient. I feel watch designs from Titan Raga are truly exclusive and contemporary."*

*I am really looking forward to the exciting days ahead with the iconic brand “Raga”, which embodies beauty, sensuality and femininity with great creativity.”*

As a brand ambassador of Titan Raga, the renowned actress will play a key role in shaping brand communication on television, print, outdoor and other media.