



## TITAN

*Titan, the world's fifth largest own brand watchmaker, is one of India's favourite brands. Its state-of-the-art technology, outstanding designs, innovative retail practices and association with the Tata brand have made Titan synonymous with time in India.*

*Titan has carved a significant place for itself through its brands: Raga for women seeking ethnic chic; Sonata for the budget-conscious, design seeking mass market; Xylys, the Swiss-made watch acclaimed for quality and fine craftsmanship, targeted at a new generation of achievers; Fastrack watches and eye gear, the perfect fashion accessories for those who see fashion as a means of self-expression. There is also Nebula, a solid-gold and diamond-studded series of luxury watches, and Edge, the slimmest watch in the world at a thickness of 3.5mm.*

*Debuting in an era when watches were dull, boring objects, Titan's brands have transformed the market, with watches becoming fashion and lifestyle accessories. Innovation has ever been the hallmark of Titan. Its constant efforts to give the customer something better is well appreciated by customers.*

*Over the years, the brand has demonstrated its respect for the consumer's needs and proved itself worthy of trust. This makes Titan a virtuous member of the Tata family.*