

Walking into a World of Titan shop can leave you bemused by the sheer range of products on display. There are watches of every possible style — from those featuring the latest Swiss designs to those with an Indian heritage pattern, to those intricately set with gemstones and gold. The amazing range of watches and eyewear, the store ambience and the knowledgeable customer relations officers ensure that not only do you buy what you need but also leave the store feeling good.

Over the past two decades, the World of Titan chain of exclusive watch showrooms has set new standards in retailing. It has mid-market stores with wide appeal, catering to middle-class and upper-middle-class Indians. The store stocks the finest and largest range of watches. The company is very innovative in presenting new products and launches new collections from time to time. In the past one year, it has brought out the Heritage collection, inspired by heritage buildings of India; the Aviator series, inspired by World War II aircrafts, and the Octane series, the chronograph, multifunction and retrograde watches with international styling. Older collections such as Edge and Raga continue to have a strong presence.

Titan also has unique service offerings for customers such as the Signet loyalty programme — designed to give Signet members significant benefits in recognition of their loyalty to the Titan brand, and extended maintenance warranties on the watches.

Today three million customers shop at Titan stores. As buying a watch means establishing a long term relationship with the customer, Titan also has a chain of watch care centres, which is India's finest organised service chain. Every year, approximately four million customers have their watches serviced at these centres.



We face thousands of moments of truth each day — the moment at which our watches are shown to customers, features explained, and the consumer makes a choice. We have learnt that protecting and enhancing this 'moment of truth' is the secret to success.

**Harish Bhat, COO, watches division,
Titan Industries**





Fact file

The beginning: Established in 1984 as a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation, Titan sells nine million watches every year and has a 60 per cent share of the organised watch market in India.

The store: The World of Titan store has watches for every segment: Titan for the premium segment, Fastrack for the trendy youth, Sonata for the mass market and Xylys, the Swiss made watch for the top-end market. The store also sells two international fashion watch brands, Tommy Hilfiger and Hugo Boss, along with the Fastrack range of sunglasses.

The spread: The company has 250 exclusive showrooms known as World of Titan. The company also sells its watches through 110 Timezones, large format stores and 12,000 outlets in over 2,500 cities in India.