



SEC 25 / 2016-17

16th January 2017

The General Manager, DCS – CRD
BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
MUMBAI - 400 001
Scrip Code: **500114**

The General Manager, DCS – CRD
National Stock Exchange of India Ltd
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East),
MUMBAI - 400 051
Symbol: **TITAN**

Dear Sirs,

Sub: Announcement

Titan Company had launched its second jewellery brand Gold Plus in 2005 for small-town South India, to better cater to the needs of the more traditional requirements of those customers. Since then, Gold Plus had grown to about 30 stores in size.

In the last decade, customers in the larger cities of South India have evolved in their tastes and aspirations and Titan's main jewellery brand Tanishq has kept pace with them.

Given that evolution of the customers and Tanishq as well as the need to *focus all energies and resources* in today's circumstances, Titan Company has decided to consolidate its portfolio by migrating the Gold Plus network to become part of the Tanishq network.

With this, Titan Company is confident that India's most desirable and profitable jewellery brand, Tanishq, will get even more desirable for customers and attractive to investors.

Thank you.

Yours truly,
For TITAN COMPANY LIMITED

A R Rajaram
Head - Legal & Company Secretary

Titan Company Limited
(formerly Titan Industries Limited)

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