



Titan Company Limited

*Earnings Presentation – Q3 FY '21 and 9M FY'21
(For quarter and nine months, ended 31st December 2020)*

10th February, 2021

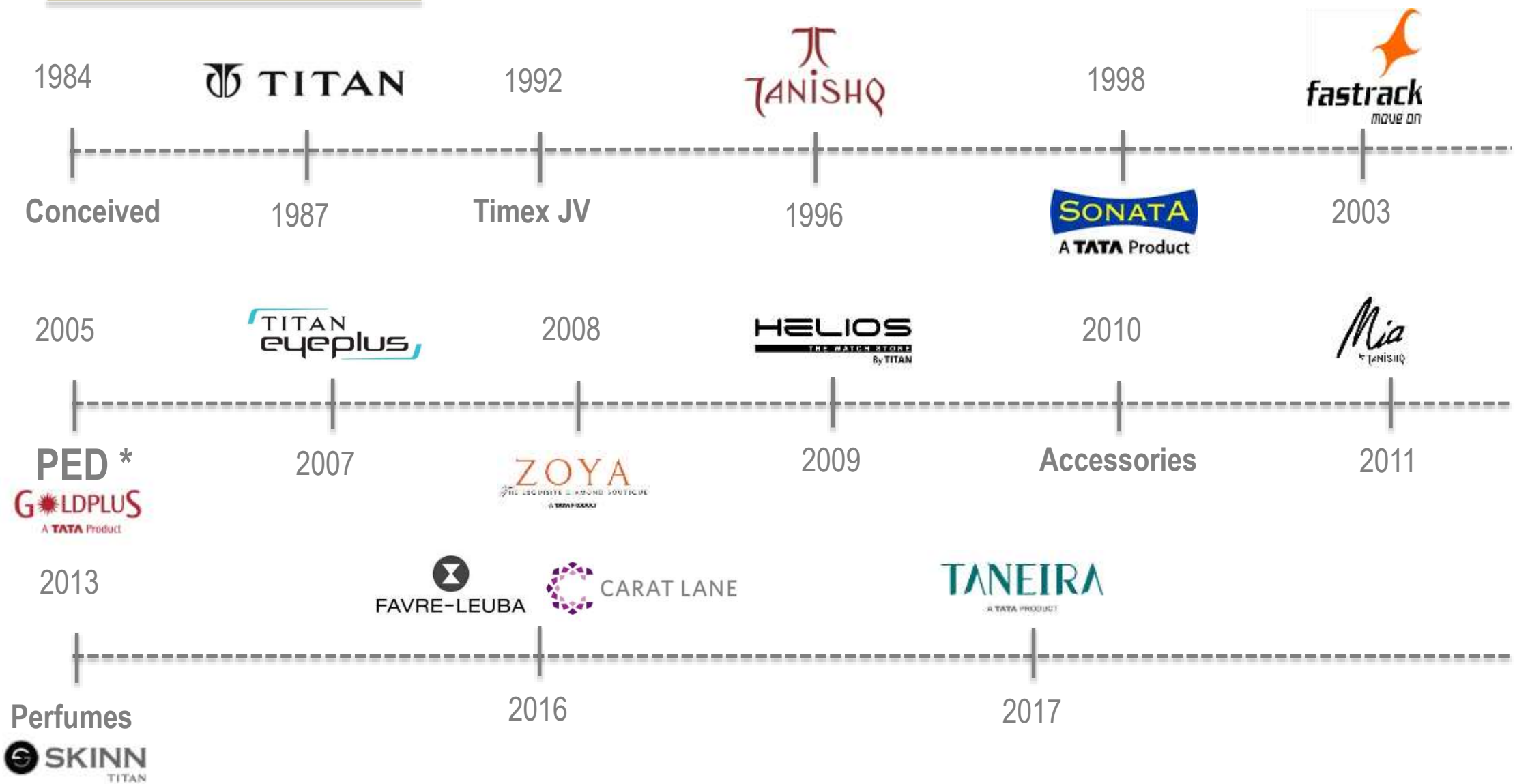
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Certain statements are included in this release which contain words or phrases such as “will,” “aim,” “will likely result,” “believe,” “expect,” “will continue,” “anticipate,” “estimate,” “intend,” “plan,” “contemplate,” “seek to,” “future,” “objective,” “goal,” “project,” “should,” “will pursue” and similar expressions or variations of these expressions that are “forward-looking statements”. Actual results may differ materially from those suggested by the forward-looking statements due to certain risks or uncertainties associated with our expectations with respect to, but not limited to, our ability to implement our strategy successfully, the market acceptance of and demand for our products, our growth and expansion, the adequacy of our allowance for credit to franchisees, dealers and distributors, technological changes, volatility in income, cash flow projections and our exposure to market and operational risks. By their nature, certain of the market risk disclosures are only estimates and could be materially different from what may actually occur in the future. As a result, actual future gains, losses or impact on net income could materially differ from those that have been estimated.

In addition, other factors that could cause actual results to differ materially from those estimated by the forward-looking statements contained in this document include, but are not limited to: general economic and political conditions in India and the other countries which have an impact on our business activities; inflation, unanticipated turbulence in interest rates, foreign exchange rates, the prices of raw material including gold and diamonds, or other rates or prices; changes in Indian and foreign laws and regulations, Acts of God, acts of terrorism, acts of war and pandemics; tax and accounting regulations; and changes in competition and the pricing environment in India. The Company may, from time to time make additional written and oral forward-looking statements, including statements contained in the Company’s filings with SEBI and the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company, to reflect events or circumstances after the date thereof.

The Journey



* PED was demerged to wholly-owned subsidiary as TEAL

Titan Today

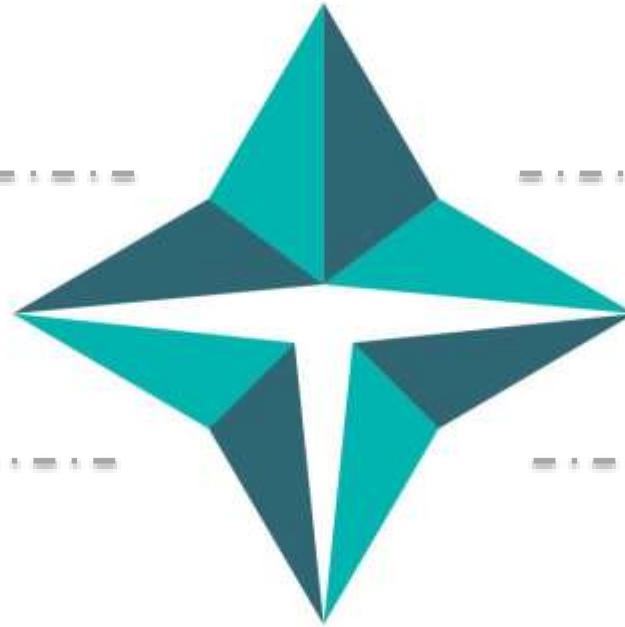


~\$2.8 bn

annual revenue

~\$19 bn

market cap



1,854 *

stores with 2.5mn+
sq.ft. retail space

~8 k

employees on rolls

*Note : Store count includes Caratlane stores also.

Our Strengths



Design and Development

- 800+ New time products every year
- reddot Award to 2 Edge watches
- Differentiated Jewellery Collections
- Customized lenses with 3D visual mapping

Manufacturing

- 12 Manufacturing and assembly facilities
- State of the art Karigar Centres for Jewellery
- Components exported to Swiss watch makers
- 3600+ employees engaged in factories

Brand Building

- Tanishq:** India's leading Jewellery brand
- Titan:** Our flagship watch brand
- Raga:** Exclusive women's watch brand
- Fastrack:** India's largest youth brand
- Sonata:** India's largest selling watch brand

Retail and Customer Service

- Exceptional Customer Experience
- Merchandising Effectiveness
- Impactful Retail Identities
- Engagement of store staff
- Extensive After Sales Service network

Our Brands

				
Luxury		ZOYA		
Premium				
Mid Market				
Mass Market				

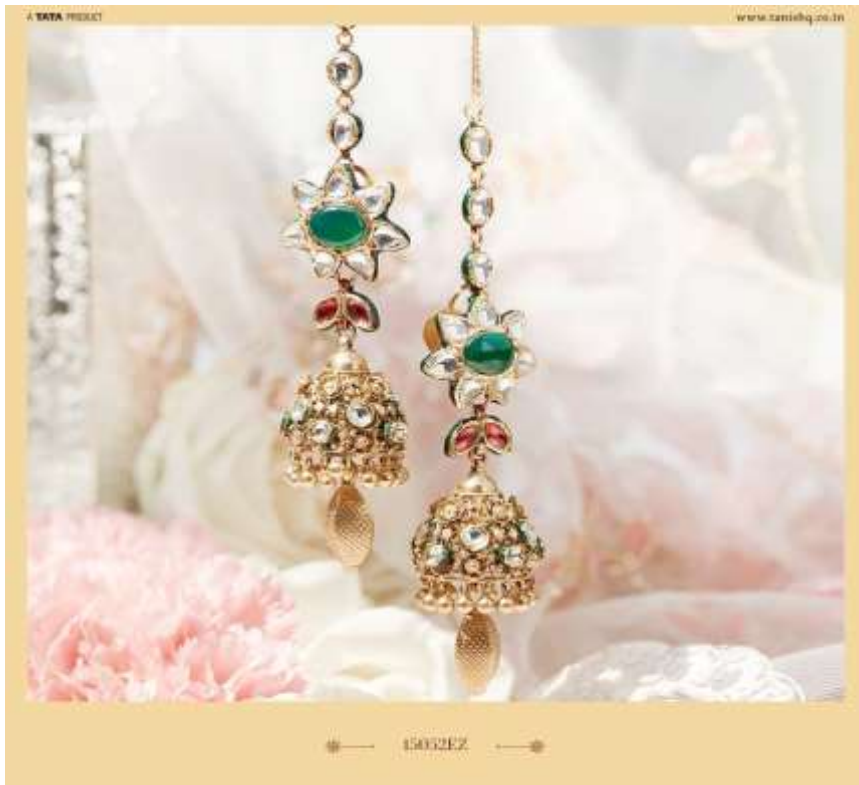
Jewellery Division

TANISHQ

Mia

ZOYA

CARAT LANE



Brands

TANISHQ: flagship brand

ZOYA: luxury segment play

MIA: Tanishq sub-brand for fashionable fine jewellery

CARATLANE: a Tanishq partnership, omni-channel

Manufacturing

Studded jewellery manufactures mostly in-house

Plain gold jewellery mostly outsourced

3 manufacturing facilities

4 state of the art karigar centers: Industry best practice

Points of Sale

Largest jewellery retailer in the country

Jewellery sales through EBO and ecommerce

EBO: Tanishq, Zoya, Mia, Caratlane

Website: www.tanishq.co.in, www.zoya.in, www.caratlane.com

www.miabytanishq.com

Design Excellence

Key product differentiator

Capability for in-house design of many collections

Jewellery

Karigar Center, Hosur



Jewellery - Stores



Watches & Wearables Division

Watches & Wearables - Overview



Brands

6 major in-house brands & 7 international brands

Manufacturing

5, state of the art, watch and component manufacturing/assembly plants

Points of Sale

EBO: World of Titan, Fastrack Stores

OWN MBO: Helios

MBO: present across 7k+ dealers/ MBOs

LFS: Large format departmental stores

ECOM: www.titan.co.in , www.fastrack.in, www.sonatawatches.in, www.helioswatchstore.com and market places

EXPORTS: 1,123 POS in 33 countries

Customer Service

Largest network of exclusive service centers

662 watch care centers in 241 towns

Sophisticated Design & Development

Core strength: Industrial, Retail and Graphic design

Numerous international award-winning designs

Watches & Wearables - Manufacturing



Watch factory, Hosur



SS Watch Case Manufacturing, Coimbatore



Watch Assembly Unit, Pantnagar



Watch Assembly Unit, Roorkee



Watch Assembly Unit, Sikkim



Watches & Wearables - Stores



'World of Titan' Store





INTRODUCING
TITAN
 GRANDMASTER
 Inspired by the world of chess.



TRAQ
 by TITAN



This new year,
TRI HARDER



MULTI-SPORT MODE | HRM WITH ZONES | TRANSFLECTIVE DISPLAY



Eyewear Division

TITAN
eyeplus

fastrack

GLARES
by TITAN

Brands

TITAN EYE PLUS: Retail brand

TITAN: main in-house frames and lenses brand

FASTRACK and GLARES: in-house sunglasses brand

LICENSED BRANDS: for frames and lenses

Manufacturing

Integrated lens and Frame manufacturing facility in Chikkaballapur

Points of Sale

TITAN EYE PLUS: India's largest optical retail chain

Sunglasses are sold through departmental store kiosks and MBO format also

EBO: TITAN eyeplus

Ecommerce: <https://www.titaneyeplus.com>

Differentiators

Zero-error testing; Vision check online

Remote eye testing at stores

Tie-up with Sankar Nethralaya for training of store staff and optometrists



Eye Wear

In-house brands

Frames



Sunglasses



Lens



Manufacturing

Integrated Eyewear facility - Chikkaballapur



Lens Labs



**DON'T LET YOUR MASK
FOG YOUR VISION**




Titan Anti-fog Lens* Ordinary Lens

GO FOG-FREE!

**TITAN
ClearSight**

At last, a long-lasting lens.
Introducing ClearSight, a lens coating that gives you crystal-clear vision.



100% UV 400 Protection Scratch Resistant Blue light filter

**Socho Mat.
Sach Hai!**

Best quality spectacles @
₹ 999

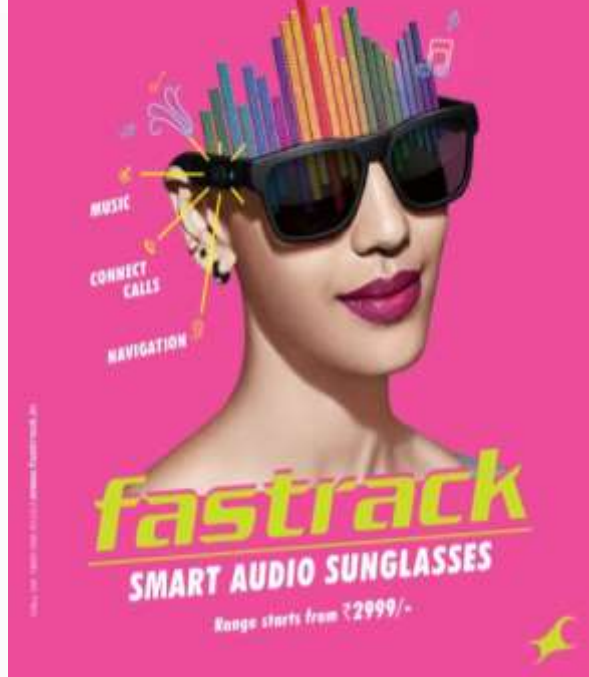
6 months warranty | Lifetime service free

NEO PROGRESSIVES

7 Designs | 9 Technologies

**fastrack
SMART AUDIO SUNGLASSES**

Range starts from ₹2999/-



MUSIC
CONNECT CALLS
NAVIGATION

**INDIA'S FIRST
ANTI-VIRAL
FRAMES**



Kills 99.9% Germs Certified By Govt. Approved Labs* Titan & Fastrack Frames Only Range Starting @ ₹995

FRAMES, CUSTOMISED FOR EVERY INDIAN FACES.



INTRODUCING
INDIFIT
FROM
TITAN eyeplus

CUSTOM-MADE FOR INDIAN FACES.

**TITAN
Signature[™]
COLLECTION**

Fragrances, Accessories & Indian Dress Wear (Taneira)

Fragrances

Brands

SKINN by Titan

Fine French perfumes at very attractive price points

Manufacturing

Crafted in France by celebrated perfumers, and distilled from the finest ingredients

Manufactured in India

Points of Sale

Sold through World of Titan Channel, key departmental store chains and Ecommerce

One of the highest selling perfumes in all departmental stores

Plans to strengthen the distribution further in the coming year

Packaging innovations for trial and gifting

Ecommerce: <https://www.skinn.co.in>

Differentiators

Exceptional fragrances at a very attractive price point

Similar products from international competition at very high price points

Domestic branded competition almost non-existent



Taneira



- This youngest brand of Titan Company Ltd was launched as pilot in Feb 2017 with 2 stores in Bangalore.
- Anchored in special occasion wear Sarees from across India.
- Evolved as a natural extension of Titan's proposition – self expression and design.
- Large, unorganized, deeply Indian 5,000 year old category (like Jewellery).
- 14 Stores as of 31st Dec '20.



Spread the light of
Happiness

Festive Weaves by
TANEIRA
A TATA PRODUCT





Q3'21 Performance

Q3 Performance – Standalone

Company

- The Company witnessed good consumer demand in the festive season and recorded revenue of INR 6,947 cr. (excl. bullion sale), growth of 12%, led by strong growth of 16% in Jewellery division. Other two divisions have also moved closer to the full recovery.
- The 'War on waste' program is tracking well on internal milestones. There has also been significant focus on optimizing inventory and generating cash flows this year. The Company has recognized INR 6 cr. in 'Other income' for the rent waivers from negotiations.
- Other expenses includes INR 51 cr. of ineffective hedge loss due to mismatches in hedge designations and actual gold quantity sold. However, the impact on the bottom line due to this is negligible as this loss was compensated by lower gold cost hitting the P&L account. *(For further explanation on hedge accounting, please refer to our [note on accounting](#) of bullion hedge uploaded on 19th August 2020).*
- Working capital management has been the priority of the Company since the inception of War on Waste program. During the year, the Jewellery division has kept tight control on inventory, by reducing the inefficiencies and selling part of gold, received through the exchange program, in the bullion market. Healthy profits and continued focus on Gold-on-lease for inventory replenishment has led to the improvement in cash position
- During December 2020, the Company decided to significantly scale down the operations of its wholly owned subsidiary, Favre Leuba AG (FLAG) owing to the pandemic. Consequent to this, the Company has performed an impairment testing of its investments in FLAG and has made a provision of ₹ 137 crores towards impairment in the quarter and disclosed under exceptional items.

Q3 Performance – Standalone

Company

- In line with the Company's strategy to focus on primary business and proprietary brands, and as mutually agreed with Montblanc Services B.V., the Company has exercised the full put option on 8th December 2020 as per the joint venture agreement and would be divesting its stake in the Montblanc India Retail Private Limited. **The requisite formalities will be completed within 60 days from the date of exercise of full put option as per the terms of the joint venture agreement.** The Company had regrouped the investments in Montblanc India Retail Private Limited as "Asset held for sale" in the balance sheet as at 30 September 2020. During the quarter ended 31 December 2020, the Company continues to group the Investments under "Asset held for sale".
- Titan Commodity Trading Limited has now received approval of admission of Membership as a Trading Member (Stock Broker) on Multi Commodity Exchange of India Ltd. (MCX) along with SEBI approval for the same. The company is setting up its processes and is expected to commence its activities in the very near future.

Q3 Performance – Standalone

Jewellery

- The division has been witnessing improving sales trajectory and recorded revenue of INR 6,249 cr. (excl. bullion sales of INR 340 cr.), growth of 16%. This was also aided by another quarter of higher contribution from coin sales, although lower than 14% contribution in Q2'21. Coins contributed to 8% of sales in Q3'21, compared to 5% in Q3'20.
- The quarter also witnessed a well-rounded recovery with improvement in walk-ins and pick up of sale in metros, sub 1-lakh category and studded segment.
- The studded mix saw sequential improvement in Q3'21 to 26%, although still lower compared to 29% in Q3'20. EBIT margin was impacted by the lower studded mix and higher coin sales, which was partially recouped by reduction in fixed expenses.
- The division has recognized a loss of INR 51 crores during the quarter (INR 740 crores for the nine months period) on account of ineffective hedging in 'other expenses'. However, this was compensated by lower gold rates on inventory sold and therefore impact on EBIT margin was negligible.
- In Union budget, the custom duty on Gold imports (including surcharge and cess) has been reduced from 12.5% to 10.75%.

Watches & Wearables

- The division had a recovery rate of 88% in Q3, compared to the revenue of same quarter in last year and recorded a revenue of INR 550 cr. in the quarter.
- The E-commerce channel is leading the recovery with very strong absolute growth of over 30%. The recovery rate for all the retail channels had been steadily increasing month on month primarily due to higher consumers walk-ins and better ticket size.
- Titan launched its latest line of smart watches, TRAQ meant for outdoor sports like running, cycling, swimming and triathlon. TRAQ is a high performance watch with on board GPS, 9 axis accelerometer, trans-reflective display and heart rate monitor to address the needs of the sports enthusiast. The early reviews for the watch have been very encouraging.
- Strong cost focus led to EBIT margin of 10.3% and EBIT of INR 57 cr., despite the negative operating leverage.

Eye Wear

- The division had recovery of 93% in Q3, compared to the revenue of same quarter in last year and recorded revenue of INR 124 cr.
- Better product mix, lower discounts compared to last year and cost control led to the EBIT improvement to INR 22 cr. with EBIT margin of 18.1%.

Q3 Performance – Standalone

Other business - Fragrances, Indian dress wear and Accessories

- Other businesses had a revenue recovery of 77%, compared to the revenue of same quarter in last year.
- 'Taneira' opened another store in Mumbai during the quarter, taking the total store count for the business to fourteen covering six cities. The brand launched EIRA collection i.e. a range of stitched kurta sets in the quarter. Taneira increased its online presence through listing of the products on marketplace platforms viz Myntra and Nykaa Fashion.
- The recovery rate for Fragrances and accessories continued to be muted due to the slow recovery of two of the biggest channels, trade and LFS.

Q3 Performance – Subsidiaries

Titan Engineering and Automation Ltd (TEAL) - 100% owned Subsidiary

- TEAL had a decline of 31% in Q3. The Automation Business has been doing well, on the back of Medical Devices order for detecting TB and Covid-19. The Aerospace Business continues to face headwinds due to the grounding of flights due to Covid-19.
- The Division's focus on costs and capital employed is yielding results.

CaratLane (72.3% owned Subsidiary)

- CaratLane delivered a growth of 33% for the quarter and there has been almost full revenue recovery for the year to date. This growth was driven by a strong Diwali plan and pick-up in consumer sentiment during the season. While online demand had remained strong from Q2, retail stores also saw a huge pick up from mid-October once the festive season kicked in. Next day delivery was also initiated enabling faster delivery to customers in the metro cities.
- The strong revenue growth in the quarter enabled the company to report EBIT of Rs. 21 cr for the quarter and Rs. 8 cr for the year to date.

Retail Network



	Net Additions (in 9M'21)			As on 31 st Dec'20		
	Stores	Sq. Ft.		Stores	Towns	Sq. Ft.
Tanishq	24	101K		351	214	1.34mn
Zoya	0	0		4	3	18K
CaratLane	16	17K		108	41	93K
Mia	2	0.6K		40	19	13K
WOT	0	(4K)		499	225	404K
Fastrack	(14)	(8K)		169	83	84K
Helios	6	5K		98	43	82K
Titan Eye+	(13)	(10K)		571	236	376K
Taneira	2	5K		14	6	52K
Total	23	107K		1,854	292	2.5mn

Retail Growth – Q3'21 and YTD'21

	Q3'21		9M'21	
	Sales value growth	Like-to-Like growth	Sales value growth	Like-to-Like growth
Tanishq	13%	7%	(18%)	(23%)
CaratLane	39%	10%	(5%)	(30%)
World of Titan	(14%)	(15%)	(47%)	(47%)
Fastrack	(24%)	(22%)	(53%)	(51%)
Helios	(9%)	(14%)	(35%)	(36%)
LFS (for Watches)	(23%)	(23%)	(60%)	(59%)
Titan Eye+	(3%)	(3%)	(38%)	(27%)

1. Above retail growth is based on secondary sales (at consumer prices) in Titan branded retail stores (including franchisee stores) and LFS only. Reported revenue is based on secondary sales to consumers in L1 and L2 stores and primary sales to L3 stores, distribution partners and institutional clients. Consumer discounts, franchisee pay-outs and GST is netted off from consumer prices for reported revenue.

P&L – Q3'21 & 9M'21 - Standalone



in INR Crores	Q3 '20	Q3 '21	YoY
Revenue from Operations			
- Sale of products/ services	6,106	6,912	13%
- Other operating revenue	100	375	
Other Income	20	37	
Total Income	6,226	7,324	18%
COGS	4,663	5,693	22%
Gross Contribution	1,563	1,631	4%
Employee benefits expense	285	226	-21%
Advertising	141	86	-39%
Ineffective Hedge	-	51	
Other expenses	382	373	-2%
Total Overheads	808	736	-9%
EBITDA	755	896	19%
Depreciation & Amortization	78	84	8%
EBIT	677	811	20%
Less: Finance expense	40	46	14%
PBT (before exceptional items)	637	765	20%
Less: Exceptional Items	-	137	
Less: Tax	167	209	25%
PAT	470	419	-11%

9M '20	9M '21	YoY
15,362	12,055	-22%
219	1,412	
106	147	
15,687	13,614	-13%
11,414	10,158	-11%
4,273	3,456	-19%
796	660	-17%
401	153	-62%
-	740	
1,155	850	-26%
2,352	2,403	2%
1,921	1,054	-45%
220	249	13%
1,701	804	-53%
112	136	21%
1,589	668	-58%
-	137	
429	183	-57%
1,160	348	-70%

Total Income – Q3'21 & 9M'21



Total Income ⁽¹⁾ (in INR Crores)	Q3 '20	Q3 '21	YoY
Jewellery	5,409	6,249	16%
Watches	625	550	-12%
Eyewear	133	124	-7%
Others / Corporate ⁽²⁾	59	61	4%
Standalone (w/o bullion sale)	6,226	6,984	12%
Jewellery - Bullion sale		340	
Standalone	6,226	7,324	18%
Caratlane	206	275	33%
TEAL	126	87	-31%
Others/ Consol. Adj. ⁽³⁾	(7)	(27)	
Consolidated	6,550	7,659	17%

9M '20	9M '21	YoY
12,984	10,877	-16%
2,059	1,025	-50%
436	248	-43%
208	132	-37%
15,687	12,282	-22%
	1,332	
15,687	13,614	-13%
474	468	-1%
325	254	-22%
(34)	(57)	
16,452	14,280	-13%

Mix - 9M'21
89%
8%
2%
1%
100%

Note:

1. Total Income also includes other income.
2. Others include Accessories, Fragrances and 'Indian Dress Wear' business
3. Others include Favre Leuba AG and Titan Holdings International FZCO.

EBIT – Q3'21 & 9M'21



EBIT (in INR Crores) ⁽¹⁾	Q3 '20	Q3 '21	Growth %
Jewellery	701	752	7%
Watches	52	57	9%
Eyewear	(7)	22	
Others/ Corporate ⁽²⁾	(69)	(19)	
Standalone	677	811	20%
Caratlane	3	21	
TEAL	28	6	
Others/ Consol. Adj. ⁽³⁾	(15)	(46)	
Consolidated	693	793	14%

9M '20	9M '21	Growth %
1,527	983	-36%
293	(111)	
(16)	-	
(103)	(68)	
1,701	804	-53%
(7)	8	
57	31	
(36)	(94)	
1,715	749	-56%

EBIT Margin ⁽⁴⁾	Q3 '20	Q3 '21
Jewellery	13.0%	12.0%
Watches	8.3%	10.3%
Eyewear	-5.3%	18.1%
Standalone	10.9%	11.6%

9M '20	9M '21
11.8%	9.0%
14.2%	-10.8%
-3.7%	0.0%
10.8%	6.5%

Consolidated	10.6%	10.8%
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10.4%	5.8%
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- Note:** 1. EBIT is before exceptional items.
 2. Others include Accessories, Fragrances and 'Indian Dress Wear' business.
 3. Others include Favre Leuba AG and Titan Holdings International FZCO.
 4. EBIT Margin is calculated on Total Income excluding Bullion sale.

Capital Employed - Standalone



in INR Crores	Segment Assets	
	31-Mar-20	31-Dec-20
Watches	2,143	1,902
Jewellery	8,225	8,755
Eyewear	495	425
Others	217	201
Corporate	2,108	3,756
Total	13,188	15,039

Segment Liabilities	
31-Mar-20	31-Dec-20
775	650
4,449	6,898
234	210
91	98
814	196
6,363	8,052

Capital Employed	
31-Mar-20	31-Dec-20
1,368	1,252
3,775	1,857
261	215
127	103
1,294	3,560
6,825	6,987

Note: Others include Accessories, Fragrances and 'Indian Dress Wear' business

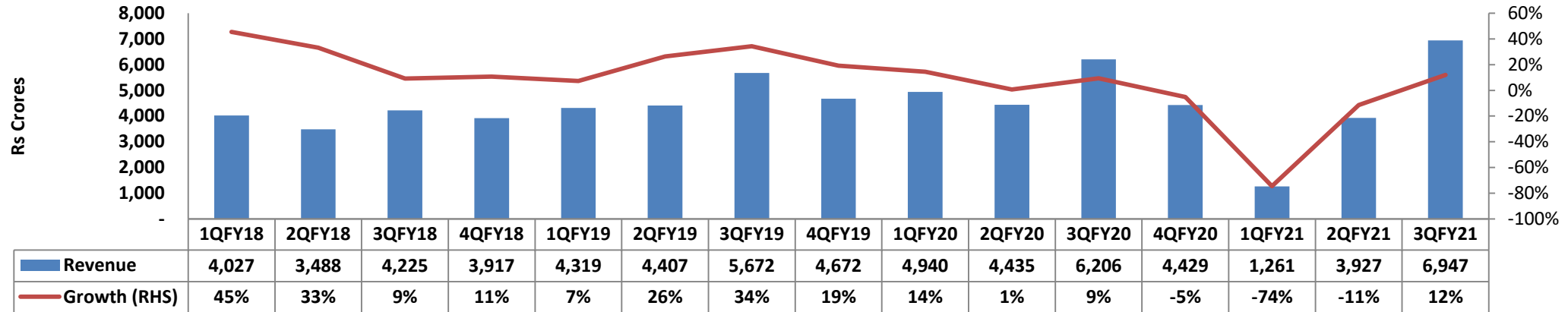
- Liabilities of Jewellery division is higher primarily due to increase in Gold on Loan liability.
- Capital employed of Corporate is higher due to increase in cash & investments.

Performance Trends

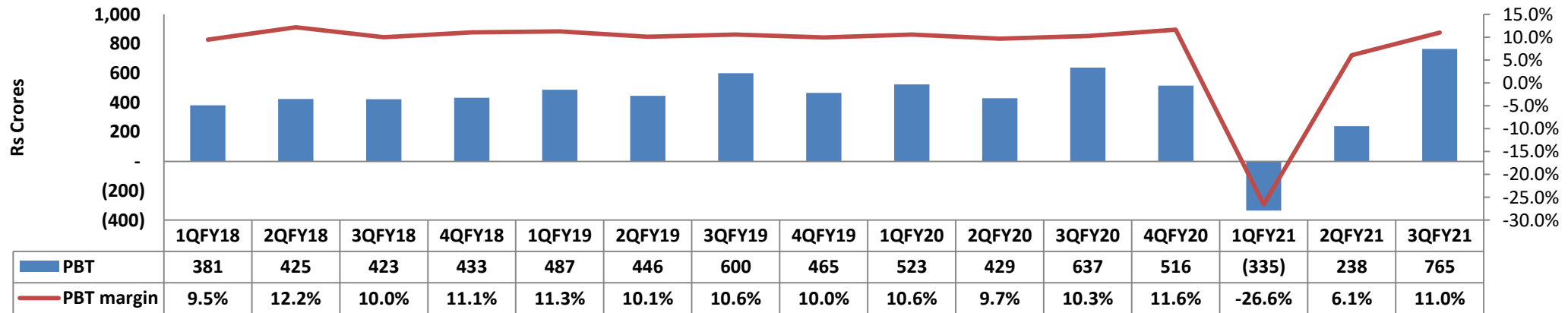
Quarterly Performance Trends



Company: Revenue



Company: PBT & Margin

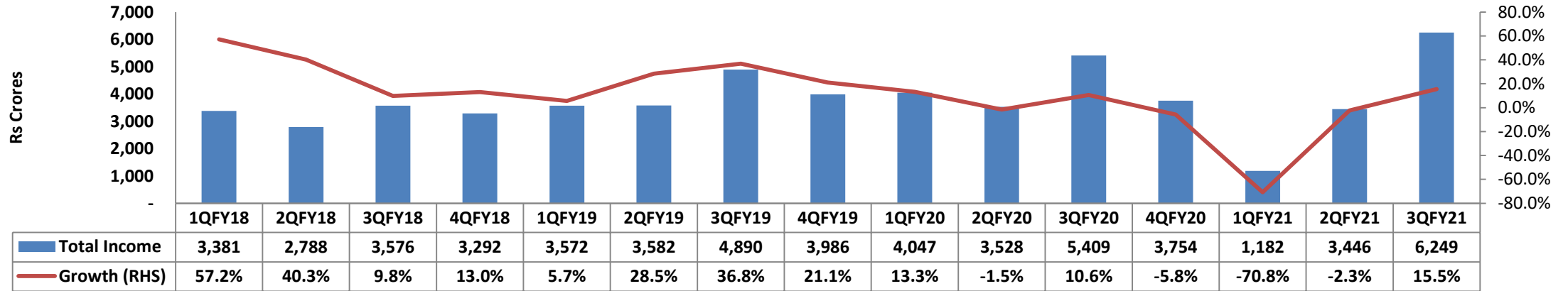


Note: 1. Q1'21, Q2'21 and Q3'21 revenue is before bullion revenue of INR 601 cr., 391 cr. and 340 cr. respectively.
2. PBT is before exceptional items.

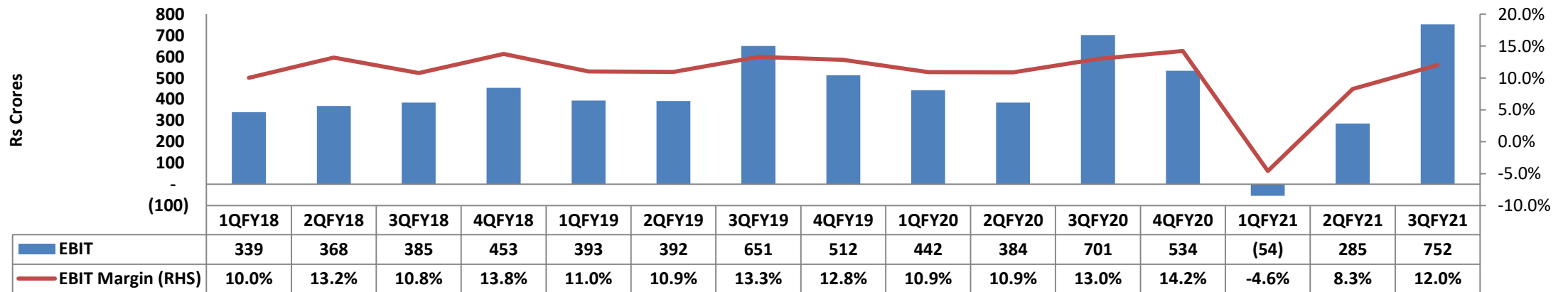
Quarterly Performance Trends



Jewellery: Total Income



Jewellery: EBIT & Margin

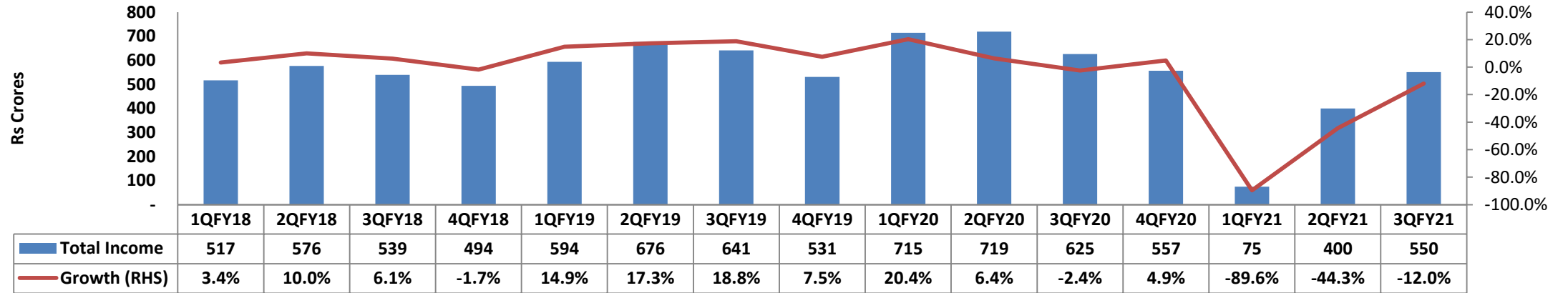


Note: 1. Q1'21, Q2'21 and Q3'21 revenue is before bullion revenue of INR 601 cr., 391 cr. and 340 cr. respectively.

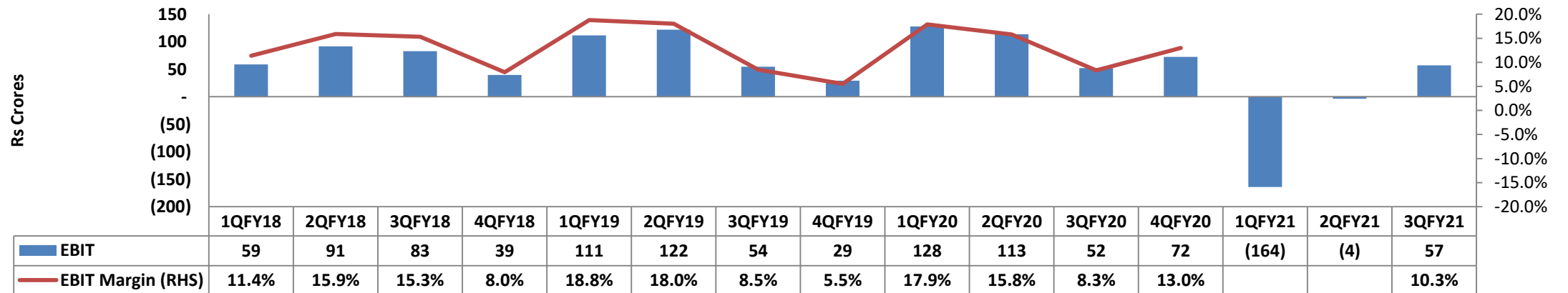
Quarterly Performance Trends



Watches & Wearables : Total Income

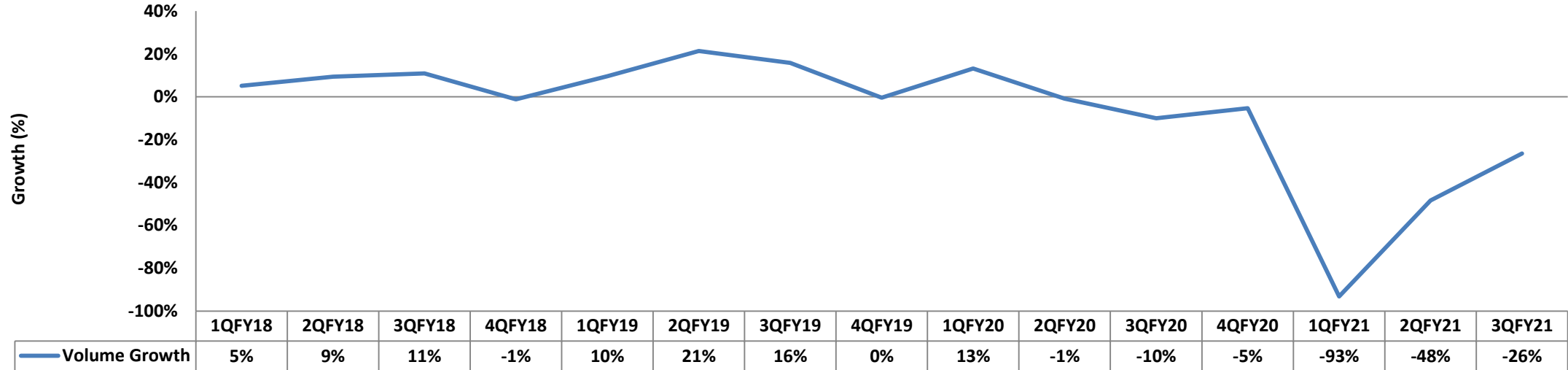


Watches & Wearables: EBIT & Margin

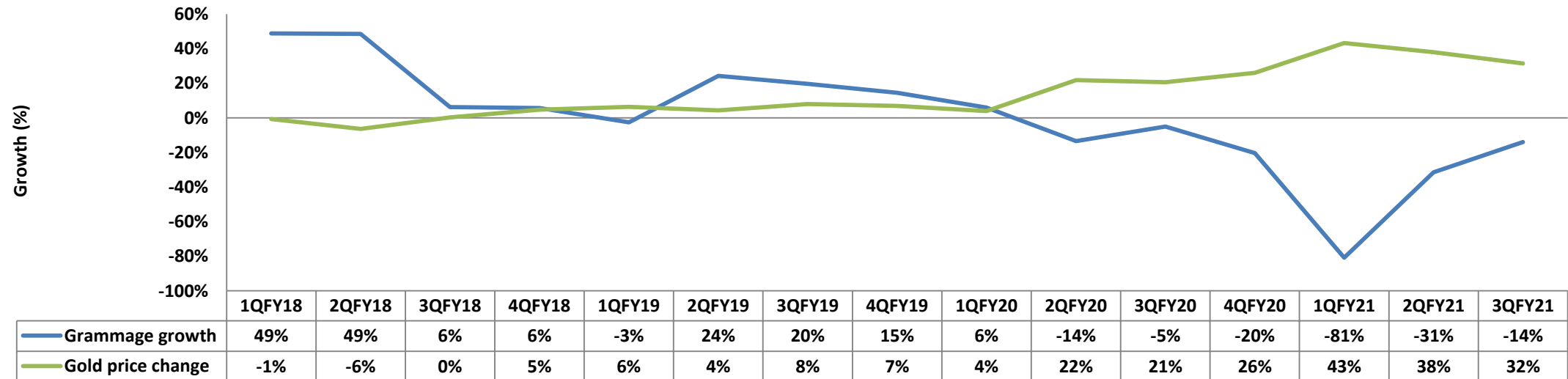


Quarterly Performance Trends

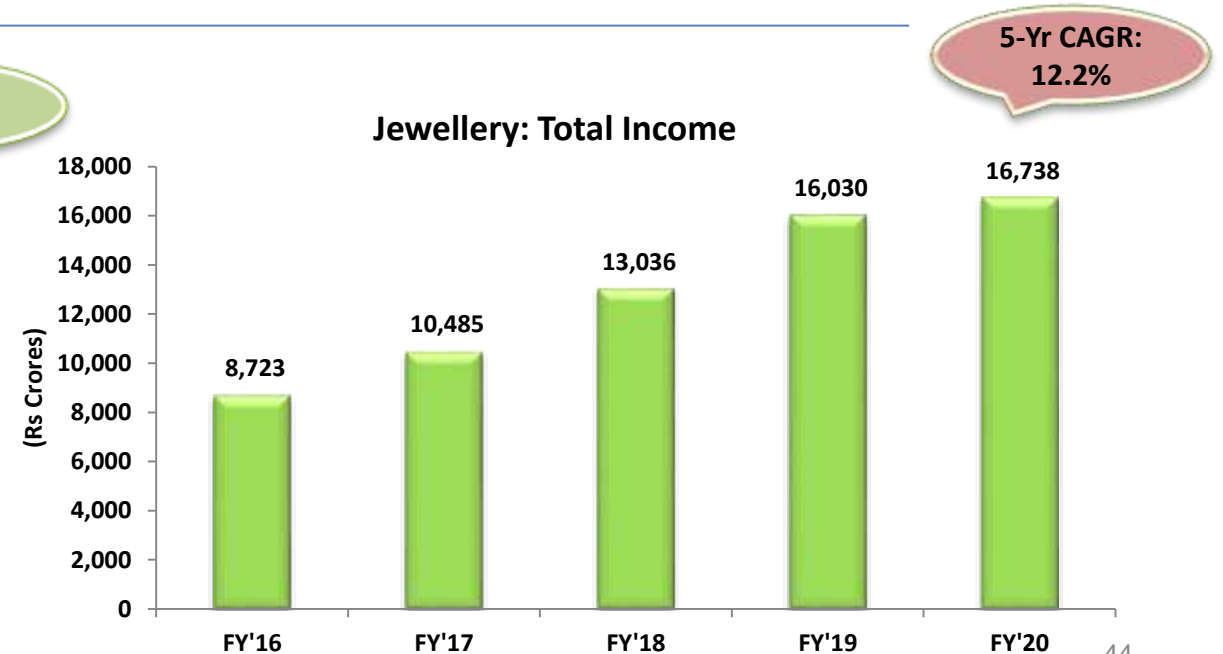
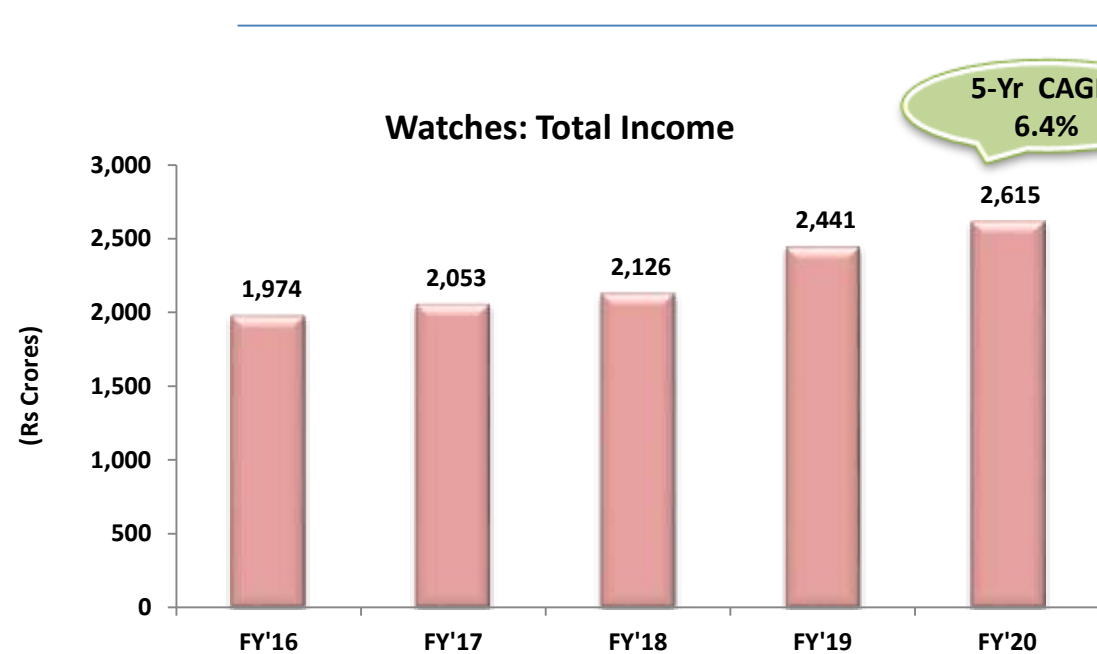
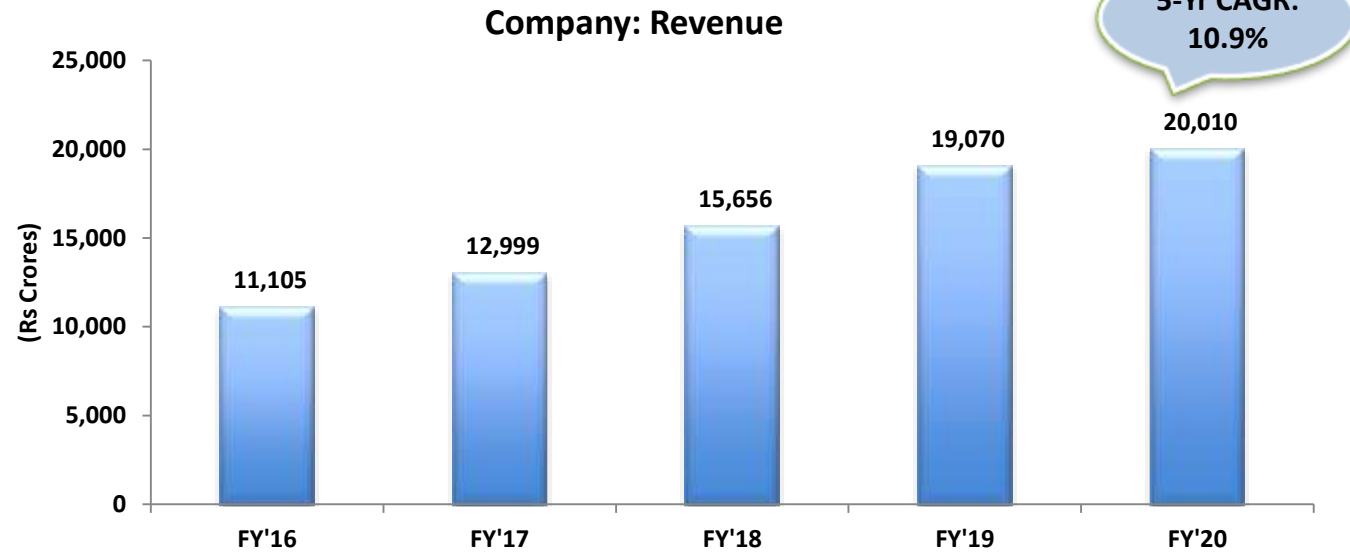
Watches & Wearables : Volume growth



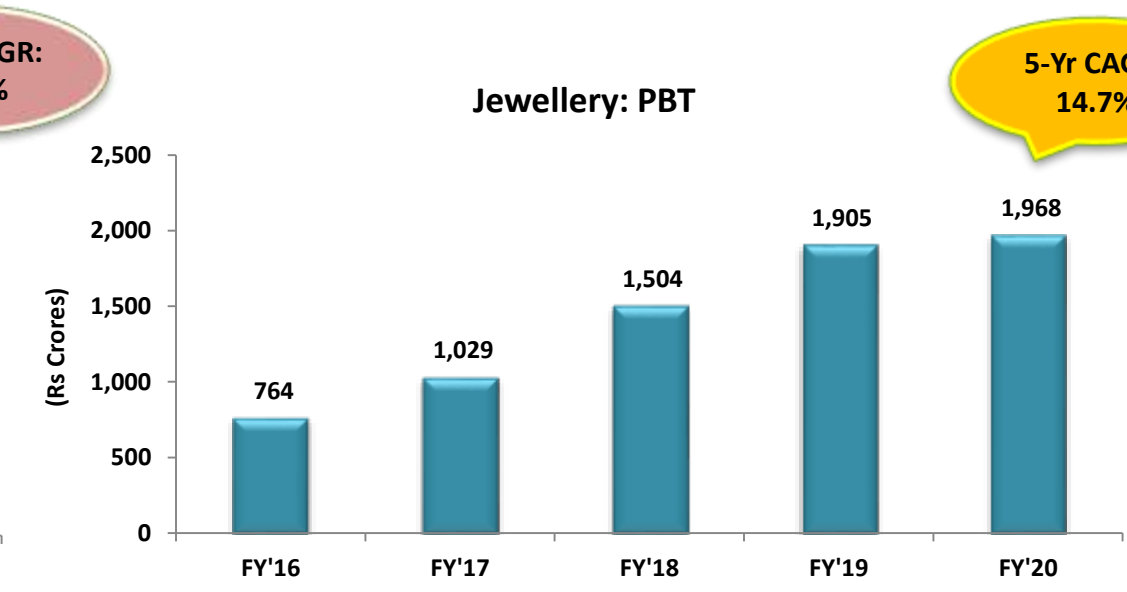
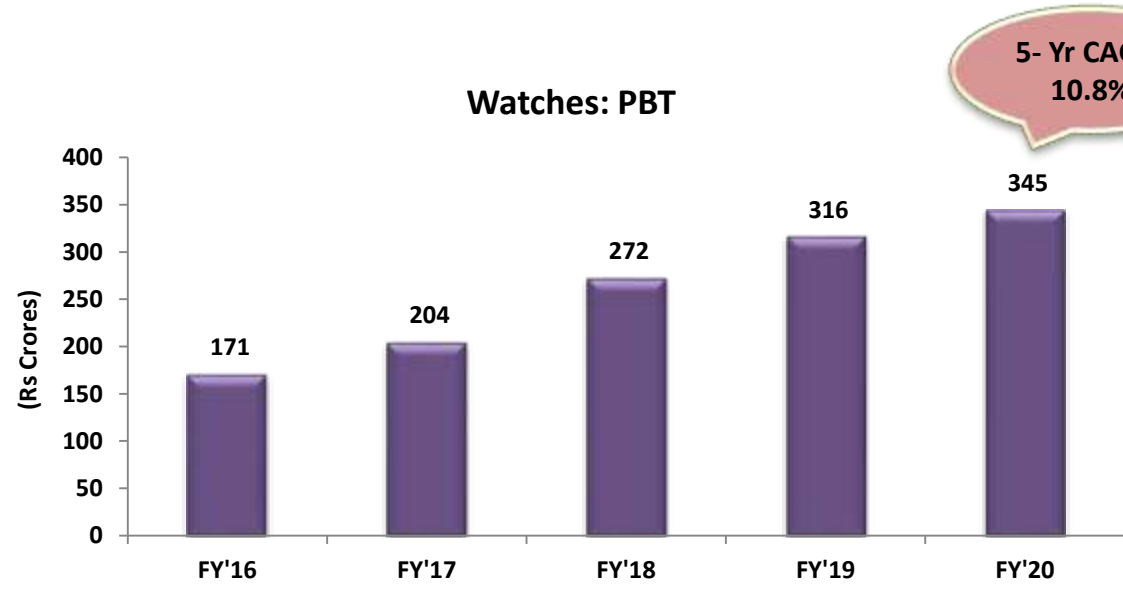
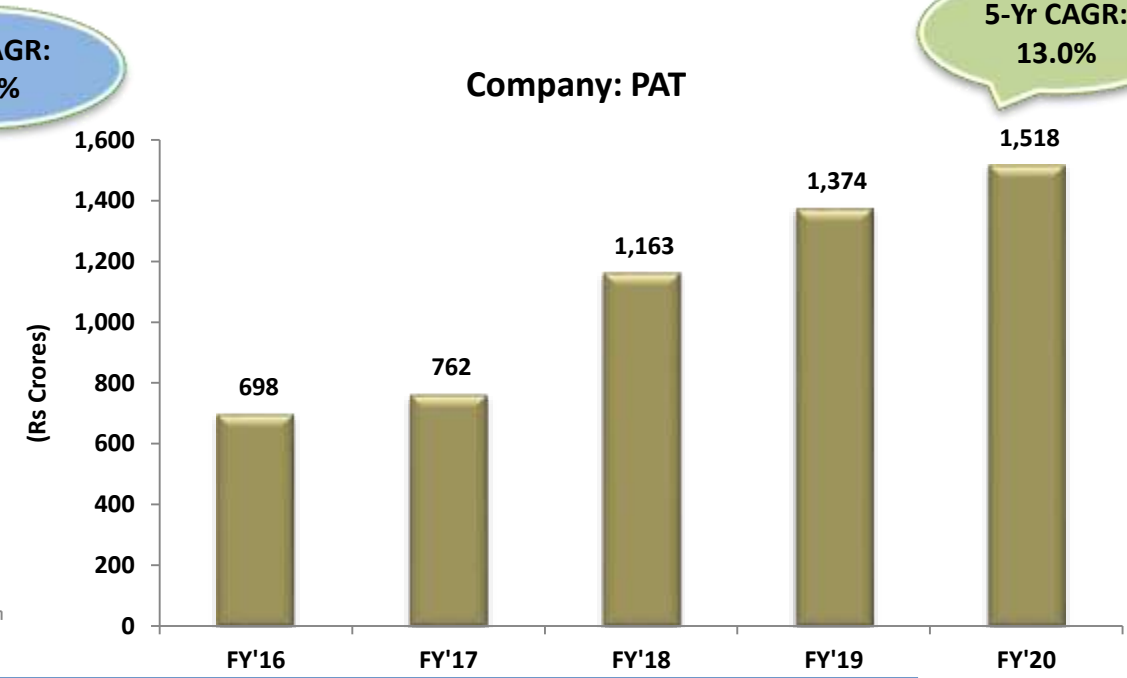
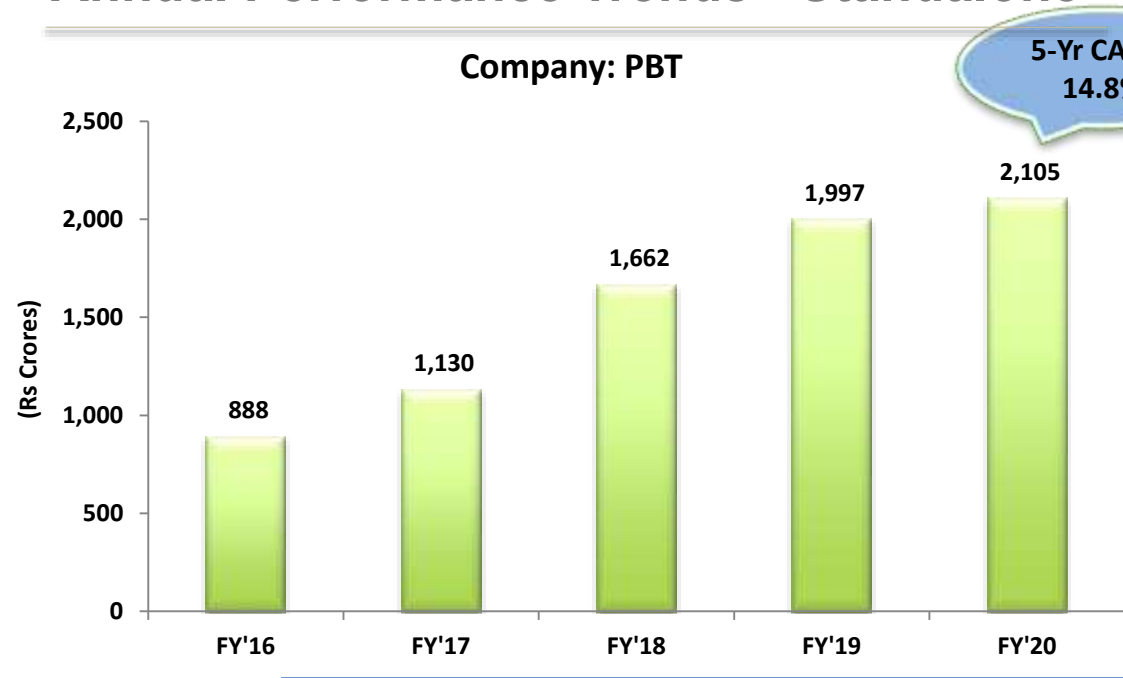
Jewellery: Gold price change and Grammage growth



Annual Performance Trends - Standalone



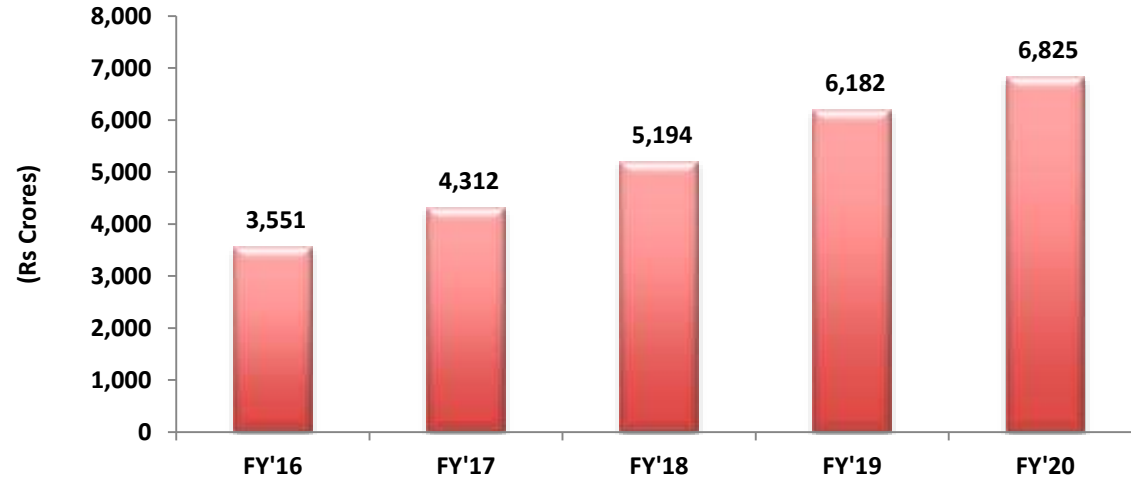
Annual Performance Trends - Standalone



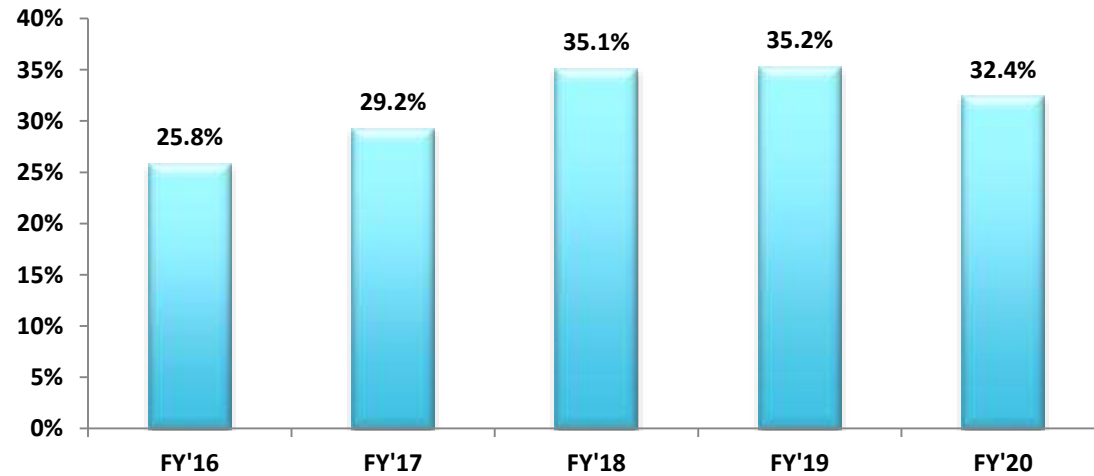
Note: 1. EBIT and PBT is before exceptional items.
 2. PAT is after exceptional item of INR 70 cr., INR 92 cr and INR 96 cr. for FY'19, FY'18 and FY'17 respectively.

Annual Performance Trends – Standalone

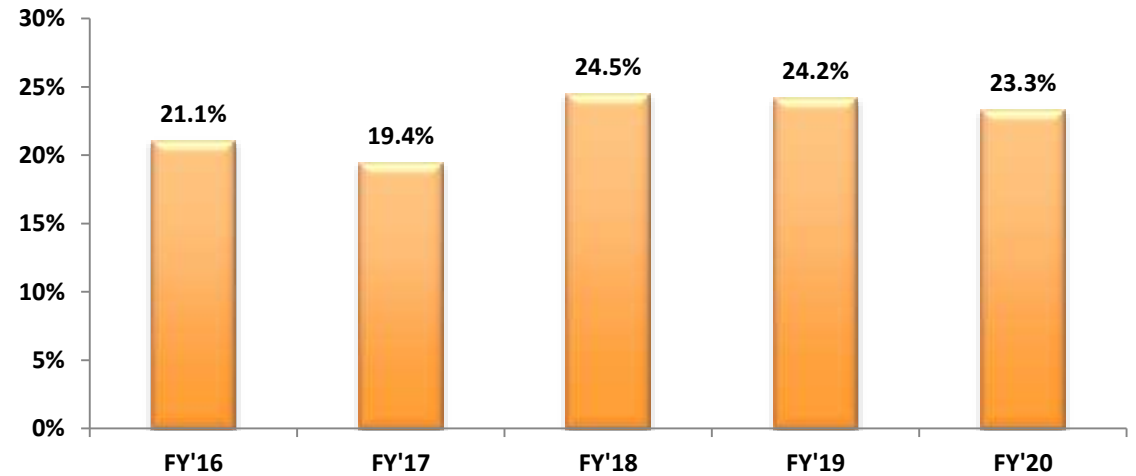
Capital Employed



ROCE



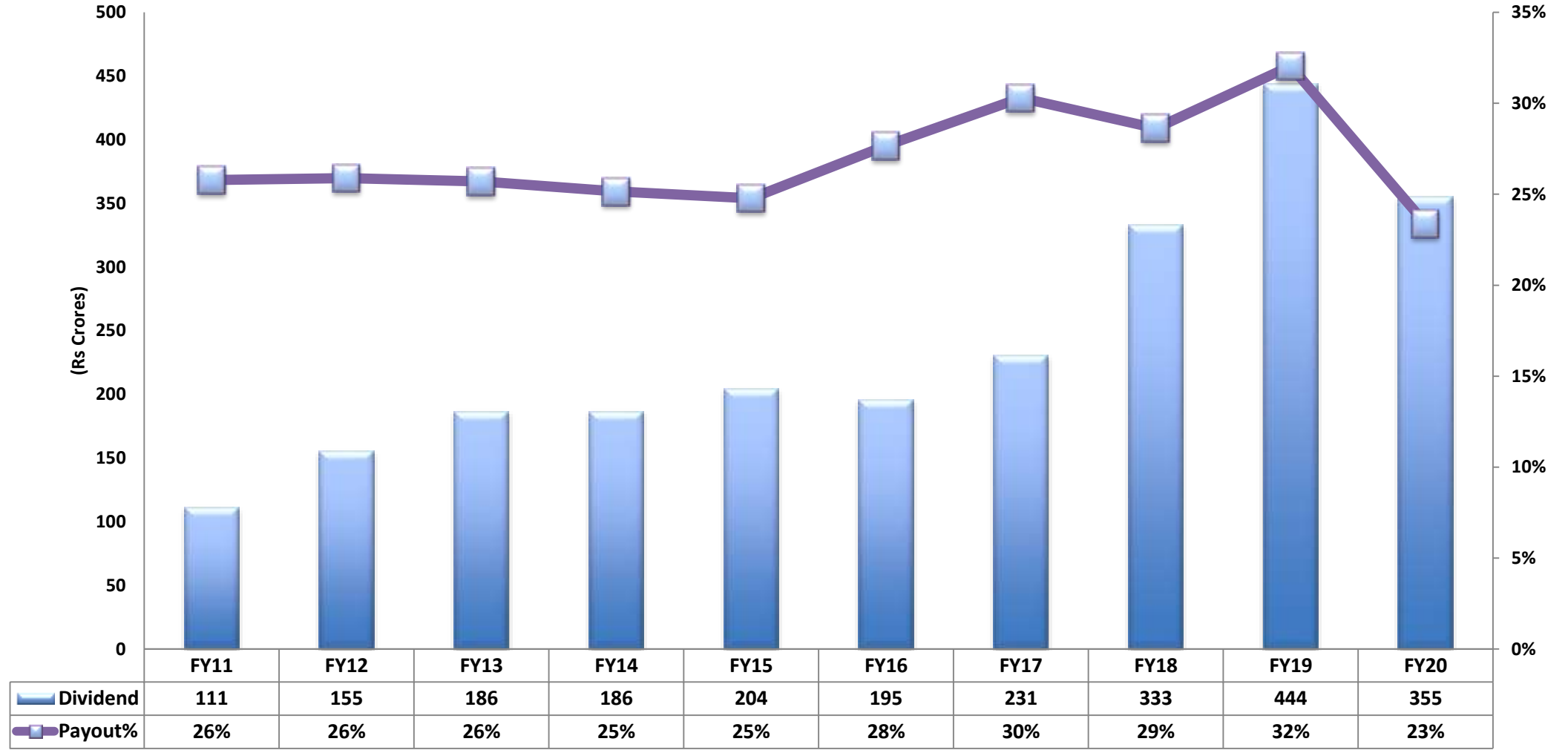
ROE



Note: 1. In above ROCE calculation, EBIT is before exceptional items.

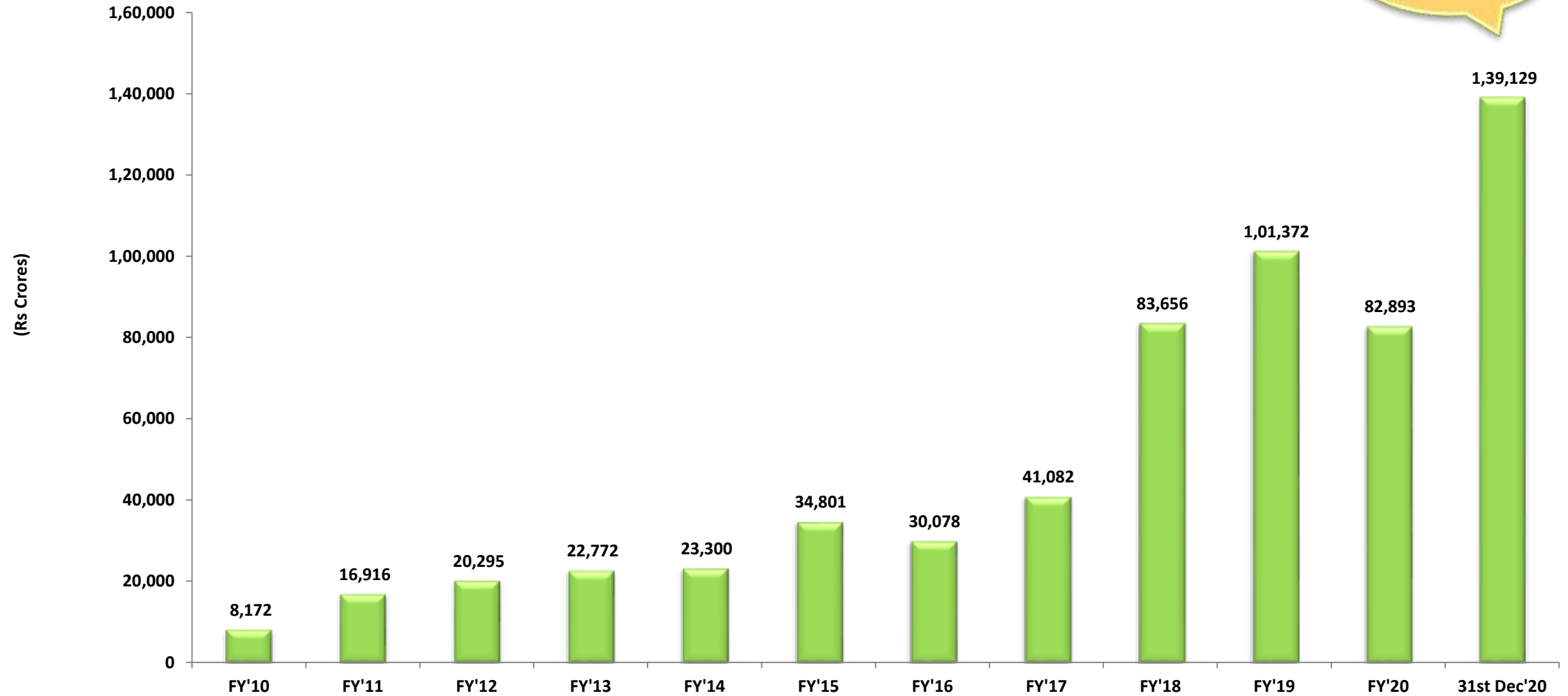
2. In above ROE calculation, PAT is after exceptional item of INR 70 cr., INR 92 cr and INR 96 cr. for FY'19, FY'18 and FY'17 respectively.

Dividend



Note : Above dividend payout ratio is excluding the Dividend Distribution Tax

Market Capitalisation



Note: Based on NSE closing prices at the end of the period

CSR focus at Titan will continue be driven by broad themes such as upliftment of the underprivileged girl child, Skill development for the under privileged and support for Indian Arts, Crafts and Heritage. We will also support local causes that are supportive of our neighborhood wherever we are present as part of our responsible citizenship initiative.

Area	Key Initiatives
Girl Child / Education	Following all the safety protocols across all our partners, and full support by community there has been a significant focus on bringing in technology to reach out to the children. Launched a state of art technology Mind spark with tablets given to students . We have completed 1 st phase training of 325 teachers under teacher training program. 16172 girls (more than 90%) of our education program have been attending our classes. Our Kanya Sampurna program in Cuddalore and Yadgir is also progressing well
Skill development for underprivileged	Titan LEAP programs on employment , and employability at the spokes continue to make progress. We are nearing the targets we have set for ourselves. 2323 students across all Titan LEAP (skilling) programs were trained. Tribal women livelihood program has reached out to 200 women so far. We have formulated Institute Management committees for the Tribal ITI's and a formal MOU will be signed with Govt of TN for development .
Support to Indian Arts Crafts and heritage	We have launched a craft patriot program to support craftsperson to sell their products during covid times. Craft community in Benares continues to progress with precautions in place , 55 women are being benefitted .
Design Impact Awards for Social Change	Design Impact Movement that aims to bring in Design thinking for social change amongst the student / youth community is being planned for launch during Early Feb.
Responsible citizenship	Both our programs in Uttarakhand i.e. the Integrated Village development and Water and sanitation continue to progress, and so also is our watershed program with NABARD in Cuddalore. We have also adopted a lake for rejuvenation in Pantnagar
Others	We have almost completed our engagement pertaining to the Covid relief. Our program with the Tata trusts ie Mission Gaurav, focusing on migrant worker community in four states is ongoing and will be completed over a 6- month period. We have reached out to 3.12 Lakh beneficiaries through our Covid support alone, excluding the reach made by the Mission Gaurav (migrant support through the Tata trusts) Program .

Thank You

For any queries, please email to investor-relations@titan.co.in

