



SEC 123 / 2020-21

18th March 2021

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: Presentation at Citi Research India: Watches and Wearables

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find the attached a copy of the investor presentation regarding Watches and Wearables being made at Citi Research India.

Kindly take the same on record and acknowledge receipt.

Thanking You

Yours Faithfully,

For TITAN COMPANY LIMITED

Dinesh Shetty
General Counsel & Company Secretary

Encl. As stated

Titan Company Limited

'INTEGRITY' No.193, Veerasandra, Electronics City P.O Off Hosur Main Road, Bengaluru - 560 100 India, Tel : 91 80 - 67047000, Fax : 91 80 - 67046262
Registered Office No.3, SIPCOT Industrial Complex Hosur 635 126 TN India, Tel 91 4344 664 199, Fax 91 4344 276037, CIN: L74999TZ1984PLC001456
www.titancompany.in

A **TATA** Enterprise



**Presentation at Citi Research India:
Watches and Wearables,
Titan Company Limited**

Mar 18th, 2021

Watches – Undisputed market leader

Market Size: ~ Rs 8000 Cr
50% market share (by
value)

Manufacturing: 5
Mfg/assembly plants, HK
sourcing office

Design & Development Core strength: Several Red Dot
design award winning products, 900 new each year

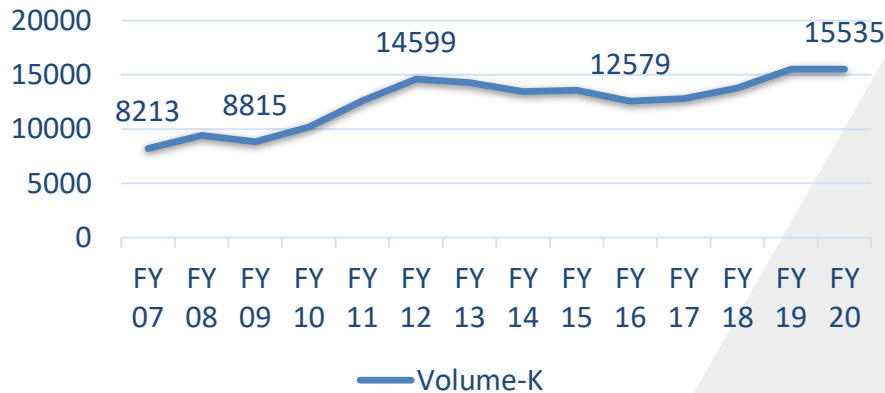
Multi brand, multi channel

14 brands

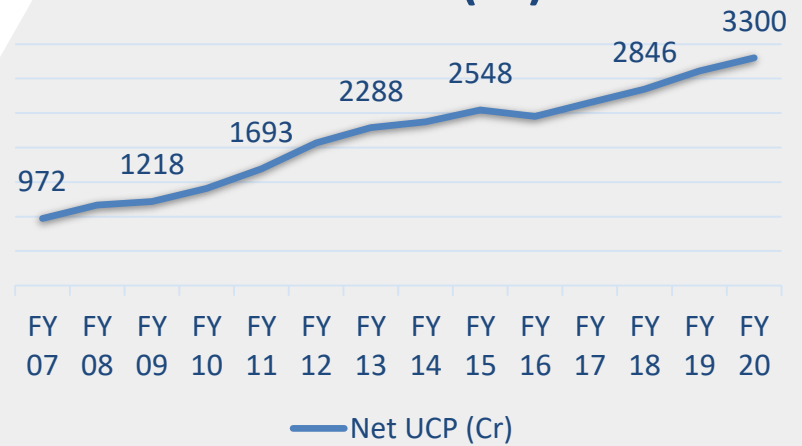
Watches: TCL brands: Volume, Value over the years

CAGR: 13 Years: Volume: 5.03%, Value: 9.86%

Vol (K)



Net UCP (Cr)



Period	FY 07 to FY 12	FY12 to FY 16	FY 16 to FY 20
Years	5	4	4
Vol	12%	-4%	5%
Val	16%	4%	8%

Our Brands

	MEN		WOMEN		KIDS
	Traditional	Modern	Traditional	Modern	
Luxury	Nebula	FL	Nebula	FL	
Premium	Titan	Titan, Xylys, Tommy Hilfiger, Police, Kenneth Cole	Titan Raga	Titan Raga, Xylys, Tommy Hilfiger, Olivia Burton	
Mid Premium	Titan	Titan, Fastrack, Tommy Hilfiger	Titan	Titan, Fastrack, Tommy Hilfiger, Anne Klein	
Mass	Sonata	Sonata, SF	Sonata	Sonata, SF	Zoop

Titan



Octane
by TITAN





GRAND MASTER

RAGA
by TITAN
Moments of Joy



EXCLUSIVE DEEP MULBERRY HUE | BOLD NEW SWAROVSKI CRYSTAL PALLETTE | COMPLIMENTARY FINGER RING



TITAN
COMPANY



DISNEY | MARVEL



xvlys
SWISS MADE



METEORITE

NEBULA
by TITAN



NAKASHI COLLECTION

TITAN CLOCKS



TITAN EDGE

MECHANICAL

Case Slimness: 6.1 mm



Fastrack



RUFFLES
8 WATCHES – GIRLS
UCP: 2395-4395

Sonata



SONATA

INTRODUCING
MULTIFUNCTIONS

PREMIUM WATCHES FOR WOMEN



SM03 | ₹2349/-

International Brands

Kenneth Cole



Our Channels

MBO	EBO	LFS	Ecom
<ul style="list-style-type: none"> • Direct Dealer • Indirect Dealer 	<ul style="list-style-type: none"> • World of Titan • Fastrack Stores • Helios 	<ul style="list-style-type: none"> • Shoppers stop • Life Style • Central • Reliance Trends 	<ul style="list-style-type: none"> • Flipkart • Amazon • Myntra • Tata Cliq • Titan.co.in • Fastrack.in etc

- Also
- Service
 - Canteen Stores
 - Corporate Business Group

World of Titan

WORLD OF TITAN



LULU MALL, COCHIN

Fastrack Store



PHOENIX PUNE

Helios Store





Excellence in Manufacturing



Manufacturing – Big Levers

DELIVERING TO MARKET DEMANDS



Balancing volume, value, complexity, cost, fiscal benefits

MOVEMENTS CAPABILITY



Quartz, Mechanical, OEM & now Digital

OEM BUSINESS



32 Cr. Revenue and 12.5 Cr. GC

CASE PLANTS



Brass and Stainless Steel cases

Manufacturing – Big Levers

**NEW PRODUCT DEVELOPMENT
CAPABILITY: INNOVATION FOCUS**



Over 900 new products every year

MAKE IN INDIA



Increasing focus on capability and capacity

SUSTAINABILITY



Product and Process Innovations

fastrack

REFLEX 2.0
ACTIVITY TRACKER

WWW.FASTRACK.IN | CALL US: 0800-268087



PLUS MORE FEATURES



OUR WEARABLES BUSINESS

Started in 2016 with the launch of Juxt

Launched **14** products in all

Diverse **Value Propositions:** *Women's Safety,*

Fitness, Outdoor Sports, Payments, Gesture

Control

Total Revenue: Rs. 370 crs

Units Sold: Over 2.0 million

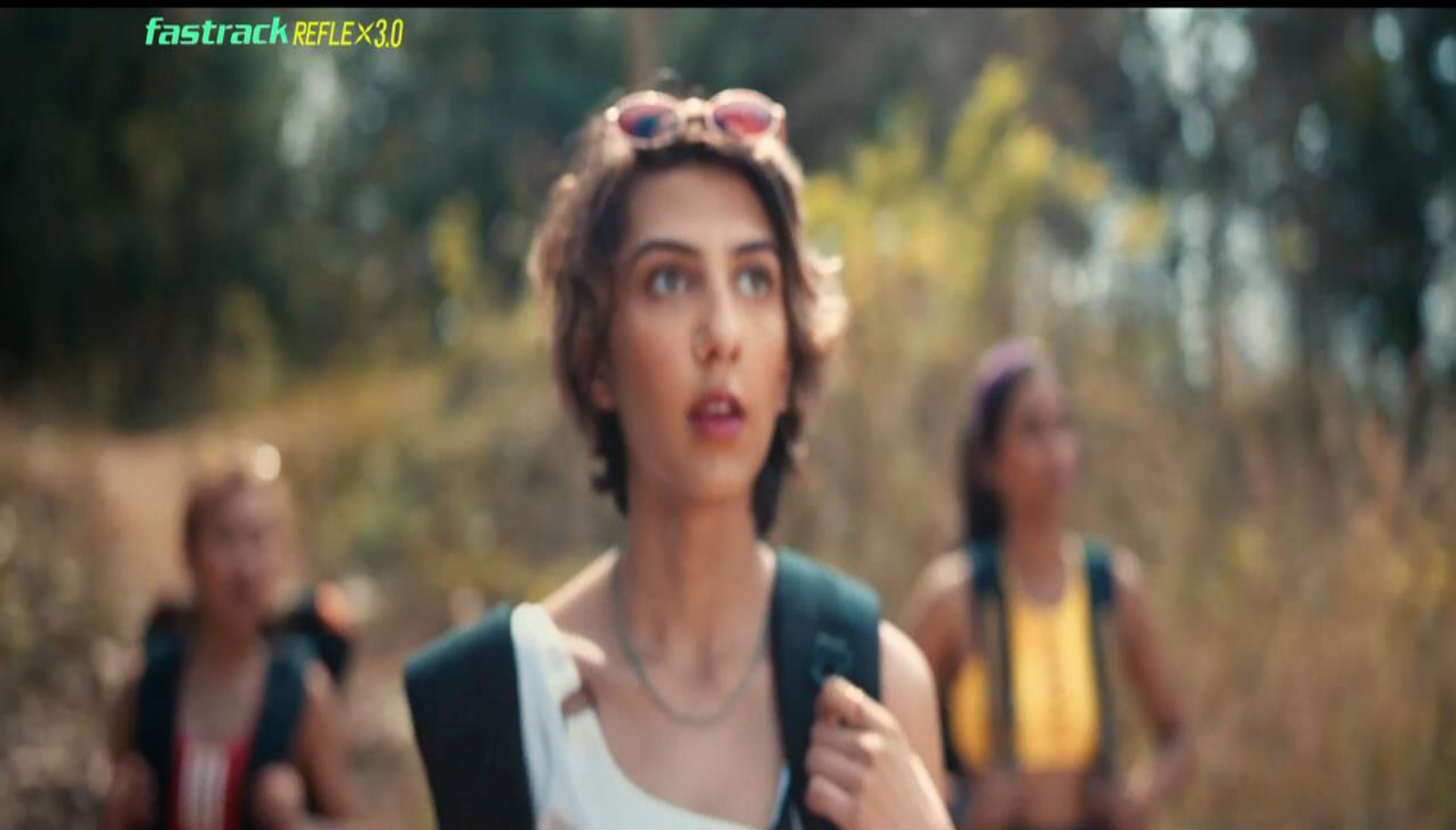
fastrack
REFLEX 3.0



REDESIGNED DASHBOARD FOR A SUPERIOR FITNESS TRACKING EXPERIENCE



fastrack REFLE×3.0



TITAN
CONNECTED



**Jet Black | Olive
Green | Copper
Brown**
Price : 11,995/-

KEY FEATURES



Battery Life
3 Days Smart
30 Days Analog



Analog
Watch Hands



Interchangeable
Strap



Touchscreen



Notifications



Activity Tracking



Heart Rate Monitor



- India's first contactless payment enabled watch
- Developed in collaboration with Yono SBI
- Titan Pay has been recognised as a payment option by merchants

Introducing
 TITAN PAY



INDIA'S FIRST PAYMENT WATCH
POWERED BY YONO SBI

 Fast  Contactless  Secure  Hassle-free

TRAQ

by TITAN



OUT.PERFORM

WITH THE ALL NEW
PERFORMANCE GEAR
FROM TITAN.



ONBOARD GPS



HR MONITOR WITH ZONES



13 HR BATTERY LIFE



TRANSFLECTIVE DISPLAY

Learn more at www.traqgear.in



Thank You



TITAN
COMPANY