



SEC 2 / 2018-19

13<sup>th</sup> April 2018

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: Update**

This is to provide an update on the Company's Visioning Exercise as furnished in the attached document.

Thank you.

Yours truly,  
For TITAN COMPANY LIMITED

A R Rajaram  
Vice President – Legal & 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.titan.co.in](http://www.titan.co.in)

A **TATA** Enterprise



## Update – Titan

Over the last few months the employees and management of Titan Company, have undergone a visioning exercise to craft its top line aspiration for 2023. The Company has now concluded this exercise and is in the process of communicating the same to its various internal stakeholders – employees and business associates.

The Company has already stated its ambition of growing the Jewellery business 2.5 times its FY 16-17 revenues by FY 21-22. This ambition of 2.5 times revenue growth is now being extended by one more year, i.e. to FY 2022-23. Expanding this ambition to the rest of the Company, Titan now aspires to touch 50 million customers across all its businesses and achieve the UCP (uniform consumer price) revenue of Rs 50,000 cr by 2022-23. Jewellery business will continue to be the largest contributor to revenues of the Company and with a target revenue of Rs 40,000 cr with approximately 10% market share of the Industry. Watches and accessories, Eyewear, Fragrances, International Sales (Watches and Jewellery) and new businesses including Taneira are expected to contribute to the rest of the revenues required to achieve the stated ambition.

Uniform consumer price is the maximum retail price of the products sold. UCP revenues are a sum total of the MRP of all the products sold by the Company and is gross of discounts and channel and franchisee partner payouts which are netted off to arrive at the reported revenue of the Company.

S. Subramaniam  
(Chief Financial Officer)  
Titan Company Limited

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.titan.co.in](http://www.titan.co.in)

A **TATA** Enterprise