



SEC 9 / 2017-18

19th May 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: Annual Investor Forum, 2017

Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we hereby intimate that an Annual Investor Forum has been scheduled on Friday, 19th May 2017 from 10:30 am in Mumbai.

Attached herewith is the presentation on the same.

Yours truly,
For TITAN COMPANY LIMITED

A R Rajaram
Vice President - Legal & Company Secretary

Titan Company Limited
(formerly Titan Industries Limited)

No. 132/133 DivyaSree Technopolis Yamalur Main Road Yamalur Post Bengaluru 560 037 India. Tel 91 80 6660 9000 Fax 91 80 6660 8073
Registered Office 3 Sipcot Industrial Complex Hosur 635 126 TN India Tel 91 4344 664 199 Fax 91 4344 276037. CIN: L74999TZ1984PLC001456
www.titan.co.in

A **TATA** Enterprise

Titan Company Limited

Delivering Value by creating brands

May, 2016



TITAN
COMPANY

2016-17 An exciting year

- Uncertain and Tumultuous conditions
 - Excise in Jewellery
 - Strike by jewellers
 - Weak wedding season
 - Weak exports
 - Demonetisation “trumped Brexit” as a single event
- Titan stuck to its core themes:
 - Growth
 - Productivity: for People through People
 - Invest in the “New and NewAge”
 - Future Focus

2016-17 Significant Events

- Watches : Correction and Competitive
- Jewellery: Agility, Growth, “New” Products and Capability (Caratlane)
- Eyewear : Expansion, Closure and “New”
- PED : Growth with Global Excellence
- New Businesses: Establishing purpose and credibility: Skinn, Montblanc, Favre Leuba and Taneira
- Continued investment in Digital, Ecomm, Analytics and Automation

Key consumer themes for 2017-18

Consumer investing in self

Evolving marketing techniques



Shift in consumer behaviour

Consumer investing in physical self



Increased awareness towards fashion and beauty

- Latest **fashion fads** penetrating even rural areas
- Need for youth to appear at par with peers on usage of grooming products, especially among men
- Global brands making a mark in Indian market, increased **competition in the masstige and premium segments**



\$ 6.5bn

Current size of
personal care market
in India

42%

Growth of men's
category in last 5
years

\$20bn

Estimated market
by 2025



Consumer investing in physical self

Fitness conscious consumer- 'Fit' is the new 'Smart'

- **Urban** consumers investing more in physical fitness regimens- running **marathons, zumba fitness, fitness challenges** in vogue
- Demand for **healthy living**
- Plethora of wearables with fitness use-case

42,000

*Participants in
Mumbai
marathon 2016*



\$500mn

*Market of organic
farming in India*

Consumer investing in spiritual self



Quest for spirituality

- *Spiritual journeys and discovering the inner self*
- ***Yoga and inclusive spiritual fitness programs*** more popular
- *Emergence of **spiritual thought leaders**- transcending religious, linguistic barriers and economic classes*

₹ **25 Cr**

*Expense of World
Cultural Festival
by AOL*



120mn

*Attendees of 2013
Allahabad Kumbh
Mela*

Consumer investing in intellectual self



Self education and Intellectual stimulation

- *Material for self education readily available via **online classrooms***
- ***Gamification-interactive content** - learning a pleasurable experience*
- *Peer to Peer learning through knowledge platforms*



24mn registered
users, **2000**
courses



83bn pageviews,
234mn unique
monthly visitors



\$100,000 raised
in **2hrs** using
crowdfunding

Consumer investing in self



Actual Self



Projected Self



*Consumers project a **modified image** of themselves on social media. This, along with an increased investment in self has led to a **change in consumer behaviour***

Premiumization



Premiumization evident in consumption patterns

- ***From product seeking to experience seeking behavior- popularity of stand-up comedy, live concerts, theme weddings***
- ***Instant gratification- ecommerce enabling more impulse buying***
- ***Popularity of aggregator models***



33%

*Of total consumption
by Affluent and urban
elite in 2025*

80,000

*Estimated attendance
of Coldplay concert in
Mumbai*

850mn

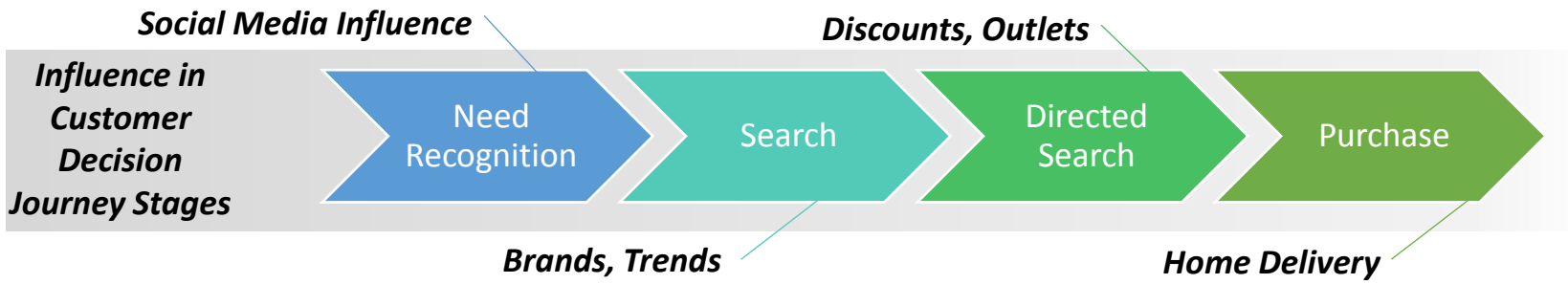
*Estimated number of
internet users in India
by 2025*

Digitization and technology in daily life



Digital influence

- Consumers becoming **channel agnostic**- search and selection done offline and purchase made online or vice versa for specific categories
- Technology **influencing every stage** in decision journey



X 3

3 fold increase in internet penetration in India over last 3 years

129 Cr

FY 16-17 Revenue
Flipkart, Myntra, Tata
Cliq, & Jabong.

X 7

7 fold increase in online shoppers to estimated **80mn** in 3 years

The Channel Agnostic Consumer : eg. Caratlane



Praachi Shinde

Lives in Nasik.
Saw CaratLane advertisement online.
Spoke to Online sales team before 1st transaction.
Has bought 25 times since then (unassisted).

Discovery online.
Purchase online.

60%

Vandana Seth

Lives in Chennai.
Explores our jewellery online and loves the designs.
Sometimes buys online and sometimes buys from our stores.

The true omni-channel customer

3%

Sangeeta Das

Lives in Assam.
Loves our jewellery.
Browses at CaratLane.com and short-lists products online.
Has never bought from us online.
Has purchased 4 times from our stores – GK1 and Bangalore
Even now, she will never buy online.

Discovery online.
Purchase @ store.

7%

Niti Mishra

Lives in Gurgaon.
Never heard of CaratLane earlier.
Walked into our store on one of her visits to Ambience Mall.
Loves our jewellery.
Purchases only from the store.

Discovery @ store.
Purchase @ store.

30%

Indianness



Confidence in Indianness

- **Success of Indians in world arena**
- **Growth of India's leverage in world economy**
- **Higher risk of opportunities abroad** increasing attractiveness of domestic markets and opportunities
- **Dissolution of Indian diffidence**



fabindia ₹ 1418 Cr

Ethic wear makes a comeback- **FabIndia** becomes biggest apparel retail brand

12% vs 5%

Growth of Indian expenditure YoY vs global expenditure growth YoY

Rise of women



Women carving a niche for themselves

- *Women making big strides in education*
- *Superwomen- juggling multiple roles successfully*
- *Women making a mark in corporate Indian leadership*



78.9 %

Gross Enrollment Rate of women in secondary schools- higher than males (78.1%)

X 2

No of women in boards of companies doubled 2010-2015

10.3 %

CAGR difference between companies with more than 50% women in senior management vs others globally

Shift in consumer behaviour



*The change in attitude,
channels, purchase
process and profile →
**information processing
change** → need for
**change in marketing
response***



Advocacy



Advocacy and opinion leadership as the new mantra

- **Blogs and review videos on YouTube as tools used in decision making process**
- **User ratings in E commerce websites/ apps as a selection criteria**
- **Celebrity endorsements and brand placements**



563,111

Subscribers for **MakeupWearables**
channel (87.0% Female, 13.1% Male)
304,989 views/video



248,038

Subscribers for **Jaz Reviews** (7.7%
Female, 92.2% Male) 248,038 Subs,
337,789 views/video)

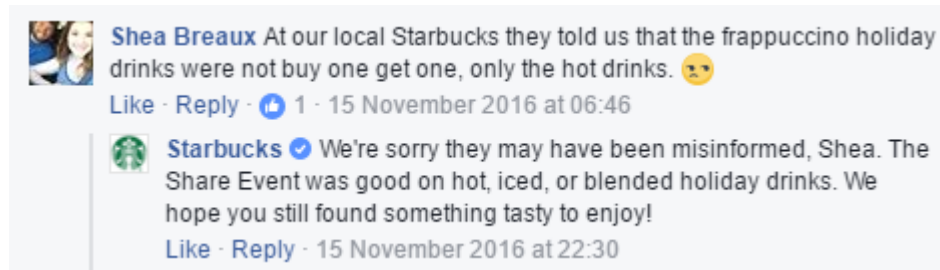
Social media as a major touchpoint



Blurring lines between social media and real life

- “Facebook likes” and “Instagram followers” becoming **metrics of social approval**
- Social media pages as an instant **complaint redressal** system
- **Concentric social circles** being made- Facebook-> Instagram->Snapchat/Whatsapp-> Personal Interaction

Social media pages act as instant complaint redressal systems



36bn

Likes for Starbucks FB page, 2nd most popular social media page on Internet

Entertainment and content



Content focused on entertaining the viewer

- Content format changing **text** -> **images** -> **videos**
- Campaigns that carry a **relevant social message**
- Campaigns that **connect to youth**



#Breakthebias

75%

Estimated further cut in data tariffs.
Communication medium to change
from **text** → **images** → **videos**



7.9mn

Reach of #Breakthebias campaign on FB
20k new fans on FB, 49k likes, 30k share, 4.5 k
comments; 2 mn views &
86% view duration on YouTube

2017-18 : Achieving a sustainable prosperity growth curve

- Aggressive topline growth
- Caliberated network expansion
- Deriving benefit from the Quantum Leap programme
- Investing in Capability and Leadership building
- Enhancing : Customer Focus , Customer Experience, Design Thinking, R & D, NewAge capabilities
- Exploring new opportunities
- Responsible citizenship

Thank You

TITAN
WATCHES AND ACCESSORIES
BUSINESS

Annual Investor Forum
Mumbai

19th May 2017

16-17

The consumer
The environment
The category

The consumer



Self
Fitness

Premiumization
Online



DEMONETISATION

म्हारी छोरियाँ छोरों से कम हैं के?

AAMIR KHAN PRODUCTIONS'

दंगल

PRODUCED BY AAMIR KHAN · KIRAN RAO · SIDDHARTH ROY KAPUR DIRECTED BY NITESH TIWARI
WRITTEN BY NITESH TIWARI · PIYUSH GUPTA · SHREYAS JAIN · NIKHIL MEHROTRA
LYRICS AMITABH BHATTACHARYA MUSIC PRITAM

OFFICIAL TRAILER

IN CINEMAS 23 DEC, 2016



DEPARTURE FROM THE **REGULAR** FORMULA



NEW LEADERSHIP



101 MILLION WRIST WEARABLES
SOLD IN 2016

India Market

- Category
- Global Players
- Ecom Buzz

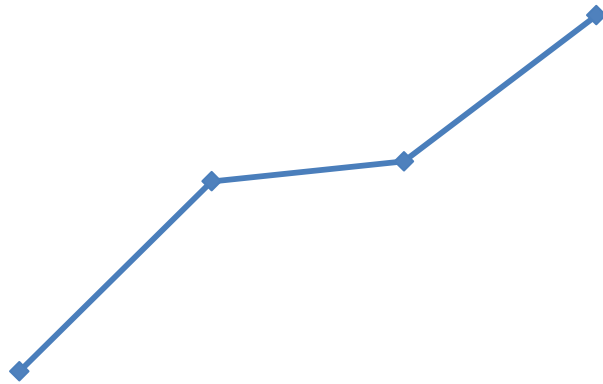
Top	Premium & Luxury brands	Regulatory Changes
Mid	Global Players	'India' strategy
Bottom	Ecom	Price driven

1617...an eventful year

- getting back growth
- improve health

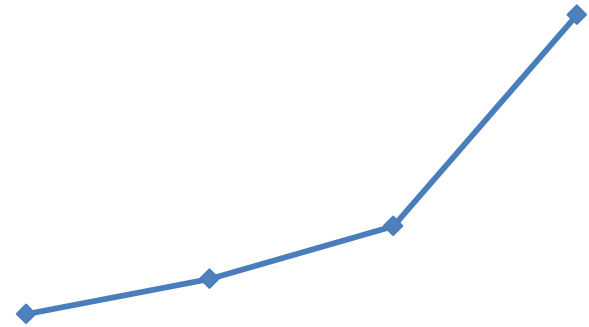
2 channels and a brand

MODERN CHANNELS



2013-14 2014-15 2015-16 2016-17

RETAIL
8% growth



2013-14 2014-15 2015-16 2016-17

LFS
16% growth

WWW.FASTRACK.IN

fastrack



WATCHES

SUNGLASSES

BAGS

IT PAYS TO BE PICKY

CALL US : 1800-266-0123



*T&C APPLY



ACTIVATION IN FASTRACK- RESTUCTURING

BRAND GROWTH- 10%

LEVERAGED ITS TRUE POTENTIAL

The Road Ahead

- Smart
- Design differentiation
Titan , FT , Sonata
- Retail: Expansion and renovation
- ISCM

THE BUZZ

India is 0.6% of the worldwide wearables market*

** Source- IDC*

WATCHES
CONSUMER LED VS TECH LED

OUR ENTRY



RANKED 3RD BY IDC IN INDIA- Q3

INDIA'S FIRST SAFETY WATCH

SONATA | ACT



DIFFERENTIATED PRODUCTS

TITAN
EDGE
CERAMIC

Case & Strap – Ceramic



SLIMMEST CERAMIC
4.4 MM Thickness

EDGE

the art of finest ceramic

लडाइवा

for

 TITAN

Octane

Squadron



Scouter



Hawker

SONATA – UNDER THE SPOTLIGHT

BRAND IDEA

“Being fearless is the true measure of success.”

Roots in Small-Town India

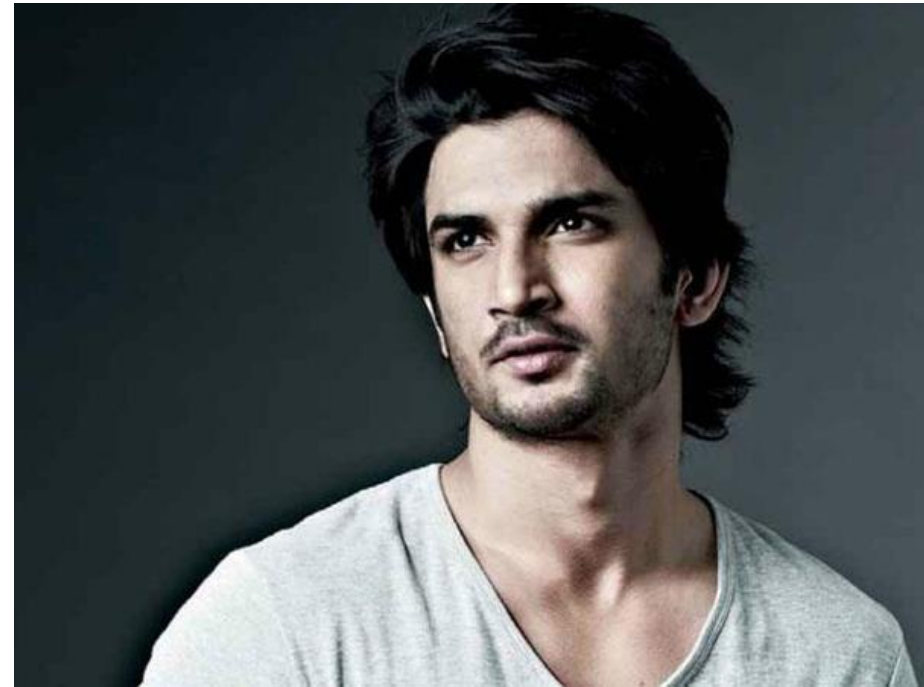
Charting His Own Course

The Outsider in Bollywood

The Underdog Phenomenon

On the Way to Becoming A Success

on His Own Terms





SONATA

CHALLENGE YOURSELF



Case inspired by a Gear Sprocket

Signature Hands inspired by
analog meter needles

Signature buckle

Debossed helmet insignia
on the loop

Bright parallel lines
denoting road boundary
line

Deep debossed pattern for rugged look
Silicon strap / Double injection with high
definition pattern



FASTRACK- ON THE FAST TRACK



fastrack
REFLEX
ACTIVITY TRACKERS
PARK 35 200317

FASTRACK: CONNECT WITH YOUTH




fastrack



BAGS

SCUBA NARCOSIS



Neoprene Grab Handle Pad



Rubber printed stripes and fastrack logo



TPE Material



Thermosealed Zippers



Polyester Soccer Mesh for Breathable pocket

**SCUBA
NARCOSIS**
fastrack

**SCUBA
NARCOSIS**
fastrack

SCUBA NARCOSIS

POLICE



KENNETH COLE
NEW YORK

LICENSED BRANDS

XVLYS – SWISS AUTOMATIC


xvlys
SWISS MADE





RENOVATION
WOT, FTS , HELIOS
MODEL STORES

ISCM

PROCUREMENT | EFFICIENCY | PRODUCTIVITY

- Capability building
- Lead Time reduction
- Productivity improvement
- Innovation and new technology

THE NEXT 2-3 YEARS...

- Innovation
- Lead change
- Category excitement
- Cost management

THANK YOU



TITAN EYEPLUS 2017-18
Investor Meet – 19 May 2017

EYEWEAR DIVISION – HIGHLIGHTS

2016-17

A year of building for the future:

- Rapid expansion – 95 new stores in the year (Current store count 472)
- New store format introduced (low cost) for small towns – 20 stores set up
- Discontinued and closed down the Spexx format of stores
- Converted a number of Company stores to Franchisee stores
- Renovated a large number of stores to the new retail identity
- Introduced & implemented correct selling – trust & transparency
- Introduced occasion based in-store format
- Introduction of 30 minute delivery of spectacles – a key differentiator
- Seeded a new and younger personality for the brand
- First ever lens film – very differentiated from rest of industry
- Launched over 600 new products
- Set up 3 satellite Lens Labs in Kolkata, Delhi & Mumbai
- Set up a Design Studio
- Bought land to set up Frame manufacturing – Production to commence in current year

Market Landscape

- Eyewear market is fragmented and underpenetrated
- Fashion changing rapidly in the category
- Limited expansion by large national players
- Competition
 - rapidly set up stores
 - disruptive pricing
 - youthful positioning
- Increasing advertising spends in the category by National and regional players
- Retail stores across the category looking contemporary
- Offers becoming a norm in the category

DAYAL



HIMALAYA



FOCUS AREAS FOR 2017-18



- 1) Scaling Up**
- 2) Driving same Store Growth**
- 3) Marketing**
- 4) Extending the Value Chain**
- 5) A new focus on Sunglasses**



SCALING UP

SCALING UP – 2017-18

REGULAR FORMAT

- 25 stores
- Turnover of Rs. 1 Cr each
- Existing cities

LOW COST FORMAT

- 12 stores
- Existing tier three/four towns
- Existing cities

FACTORY OUTLET

- 3 stores
- In key cities
- Currently, one store in Mumbai

OMNI CHANNEL



Current Status

- Range of Frames, Lenses and Sunglasses
- Store Locator
- New Collections/Offers
- Live Chat
- Assisted services by trained optometrist for progressive/bifocal
- Intuitive and Consistent Interface



Way Forward

- Encircle Integration
- Virtual Try On
- Home Eye Test/Home Try On
- Same Day Pick Up
- Dynamic Store Appointment Scheduling

TITAN eyepius

A TATA Enterprise

DRIVING SAME STORE GROWTH



SAME STORE GROWTH - INITIATIVES



- **CUSTOMER EXPERIENCE – A DIFFERENTIATOR**

- Taking care of hygiene – delivery, customer service, call backs, etc.
- Standardization of processes(Singapore Airlines & TAJ)
- Reducing TAT of addressing customer complaints
- CRM: Driving repeat customers & reducing dormancy
- Rewards & Recognition

- **IN-STORE**

- 30 minute delivery of spectacles
- Step up Corporate Partnership Program
- Correct selling
- Powered sunglasses/spare spectacle offers
 - To increase basket size
- Store Manager empowerment

- **RELOCATION & RENOVATION**

- Old format stores progressively being renovated
- Wrongly located stores to be re-located

- **MERCHANDISING**

- Pull back of sludge stock
- Setting norms for product freshness
- Strengthening merchandising team
- Merchandising software solutions

- **PEOPLE**

- Setting up 'Customer Experience' function
- Special focus on Store Manager's capability building
- Two Optometrists per store



MARKETING

MARKETING STRATEGY



Brand building

- Aspirational and interesting brand
- Fashionable product introductions across consumer segments
- Media: TV and digital

Drive walk ins

- High visibility through an 'always on' approach
- Messaging focussed on driving reasons for consideration
- Relevant offers every quarter
- New product collections : below 40 and 40+
- Key media: print, radio, performance marketing



DIGITAL THRUST

- Invest in digital to complement Omni channel play
- Performance marketing
 - Drive traffic for conversions
 - Search engine marketing
 - CRM: emailers, sms mktg
- Brand engagement
 - Video content, influencer mktg



FRAMES PRODUCT STRATEGY



- Aggressively launch new styles and products every month
- Continue to lead the category with occasion based introductions: Work, Fashion and Sport
- Introduce in-house designed products to create differentiation
- Use Fastrack to target youth segment with edgy products at aggressive prices
- Introduce a premium collection of in-house frames
- Bring in premium personalised packaging

FRAME MANUFACTURING



- Implementation in 2 phases
- Current status
 - Land purchase completed
 - Building work in progress
 - Machine procurement completed
 - Trial production to commence shortly
 - Commercial production to commence shortly



LENS MANUFACTURING



- Existing lens manufacturing facility
 - Being moved along with frame manufacturing to new facility
- Satellite lens lab
 - Kolkata – Operational
 - Noida – Operational
 - Mumbai – Operational
 - Will enable one day delivery in the city
 - Reduce a day for up-country markets
 - Same day delivery for urgent orders
- Micro lens labs
 - Kerala, Chennai, Hyderabad, Pune, Ahmedabad, Guwahati, Lucknow



SUNGLASSES

SUNGLASS MARKET



- Highly cluttered market - Local & international brands
- High decibel advertising by competition with celebrity endorsements
- E-commerce – key channel for low price products, discounting & new brands
- Hi Fashion category leading to high churn of products
- FT still no. 1 volume brand but declining market share
- No awareness for Titan Glares sunglasses



SUNGLASS STRATEGY



- Separate Sunglass Business Unit
- Consumer Segmentation
 - Fastrack
 - 15-24 yr old Youth, Rs. 795 - 2000
 - Titan
 - 25-35 yr old discerning consumer, Rs. 2000-4000
 - Dash
 - 6-12yr ol kids, Rs. 495 - 995
- Brand Visibility
 - Create visibility through key focus on peak seasons
 - Increase brand visibility with instore VM
- Product strategy
 - Frequent new launches
- Increase thrust on E-commerce channel



THANK YOU

Jewellery Division

2.5X by 2022

Evolve from Leader to Legend

Opportunity 1, Wedding

<2% of 150,000 cr

Drivers

Best-in-class
inventory

Differentiated
Designs

Hub Stores

Expert
Salespeople

Branding and
Marketing





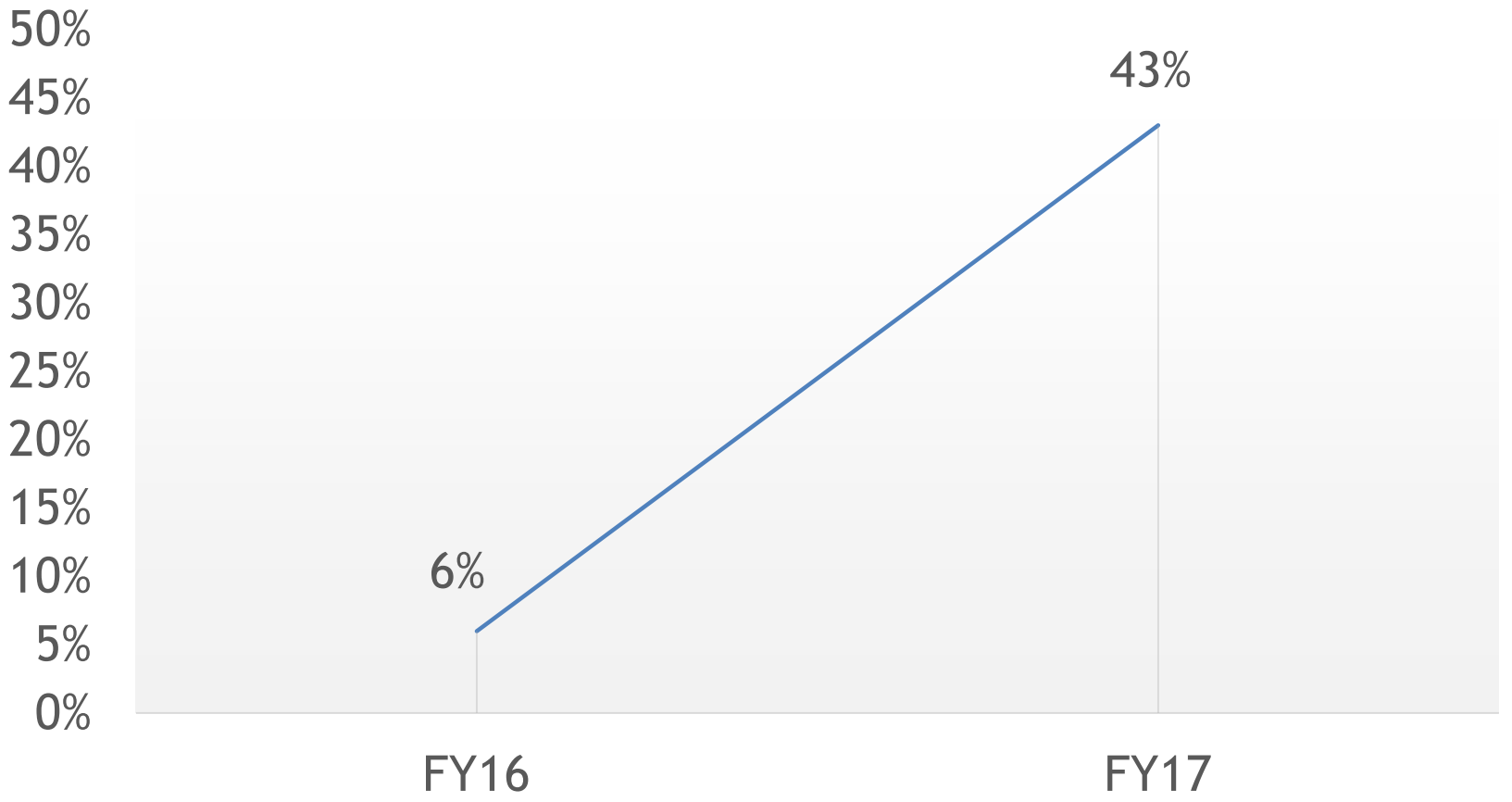




Wedding Zone



Wedding Segment



Opportunity 2, High Value Diamond Jewellery

<4% of 30,000 cr

Drivers

Best-in-class
inventory

Differentiated
Designs

Store
Presentation

Expert
Salespeople

Exclusive
Events

Red Carpet

COLLECTION

ONE OF A KIND. JUST LIKE YOU.

From the House of

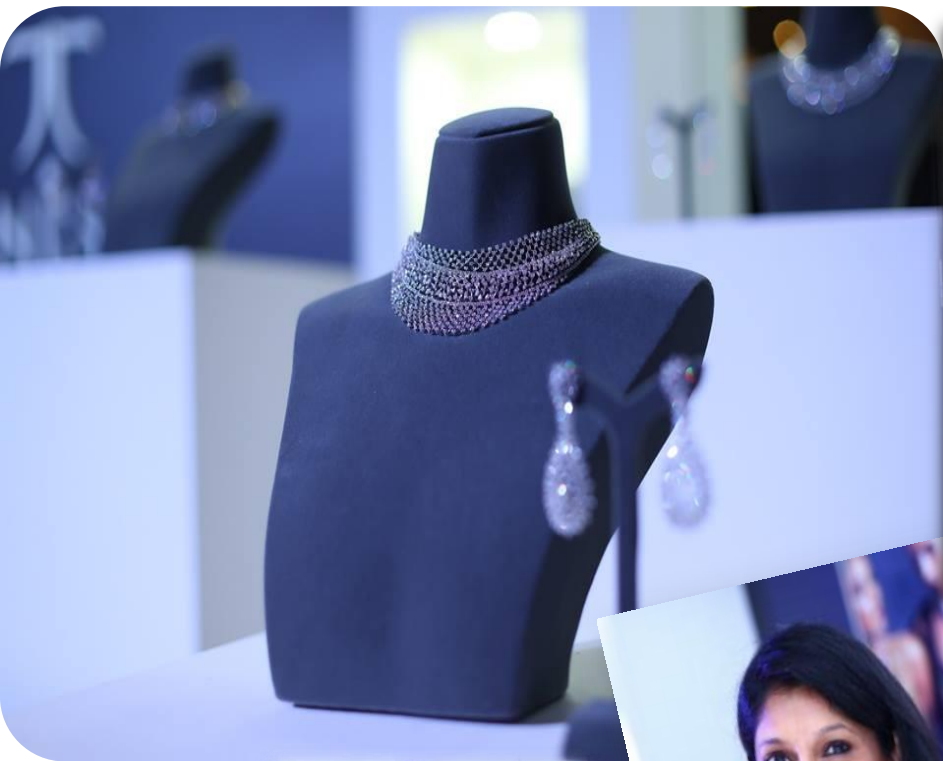


Red Carpet

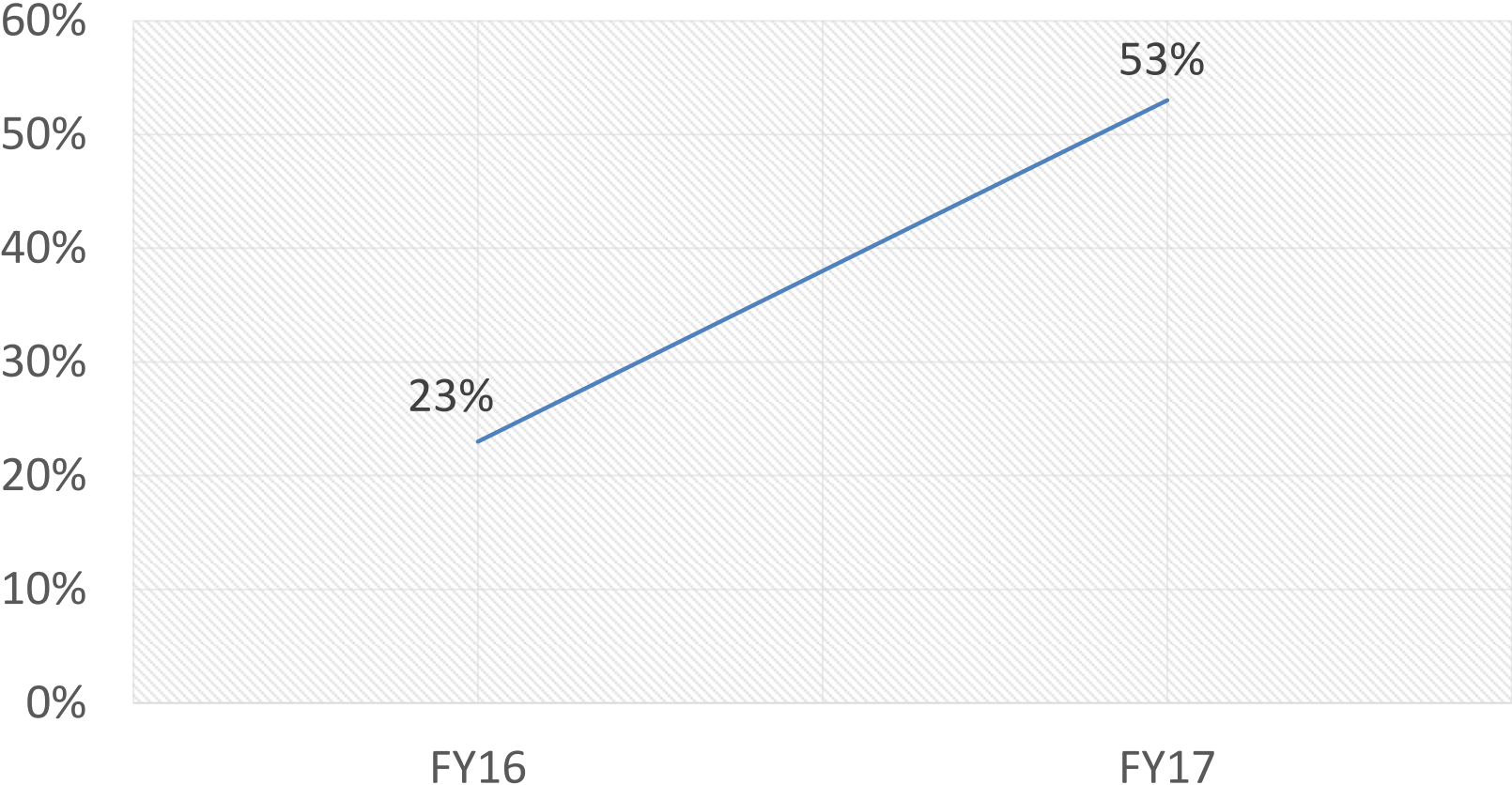
COLLECTION

ONE OF A KIND. JUST LIKE YOU.





HIGH VALUE STUDDDED



Opportunity 3, Geographical Market Share

Many Large Cities < National Share

Drivers

KVI range
expansion

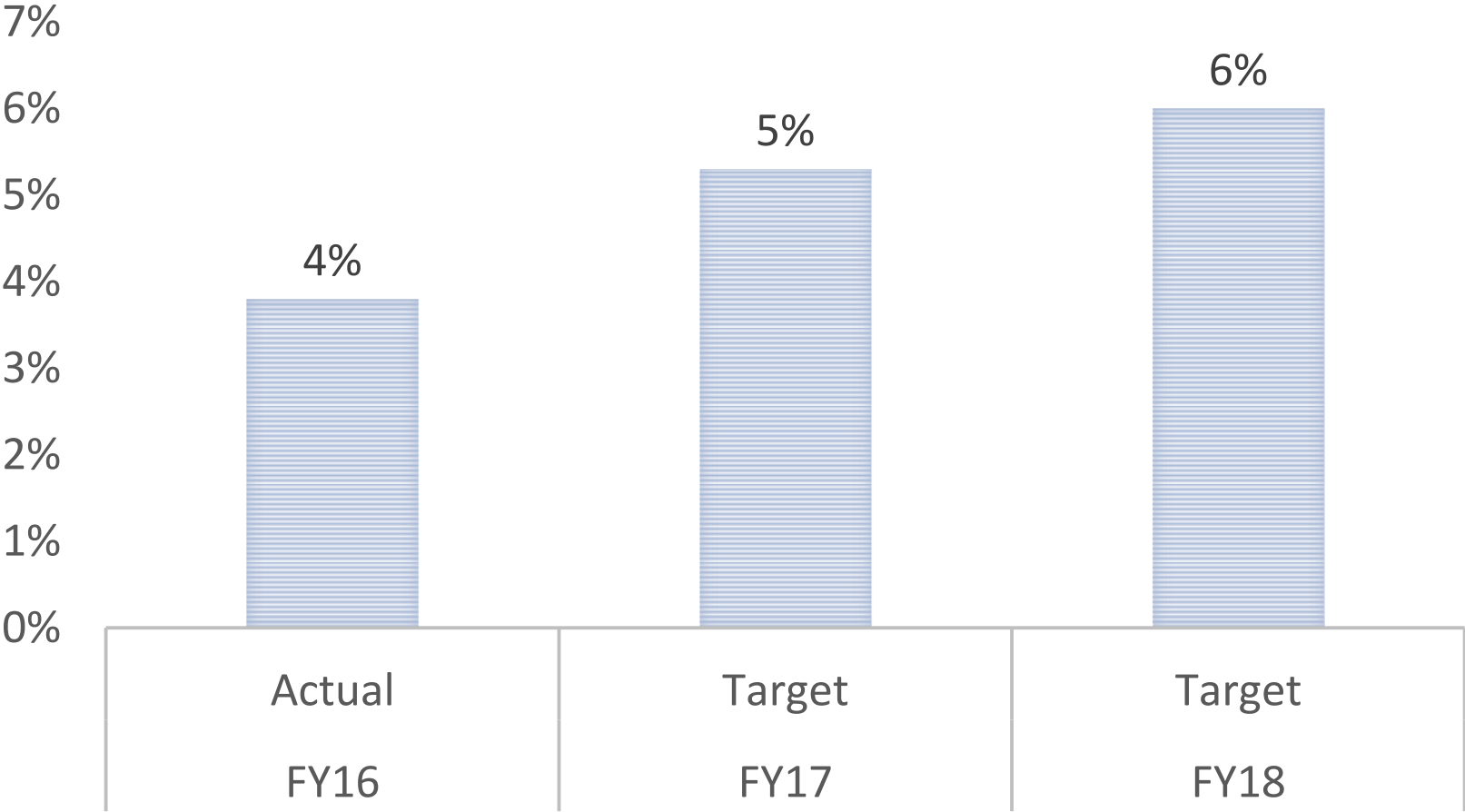
Local
Merchandise

Local Connect

Additional
Marketing
Investments

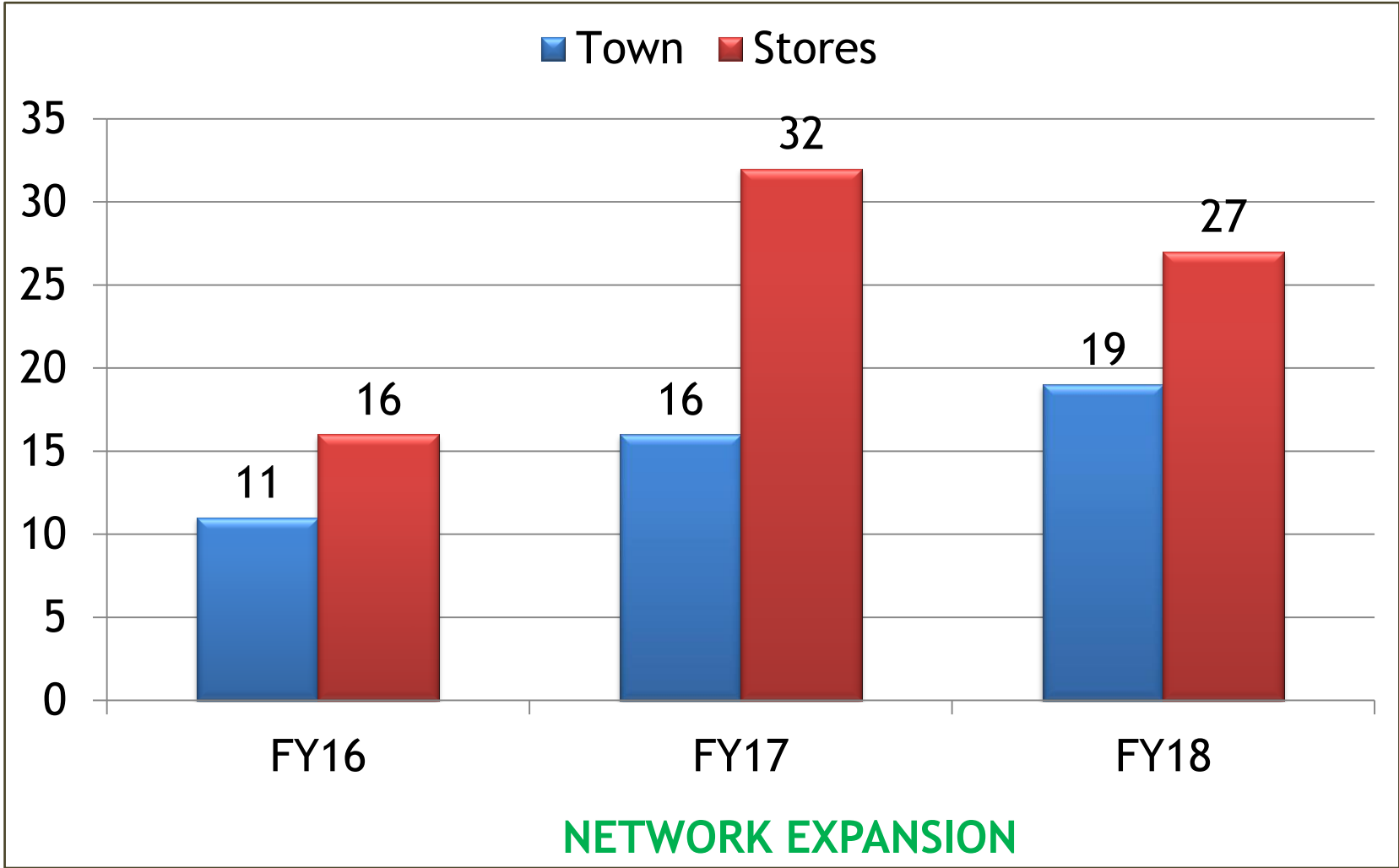
Consolidation
of Network

MARKET SHARE GAIN



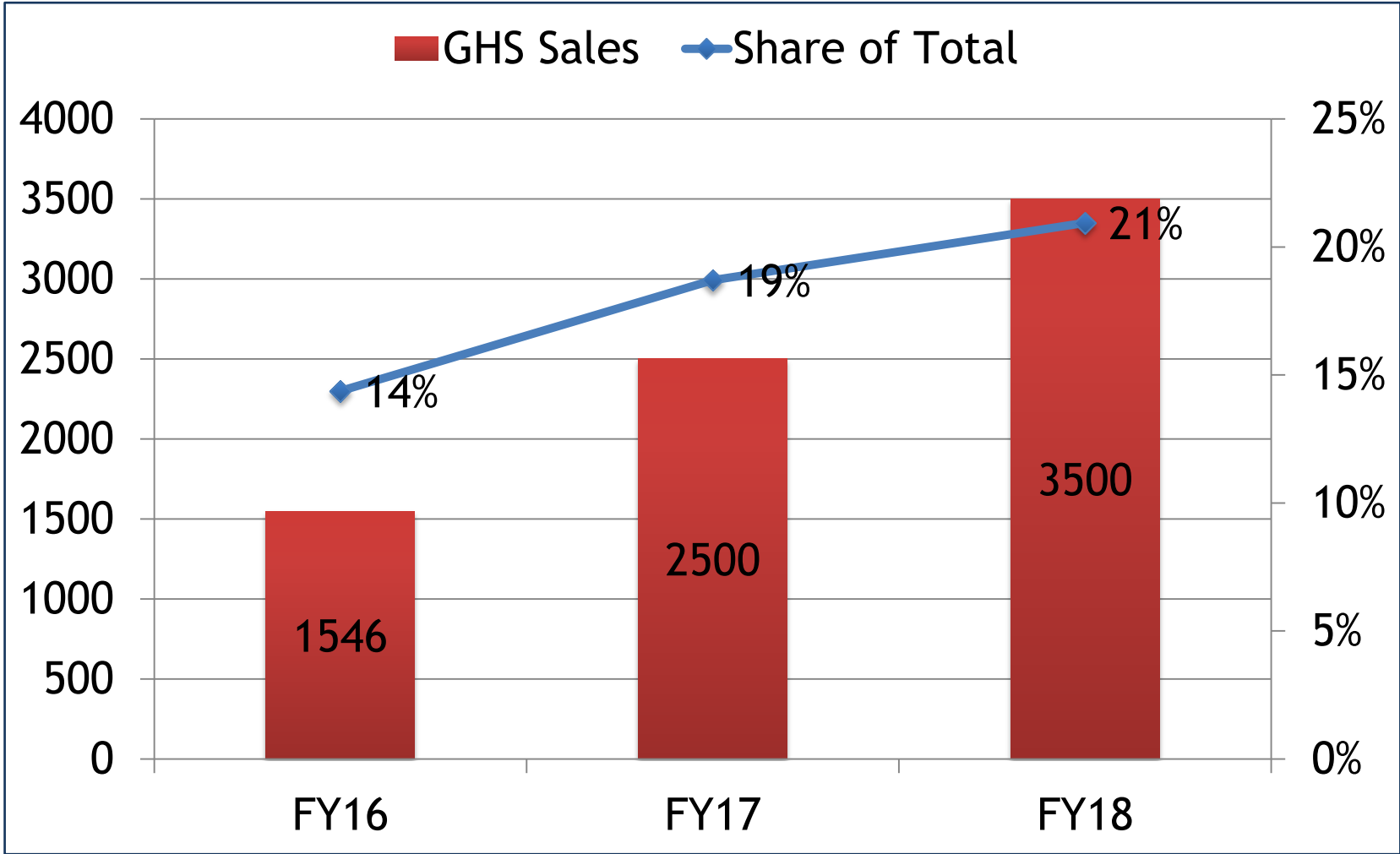
Opportunity 4, Middle India

There's a Tanishq wherever you are



Opportunity 5, Share of Wallet

GHS = 30%



Favourable Conditions

- Excitement in jewellery continues to be very high
- Consumers starting to favour organised brands more and more
- Unorganised players would be under increasing pressure after GST

Increasing Strengths

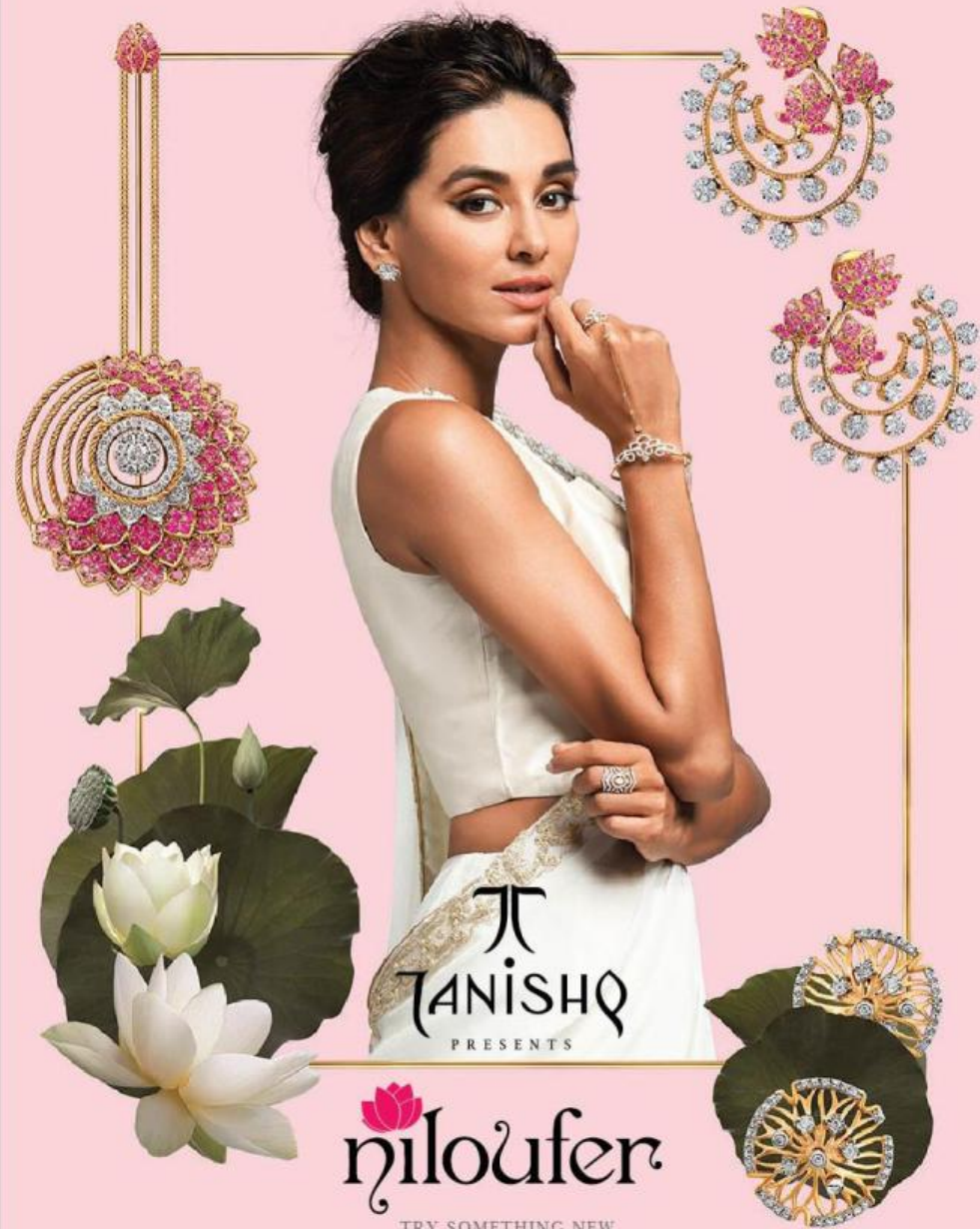
- Brand metrics continuously improving
- Collection launch capabilities finely honed



π
TANISHQ
PRESENTS

DILWALAN

A TATA PRODUCT



TANISHQ
PRESENTS

niloufer

TRY SOMETHING NEW.

Haathphools, Chandbails, Two-in-one finger rings and much more starting at ₹35,000*.

Shop now at www.titan.co.in | Visit: tanishq.co.in



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PRESENTS
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Haathphools, Chandbalis,
Two-in-one finger rings and much
more starting at ₹35,000.

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Two-in-one finger rings and much
more starting at ₹35,000.

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TANISHQ
— PRESENTS —
QUEEN
OF
HEARTS

— DIAMONDS INSPIRED BY ROYALTY —

RANGE STARTING AT ₹2.5LAKHS

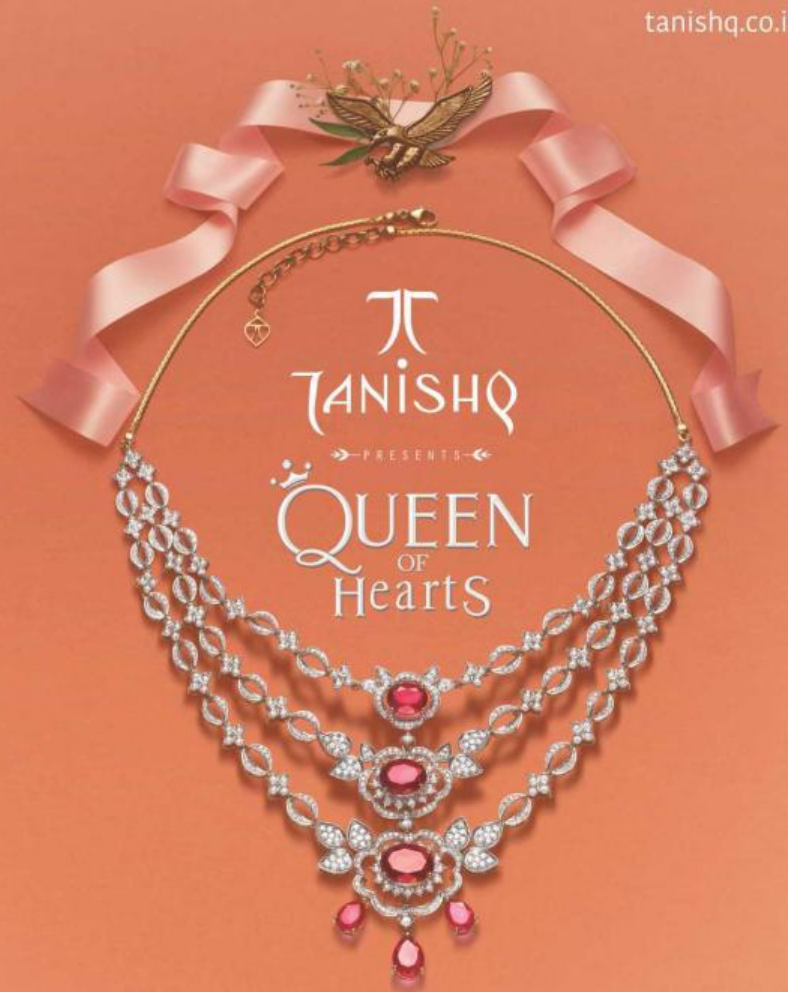
Shop now at www.titan.co.in | Follow us on: [f](#) [t](#) [i](#) [y](#) | To know more about the collection, call: 1800-258-2598

Showroom: No. 29, Sipcot Industrial Complex, Hosur. Tel: 664752/53.

A TATA PRODUCT



tanishq.co.in



→ DIAMONDS INSPIRED BY ROYALTY ←

RANGE STARTING AT ₹2.5LAKHS

TANISHQ

PRESENTS

SHUBHAM



A TATA PRODUCT

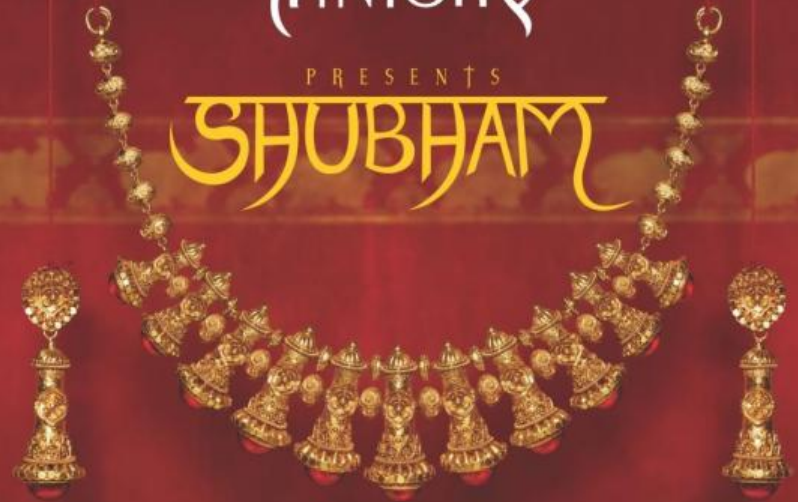


www.tanishq.co.in

TANISHQ

PRESENTS

SHUBHAM



π
TANISHQ
Mirayah
DESIGNS IN COLOURED STONES STARTING AT ₹50,000



*Celebrate with
Colours.*



π
TANISHQ
Mirayah
DESIGNS IN COLOURED STONES STARTING AT ₹50,000

*Celebrate with
Colours.*

Increasing Strengths

- Significant strides in store operations
- Organisational confidence very high

Value Creation Potential Very
High at 2.5X