



SEC 29 / 2025-26

11th June 2025

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001
Maharashtra, India
Scrip Code: 500114

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Bandra (E), Mumbai 400 051
Maharashtra
Symbol: TITAN

Dear Sir/ Madam,

Sub: Tanishq honoured with Diamonds Do Good Award for exemplary purpose-driven leadership

We would like to inform that the Company's brand Tanishq and Mia by Tanishq were honoured with the **Diamonds Do Good Purpose-Driven Business Leadership Award** at the prestigious Diamonds Do Good Awards 2025, held in Las Vegas.

Please find enclosed herewith a press release for your reference and the same is also available on the website of the Company: www.titancompany.in

This is for your information and records.

Your truly,
For Titan Company Limited

Dinesh Shetty
General Counsel & Company Secretary

Encl.: as above

Titan Company Limited

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A TATA Enterprise



TANISHQ HONOURED WITH DIAMONDS DO GOOD AWARD FOR EXEMPLARY PURPOSE-DRIVEN LEADERSHIP

The prestigious award recognizes Tanishq & Mia by Tanishq's leadership in ethical sourcing, community upliftment, and sustainability in the natural diamond industry

June 2025: Tanishq and Mia by Tanishq, leading jewellery brands from the House of Tata, are proud to be honored with the **Diamonds Do Good Purpose-Driven Business Leadership Award** at the prestigious Diamonds Do Good Awards 2025, held in Las Vegas. The award was received by **Mr. Ajoy Chawla, CEO, Jewellery Division, Titan Company Ltd** on behalf of Tanishq and Mia by Tanishq. The award acknowledges the brands' exemplary leadership in embedding ethics, sustainability, and community upliftment at the core of the natural diamond business.

Organized by the Diamonds Do Good Foundation, the renowned awards celebrate global leaders driving meaningful change across the natural diamond industry—through ethical sourcing, social upliftment, and education. This recognition puts the spotlight on Tanishq and Mia not just as jewellery brands, but as champions of responsible luxury in India and globally.

At the core of this recognition is the brands' implementation of the Titan Supplier Engagement Protocol (TSEP), which ensures responsible sourcing through the 4P framework—Place, People, Process, and Planet—and validated by third-party audits. The diamonds are fully traceable and in line with the Kimberley Process Certification Scheme (KPCS). Additionally, both brands promote gold exchange as a sustainable alternative to further mining. Tanishq and Mia have also established artisan parks, providing safe, pollution-free and dignified workspaces to India's skilled karigars—underscoring their dedication to craftsmanship and well-being. These efforts are part of Titan's broader, ambitious **ESG agenda**, setting new benchmarks for the industry.

Tanishq and Mia by Tanishq were especially recognized for their enduring commitment to:

- Ethical sourcing and full traceability of natural diamonds
- Uplifting artisan communities, especially India's karigars
- Championing sustainability across the value chain
- Redefining responsible luxury in India and globally

In acceptance speech, Mr. Ajoy Chawla, CEO, Jewellery Division, Titan Company Ltd, said: *"In a free enterprise, the community is not just another stakeholder in business but is, in fact, the very purpose of its existence."* — Shri Jamsetji Tata.

At the Tata Group, this guiding principle has shaped a legacy — one built on trust, empathy, and inclusive progress. Titan was born of that legacy, and Tanishq is its living expression — where every piece we design reflects the beliefs of those who wear it and honors the hands that shape it. On behalf of everyone at



Tanishq and Titan Company Limited, I thank you for this incredible recognition. I feel proud to stand amidst a global community that believes in celebrating the good that diamonds can do.

We pledge to play our part — both as a responsible member of this industry and as part of the Tata Group, which has always placed purpose and community before profit.

This honor is a reminder that there is still much to be done — because being good is a journey, a fulfilling one indeed; and because “being good is more important than being great.”

To view the jury recognition and ceremony highlights, please visit:

<https://www.titancompany.in/tanishq-honoured-at-diamonds-do-good-awards>

About Tanishq

Tanishq, India’s most-loved jewellery brand from the TATA Group, has been synonymous with superior craftsmanship, exclusive designs and guaranteed product quality for over two decades. It has built for itself the envious reputation of being the only jewellery brand in the country that strives to understand the Indian woman and provide her with jewellery that meets her traditional and contemporary aspirations and desires. To stress on their commitment to offer the purest jewellery, all Tanishq stores are equipped with the Karatmeter which enables customers to check the purity of their gold in the most efficient manner. The Tanishq retail chain currently spreads across 500+ exclusive boutiques in more than 300 cities.

About Mia by Tanishq

Born with the heritage and the legacy of Tanishq, Mia is a brand of bold, modern, and chic jewellery. For the young, the young at heart and the stylish, Mia crafts gold jewellery in designs that are unique, minimal and extremely versatile. Featuring a wide range, the collections from Mia are designed to style one for every moment and every occasion effortlessly. Crafted in 18kt & 14kt gold the Mia has over 2500 designs of stunning natural diamond jewellery starting at Rs.4999/-* and making charges starting from 9%*. Mia is a network of 230+ exclusive stores and present in leading Tanishq stores across 75 cities within India. Their store at the Burj Uman Centre in Dubai marks the launch of Mia’s international presence with three stores in UAE.