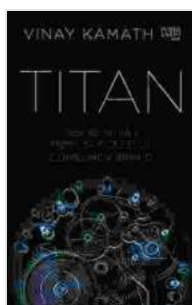


Titan Inside: India's Most Successful Consumer Brand

The definitive account of the rise of Titan, India's most successful consumer brand.

From its humble beginnings in a watch factory in Tamil Nadu, Titan has grown into a global giant with a presence in over 30 countries. The book tells the story of Titan's founders, their vision, and the strategies that have made the company so successful. It is a must-read for anyone interested in Indian business or the consumer goods industry.



TITAN: Inside India's Most Successful Consumer Brand

by Vinay Kamath

★★★★☆ 4.3 out of 5

Language : English
File size : 882 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 189 pages



Titan's Story

Titan was founded in 1987 by Xerxes Desai, a former executive at Tata Industries. Desai had a vision of creating a world-class watch brand that would be affordable for the average Indian consumer. He partnered with

the Tamil Nadu Industrial Development Corporation (TIDCO) to set up a watch factory in Hosur, Tamil Nadu.

The early years were tough for Titan. The company faced competition from established Swiss and Japanese brands. However, Desai and his team persevered, and Titan gradually began to gain market share. In 1994, Titan launched its first collection of jewellery, and the company has since become a major player in the Indian jewellery market.

Today, Titan is India's largest watch and jewellery retailer. The company has over 1,500 stores in India and a presence in over 30 countries. Titan's products are known for their quality, design, and affordability.

Titan's Success Factors

There are a number of factors that have contributed to Titan's success. These include:

1. **Strong brand identity.** Titan has built a strong brand identity that is synonymous with quality, design, and affordability. The company's signature Titan logo is instantly recognizable, and its products are seen as aspirational by Indian consumers.
2. **Extensive distribution network.** Titan has an extensive distribution network that reaches every corner of India. The company's products are available in over 1,500 stores, including its own retail outlets, multi-brand stores, and online retailers.
3. **Innovative products.** Titan is constantly innovating its products to meet the changing needs of its customers. The company has launched a number of successful new products in recent years, including its

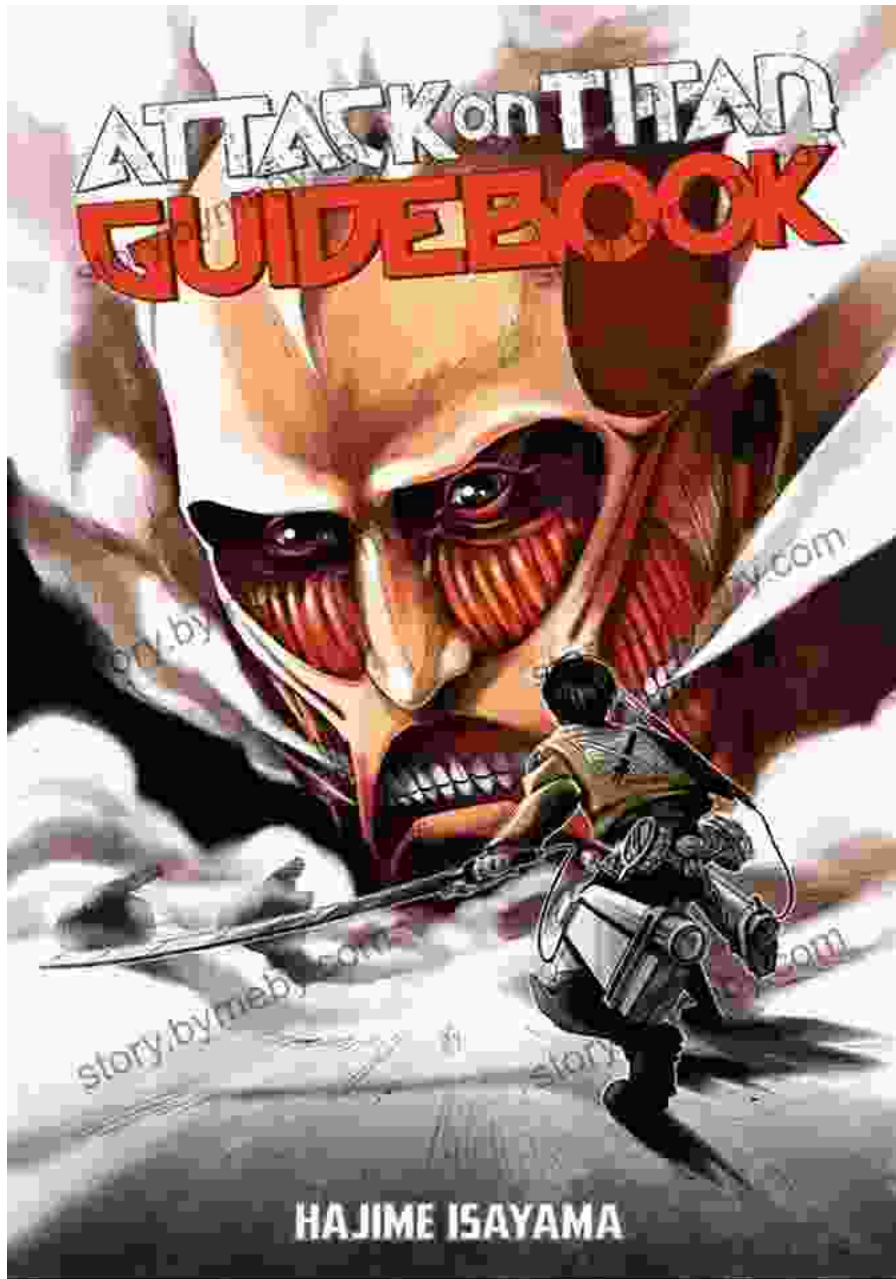
Raga collection of ethnic watches and its Fastrack collection of youth-oriented watches.

4. **Excellent customer service.** Titan is known for its excellent customer service. The company has a dedicated customer care team that is available to help customers with any questions or concerns.
5. **Strong management team.** Titan has a strong management team that is led by CEO Bhaskar Bhat. Bhat has over 30 years of experience in the watch and jewellery industry, and he has been instrumental in Titan's success.

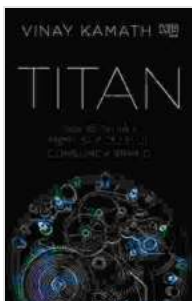
The Future of Titan

Titan is a company with a bright future. The Indian consumer goods market is growing rapidly, and Titan is well-positioned to capitalize on this growth. The company has a strong brand, an extensive distribution network, and a talented management team. Titan is also investing heavily in new products and technologies. As a result, the company is well-positioned to continue its growth in the years to come.

Titan Inside is a fascinating account of the rise of Titan, India's most successful consumer brand. The book provides a valuable insight into the company's history, strategy, and success factors. It is a must-read for anyone interested in Indian business or the consumer goods industry.



Titan Inside: India's Most Successful Consumer Brand



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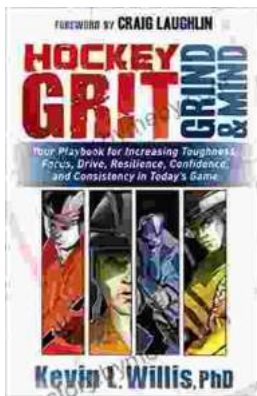
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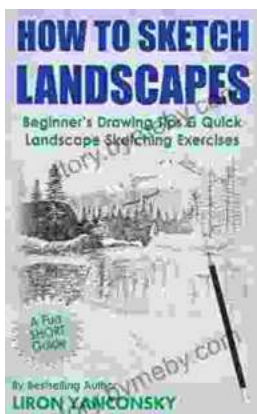
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