

## Titan and Tanishq bag most admired brands awards

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The 7th annual LYCRA® Images Fashion Awards were held on January 24, 2007, at The Renaissance, Mumbai. Conceived in the year 2000, the awards felicitate and honour professionals and companies for excellence in the business of fashion, and are presented to professionals and industry entrepreneurs nominated by the Images team for their outstanding vision and achievements.

In the consumer awards category this year, Titan was ranked for being the most admired brand of the year in the timewear category, whereas Tanishq was selected as the most admired brand in the jewellery category.

The selection process for the awards comprised: Countrywide consumer poll - largest poll ever so far  
Calling of self-nominations  
Information processing by process partners Technopak advisors  
Tabulation by official tabulators: E&Y  
Jury meet  
Official tabulators, E&Y announced the winners at the awards

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### **About Titan Industries**

Titan Industries is India's leading manufacturer of watches and jewellery and the world's sixth largest manufacturer brand of watches. Established in 1984 as a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation, the company transformed the Indian watch market, offering quartz technology with international styling, manufactured at its state-of-the-art factory at Hosur, Tamil Nadu. In 1995, the company diversified into jewellery under the brand Tanishq.

Leveraging its understanding of different segments in the watch market, the company launched a second independent watch brand &mdash; Sonata &mdash; as a value brand to those seeking to buy functionally styled watches at affordable prices. It also entered the segment of premium fashion watches by acquiring a license for global brands such as Tommy Hilfiger. Titan has also diversified into fashion eyewear with its Fastrack Eye Gear sunglasses. Further, Titan leveraged its manufacturing competencies and branched into precision engineering products and machine building in 2003.