

'World of Titan' expands its retail reach in the North

Announced the opening of its third exclusive World of Titan showroom in Ghaziabad, its 205th showroom in the country, at Banwaris Plaza, 1, Ambedkar Road, Ghaziabad.

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Titan Industries today announced the opening of its third exclusive World of Titan showroom in Ghaziabad, its 205th showroom in the country, at Banwaris Plaza, 1, Ambedkar Road, Ghaziabad. The new showroom also has an attached watch care centre, its 127th such centre in the country.

The World of Titan showrooms chain today comprises 205 exclusive showrooms spread across 109 cities, attracting more than 12 lakh customers every year.

Speaking on the occasion, Bhaskar Bhat, managing director, Titan Industries said, "Titan has always had a strong equity in the Indian watch market and our chain of World of Titan showrooms have been projected to reinforce it".

"Modern retailing is all about providing a shopping experience with a world-class retail ambience and personal interaction with the customer apart from 'functional merchandise' that makes the entire buying experience satisfying for every little occasion. And this is exactly what we are looking at with the opening of this new World of Titan showroom in the city by providing access to innovative and stylish Titan products", added the new showroom franchisee, Mahesh Goel, who is already a member of the Titan family since 1992 managing three successful Time zones.

Like other World of Titan showrooms, this showroom will also offer many innovative value-added services like gift vouchers, special gift packaging and extended maintenance guarantee. Customers to the new showroom can also enroll for the highly popular and rewarding Signet loyalty programme offered exclusively by the World of Titan chain.

The new World of Titan showroom features a selection of over 1000 watches from the Titan, Sonata, Fastrack, Nebula, Tommy Hilfiger range of watches and also showcases Fastrack Eye Gear.

Titan Industries has been at the forefront and is a trendsetter of the Indian watch industry. Having revolutionised watch design and marketing in India, Titan has also been a pioneer and evangelist of the customer service philosophy. As part of the division's initiatives, Titan has established 126 watch care centres across the countries, which have been designed to offer customers a superior service experience in an ambience that is on the lines of the World of Titan showrooms.

Titan Customer Service division also markets accessories, such as watch bracelets, both in metal and leather. Titan is also the sole marketing agency for Hirsch leather bracelets, who are the No1 international leather bracelet manufacturers in the world. Titan also markets watch batteries, marked with Titan branding. Titan actively encourages customers to use original spares in order to ensure quality and satisfaction. Titan service is ISO 9001 certified, thereby ensuring that all repair activities follow a strict, systematic process, which is controlled and measured through an ISO audit system. Over the last few years the network has expanded to 714 service centres / points, covering more than 343 towns.

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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.