

"SHUBH VIVAH SALE" from SONATA

15 - 30% off on Sonata watches

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Get ready for the offer of the season! Sonata, the largest selling watch brand in the country has announced a special '**SHUBH VIVAH SALE**'. The attractive discount offer is timed perfectly with the ongoing wedding season. With a choice of over 550 designs, Sonata is surely the most appealing and yet the most affordable gift to go for this season.

What makes the Sonata 'Shubh Vivah Sale' really exciting is that the greater you spend, the more you save. This means that the customers will get greater discounts for higher priced watches that are likely to be in great demand during this wedding season. **Customers get a 15% discount on watches priced between Rs. 500 and Rs 1000/-, a 20% discount on watches priced Rs.1000/- and above and a 30 % discount on all pair watches.**

The company is extensively promoting the offer through a series of TV ad campaigns featuring none other than the hottest young cricketing icon and **Sonata's brand ambassador, MS Dhoni**. Dhoni can be caught on all leading TV channels across the country announcing the offer and expressing his readiness to grab a Sonata watch by saying 'Mai to tayaar hoon'. The ad comes across as a short and witty offer announcement and seems to work well due to the surprise element emoted perfectly by the cricket star.

Speaking on the offer, Mr. C. Srinivasan, Business Head, Sonata, 'The Sonata Offer is in line with our brand strategy to compel customers to create a distinct style and personality with the season's 'must have' accessory - a Sonata watch. What makes this offer extra special is that consumers can now buy a more expensive watch of their choice and get a greater discount'

The Sonata consumer offer can be availed at all Sonata showrooms, World of Titan Showrooms, Timezones and all authorized Sonata stores across the country.

The offer is valid upto February 25, 2007.

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About Sonata

Sonata is India's largest watch brand, from Titan Industries Limited, a Tata group company. It has established itself as a watch of great quality and unbeatable value for the customer with a price range of Rs.395/- to 1295/-. With a sales volume of over 40 lakh units, the brand is sold through a strong retail network of over 10,000 dealers across the country.

Sonata primarily operates in the sub Rs. 1300 watch market. It offers a wide range of over 550 models across a wide variety of looks and designs for both ladies as well as gents - gold watches, leather strap watches, steel watches as well as bi-metal watches.

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