

## Celebrate Valentine with 'Titan Fashionista'

*A Refreshing Spring Summer collection from Titan.*

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Add to the fashion quotient of your Valentine wardrobe with '**Titan Fashionista**', an all-new collection of watches for today's fashion conscious woman.

This new range of **more than 30 models** in bold fashionable designs is specially suited for the modern woman who likes to accessorize. Each watch in this collection has a unique character and design story captured in its name. '**After Eight**', a perfect two dial watch is ideal for women who like to work hard and party hard, while '**Curves**' is a colourful watch with asymmetric patterns in enamel finish - reflecting a trendy lifestyle. The other highlights of the collection are Vogue and Glamour - watches in round and square shapes with a dial in dial concept in interesting metal and leather bracelet options. Silhouette presents a unique combination of a clean crisp look on one side with a curvaceous matt finished flowing lines on the other, ideal for an evening out!

**Ms. Suparna Mitra, Marketing Head-Titan**, said, '*Targeted at women who are in tune with the latest trends, the Titan Fashionista collection is sure to make heads turn. The range comprises watches in asymmetric and contemporary forms, making it the most desirable fashion accessory of this gifting season.*'

The unique shapes of these new watches are embellished with enamel, mesh, leather or thong bracelets and are available in refreshing colours like pink and light blue with a choice of mother of pearl dials. The watches come in all steel, all gold and a combination of steel and leather looks and are **priced between Rs. 2495/- and Rs. 3995/-**. They are the ideal gift for this Valentine.

All this and more in the new Fashionista range from Titan is available at World of Titan showrooms, select multi brand outlets and department stores in the top 12 cities of the country.

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### **About Titan Industries Ltd.**

Titan Industries Limited, a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO) commenced operations in 1987 under the name Titan Watches Limited. In 1994, Titan Industries diversified into Jewellery.

Today Titan Industries is India's leading producer of watches and jewellery, and is credited with changing the face of the Indian watch as well as the jewellery industry. It has a domestic market share of over 60% of the organized market. Titan Industries reported a turnover of Rs. 1481 crores for the year ended 2005-06. As a full range producer-marketer, Titan Industries offers the Indian and International customer a very large range of products to suit various tastes and budgets. Its products are recognized for innovation in design, quality and reliability.

**For more information, Please contact:**

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