

## Swap your style!

*Exchange any old watch for a new Titan and get flat 25% off*

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**Titan Industries Ltd**, India's leading watchmaker today announced the much awaited '**Titan Exchange Offer 2008**'. The main objective of Titan offer is to give customers a chance to infuse new waves of style, technology and functionality into their accessory wardrobes.

Customers can bring in **ANY old watch**, of any make, in any condition, functional or otherwise and receive a **flat discount of 25%** on their purchase of a brand new, stylish and technologically advanced watch from Titan. The offer is valid from **July 25th to August 24th** at all Titan outlets across the country.

Speaking on the offer, **Mr. Ajoy Chawla, Vice President - Titan Watches (Global Business Head), Titan Industries Ltd.**, said, 'As the market leader, we at Titan always strive to give consumers exciting reasons to buy our brand. We see the Titan Exchange Offer as a powerful trigger enabling the customer to own a new watch while giving value for the old one. We will also be contributing to the environment by adopting an eco-friendly process for recycling of the discarded watches.'

The main objective of this offer is to activate the replacement buyers and incentivise them to change their old one for a stylish new watch. This would thereby expand the overall watch market by reducing the purchase cycle. During this special offer, customers can choose from a wide range of Titan watches including collections such as **Titan Octane, Titan Heritage, Titan Raga Crystals, Titan Aviator, Titan Edge, Titan Spell** etc.

The offer can be availed at all World of Titan showrooms, multi brand outlets, and departmental stores across the country.

This offer is not valid on Titan Nebula, the 18K gold watches. **On buying Titan Nebula worth Rs.40000/- and above** you will get a Philips Mini Music Player and on purchase of Titan Nebula watch **worth upto Rs. 40000/-** you will get a Nikon Digicam.

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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 and more recently into Prescription Eyewear with Titan Eye+.

Today Titan Industries is India's leading producer and retailer of watches and jewellery, and is credited with changing the face of the Indian watch as well as the jewellery industry. The watch division has a domestic market share of over 70% of the organized market. Titan Industries reported a turnover of Rs. 3,046 crore for the year ended 2007 - 08. As a full range producer-marketer, Titan

Industries offers the Indian and International customer a very large range of products to suit various consumer preferences. Its products are recognized for innovation in design, quality and reliability.

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