

Titan

Parent Company

TATA Group

Category

Watches and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Be More; The joy of gifting

USP

Titan is an Indian watch brand with international styling

Titan STP

Segment

Watch brands from luxury to sporty to fashion

Target Group

Mid and Premium Market Working men and women

Positioning

Titan is positioned as not just a watch, but a style statement

Product Portfolio

Brands

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| 1. | Fastrack |
| 2. | Sonata Watches |

3. Titan Raga

Titan SWOT Analysis

Strengths

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| 1. Titan has a large network of exclusive stores and service centres |
| 2. High top of the mind recall of the brand |
| 3. Different sub-brands under the brand Titan have been successful in their positioning |
| 4. One of the world's top five and India's biggest watch manufacturer |
| 5. Titan watches are exported in over 40 countries |

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| 6. Strong advertising and brand presence of Titan |
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| 7. The brand uses celebrity brand ambassadors to promote itself |
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Weaknesses

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| 1. Titan brand has to face issues to tackling fake imitations |
| 2. Haven't penetrated the global market as some other international watch makers |

Opportunities

1. India is an under penetrated market for watches
2. Global expansion and tie-ups with global watch and Jewelry brands
3. Titan can focus on more brand awareness and having watches catering to every segment

Threats

1. Broad target segment may lead to lack of focus in brand strategy
2. Stiff Competition faced by foreign brands, particularly in the premium segment can decline Titan's market share
3. Being an international brand, the company's business is affected by recession and economic instability

Competition

Competitors

1. Timex
2. Casio
3. Citizen

4. Omega

5. Tag Heuer