### ADVANTAGE

* Conveniences
* Fitness tracking
* Customization
* Safety future

### DISADVANTAGE

* Limited battery life
* Limited functionality
* Distraction
* Privacy concerns

### APPLICATIONS

Titan, one of the largest watch makers globally, has been around us for a long time and they still have their class maintained to this date.

It is no surprise that you might be right now wearing or owning a titan.

In this case study, we would specifically go through titan’s watch segment and understand the measures it undertakes to stay relevant in the minds of customers to this date.

### CONCLUSION

The world’s fifth largest watch produces in India is titan as a result of its strong marketing strategies. They are the market leaders in this segment. It gives a tough competition not only to various Indian brands but to various international brands

### FUTURE SCOPE

### “we create elevating experiences for the people we touch and significantly impact the world we work in”.

### APPENDIX:

Titan is force casted to grow earnings and revenue by 17.2% and 15.0% per annum respectively. EPS and ROE are also expected to grow by 17.2% and 25.1% per year respectively analyst coverage for titan stock is good.