# CHARTING THE COURSE OF INNOVATION A STARTUP ANALYSIS

**TITAN WATCH**

**INTRODUCTION:**

**Over view**

Titan company limited (titan),a joint venture between the tata group and the tamilnadu industrial development corporation (TIDCO) commenced its operation in 1984 under the name titan watches limited . Titan is the fifth largest integrated own brand watch manufacturer in the world.

### Purpose

Main purpose of titan watch to see time.

People wear watch to modernity.