



**TITAN**  
COMPANY

# **Business Case Study of TATA TITAN**

By  
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Source: Think School

# Tata Titan Background

- The story of from 7.11 Rs to 2721 Rs stock price, nearly 36218% increase.
- 1970, Mr. Desai observed watch market in India and understand the potentials.
- There was the monopoly of Hindustan Machine Tools in watch market.

# Ground Research Findings

- Though not available, Indians knew about the foreign watch brands.
- Fascination for watches in Indians, black market grew.
- Two-thirds of the demand was met by HMT company.
- They can't keep up with the demand.
- Long wait time.

# Titan Watch



# Starting of New Company

- Approached Tamil Nadu Industrial Development Corporation to set a private company.
- Tata Industries + Tamil Nadu → TiTan
- Choosing strategic location for the exchange of information to improve the operations, market research.

# Quartz Watches Better Than Mechanical Watches

- Less moving parts, cheap and easy to manufacture.
- Less error, light and slimmer to carry.
- Battery replacement.
- Identified Quartz watches were the inevitable future.

# Quartz Watches vs Mechanical Watches

## Quartz versus Mechanical



by Neal



# Game Changing Strategies

- Choose the right technology.
- Post manufacturing process.
- Retailer marketing by partnering with businessman from all over India.
- Training of inexperienced workers, pro-active market research.
- Understood the concept of competing with gifting segment (jewellery, saree).
- Customer friendly service centers.

# Game Changing Strategies

- Method marketing (promoting watch design, brand identity, price at newspaper).
- Advance payment for supply.
- First year 1987-88, 3.44 lakh sales, 19 crore profit.

# Titan Advertisement

**TITAN**

**UP TO  
40%  
OFF\***

**15<sup>th</sup> DEC ONWARDS**

**ADDITIONAL 5% OFF\* FOR  
ENCIRCLE MEMBERS TILL 17<sup>th</sup> DEC**

TRENDY LEATHER STRAP

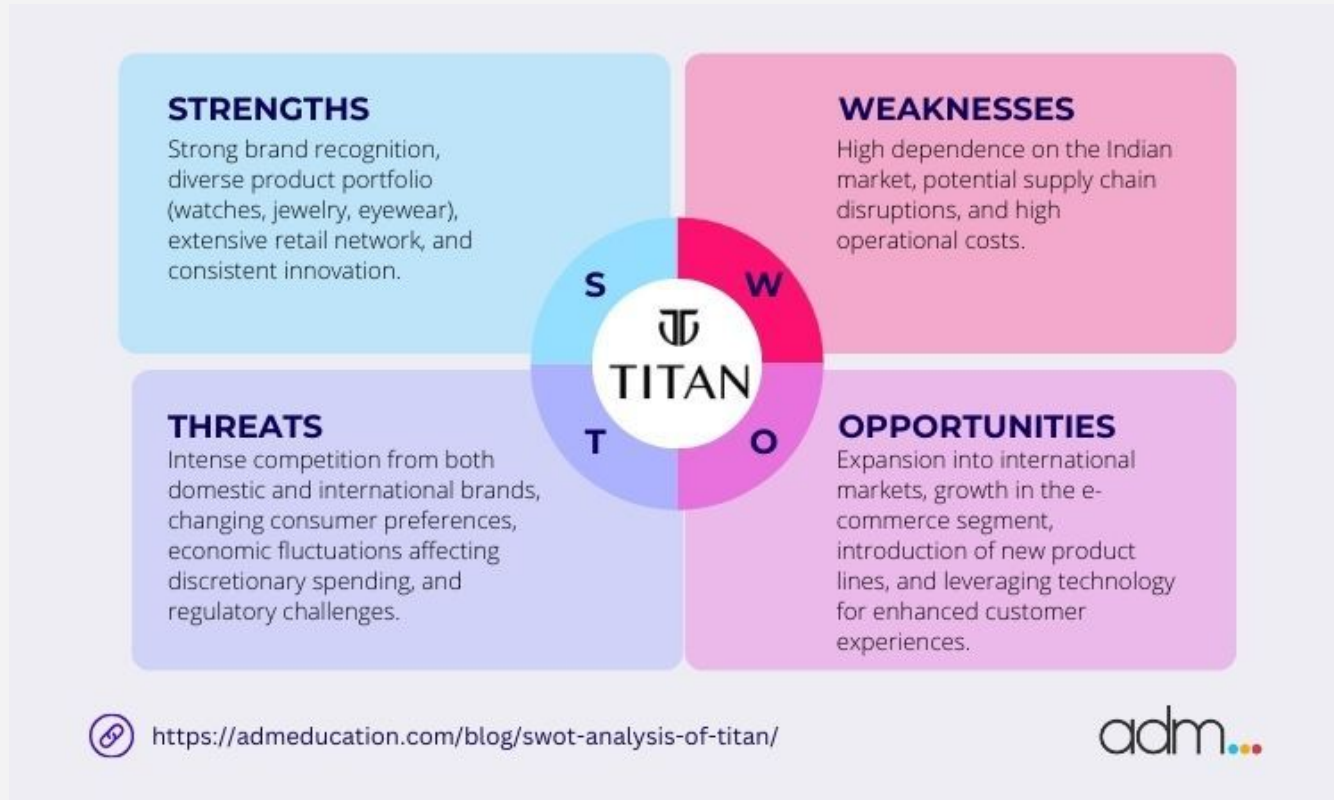
NAUTICAL BLUE DIAL  
WITH DAY-DATE

MULTI-FUNCTION  
WITH DATE

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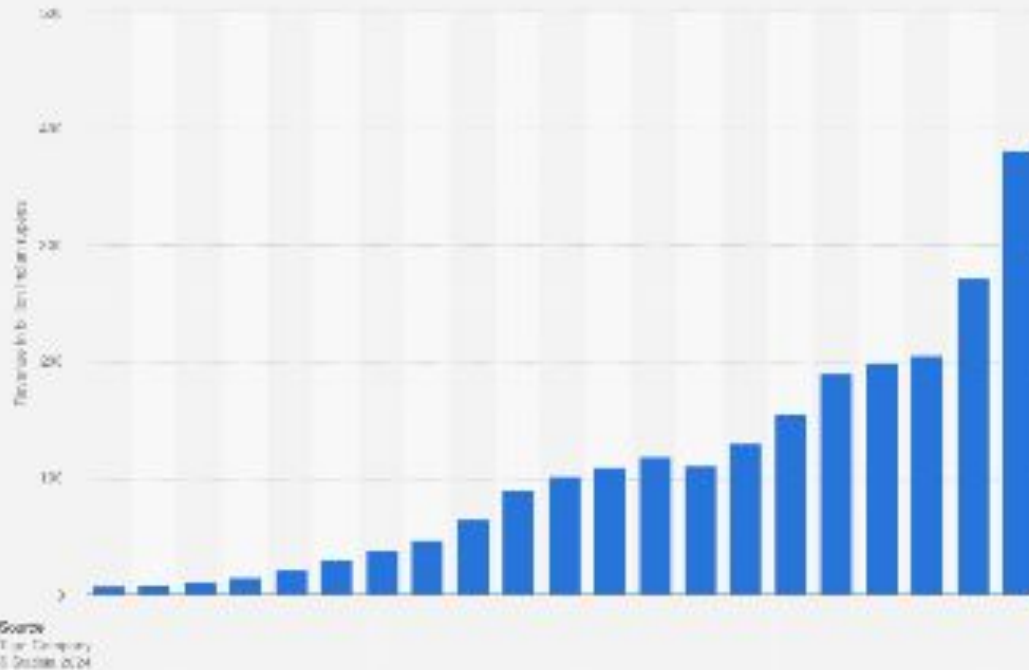
\*Conditions apply

# Titan SWOT Analysis

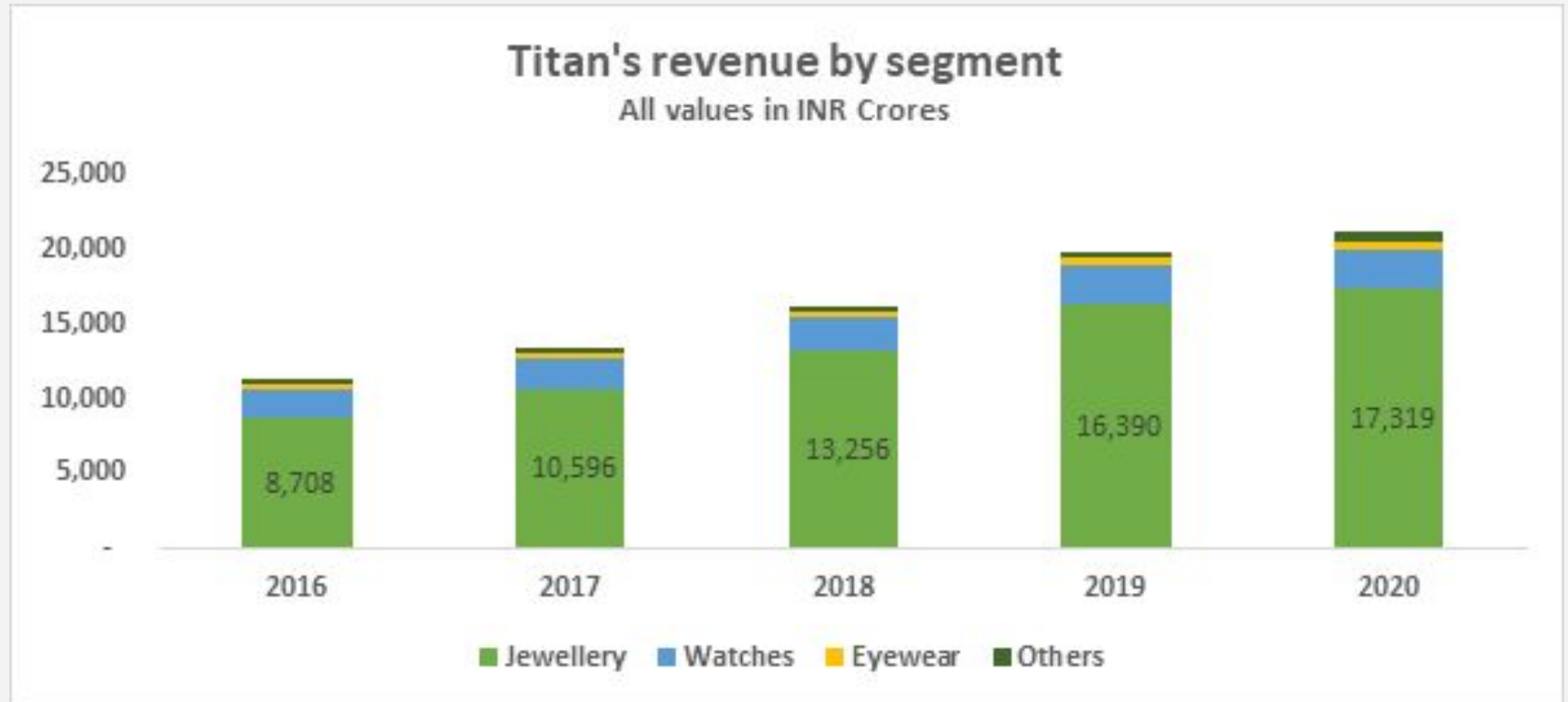


# Titan Growth And Revenue

Revenue of Titan Company Limited from financial year 2003 to 2023 (In billion Indian rupees)



# Titan Growth And Revenue



# Business Lessons

- When you are living in underdeveloped nations, though with lot of disadvantages as an entrepreneur, massive advantage of time.
- Observe the developed world right now, incorporate it in developing nation in future.
- Obstacle in business, should be treated a competition elimination by a winner.