

ANALYSIS OF TITAN COMPANY LTD.

Company Limited (earlier known as Titan Industries Limited) is an Indian luxury goods company that mainly manufactures fashion accessories such as watches, jewellery and eyewear. Part of the Tata Group, the company is headquartered in Electronic City, Bangalore.

It commenced operations in 1984 under the name Titan Watches Limited. In 1994, Titan diversified into jewellery with Tanishq and subsequently into eyewear with Titan Eyeplus. In 2013, Titan entered the fragrances segment with the brand Skinn and later that year, it ventured into the helmets category under its brand Fastrack.

Titan acquired Swiss watch maker Favre-Leuba in 2011 to enter the European market. In 2013, Titan entered the fragrances segment with the brand Skinn. In the same year, it changed its name to Titan Company Ltd. In 2014, it entered into a joint venture with Montblanc to establish its retail stores in India.

In 2016, Titan opened prescription lens manufacturing facilities in Noida, Kolkata, and Mumbai to improve its order processing time. In 2018, Titan merged its jewellery brand, Gold Plus targeted at customers in South India with Tanishq to establish the brand's presence in South.

Taneira is an ethnic wear brand from Titan that retails hand-woven sarees from different weaving clusters of India. The brand was launched in 2016. The first retail store was opened in Bengaluru in 2017 with more stores followed in New Delhi and Hyderabad.

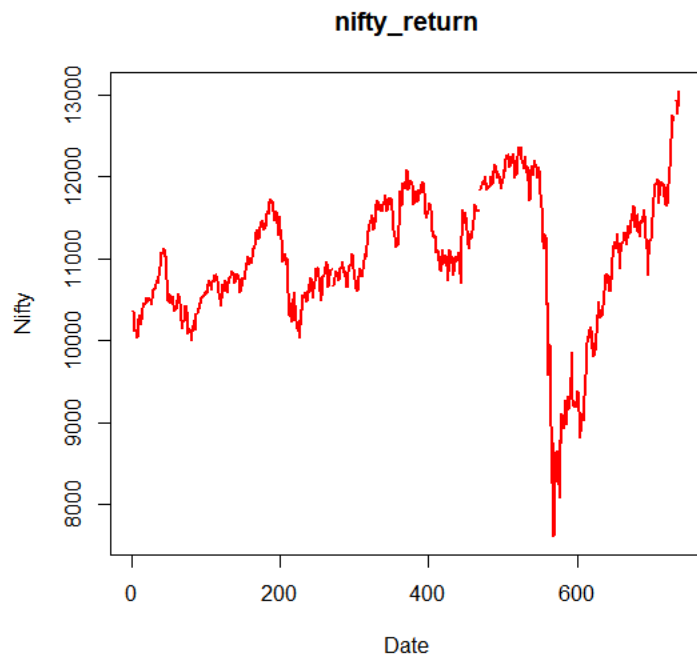
In 2016, Titan entered the wearable devices market by introducing its smartwatch, Juxt, made through a collaboration with Hewlett Packard. In 2017, the company launched a fitness tracker, named Gesture Band under its youth accessories brand, Fastrack.[29] In the same year, it invested \$3 million in a Singapore based wearable tech company, Covelot. In 2018, the company added new fitness tracker bands. The company had a 7.4% market share in the wearable devices market as of 2018.

THE DATA FOR THE TITAN LTD COMPANY IS ANALYSED FOR 3 YEARS (2017-2020)

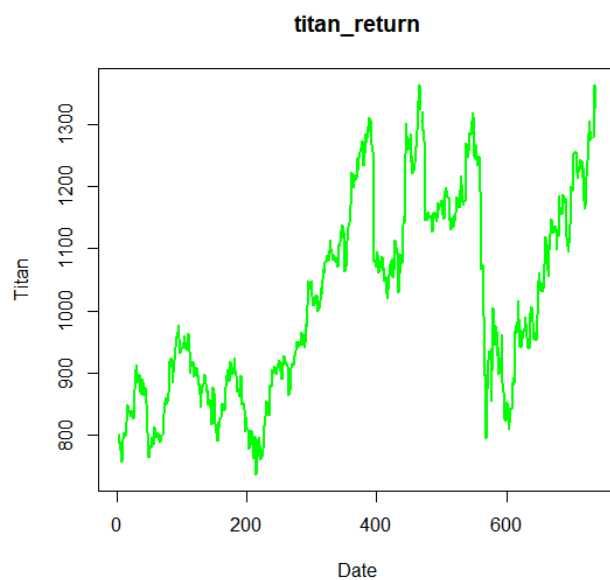
The summary of the data set:

Date	Titan_return	Nifty_return
Min.	: 1.0	Min. : 736.0
1st Qu.:	185.5	1st Qu.: 881.8
Median :	370.0	Median : 985.8
Mean :	370.0	Mean : 1015.5
3rd Qu.:	554.5	3rd Qu.: 1149.4
Max.	: 739.0	Max. : 1364.2

The mean and median is calculated in this chart given of the entire data set of 3 years.



The Nifty return plot The entire data set for three years is plotted in the graph, which shows the there is almost a stagnate in the first two years but there is a drop in the last year.



THE TITAN RETURN PLOT shows the graph of 3 years, where there is a rise in the ending of the second year and then after a sudden fall it rises again.

The total number of observations for three years are 739, the beta value is 0.00652, which is less than 1.