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PRESS RELEASE

India's leading watchmaker Titan associates with technology giant HP Inc.

To launch a range of smart watches

India, 23 November 2015: In a significant announcement today, Titan, the world's fifth-largest watch maker, and HP Inc., one of the world's leading information technology companies, have come together to create a unique lifestyle offering. The new relationship between HP Inc. and Titan combine innovative materials, design and custom technology to deliver products that are *responsive*, and *not intrusive*. Crafted by two giants in their respective fields, the range of *smart watches* will be launched later this year in India and select international markets.

Speaking about the association, **Mr. S. Ravi Kant – CEO-Watches and Accessories Division, Titan Company Limited** says, "It is indeed a milestone for two of the world's leading companies to come together and create a unique lifestyle offering for people not only in India, but across the world. This category of smart watches is going to change the way people view the art of timekeeping and beyond. It was but natural for an innovative company like Titan to partner with HP Inc. for the next step in our journey as a lifestyle company. Users no longer have to decide between tradition and technology. They can still wear a drop-dead gorgeous watch on their wrist infused with "smart" technology for a new era of access and connectivity. We look forward to an exciting launch later this year as we continue our expedition in innovation."

"Personal style is the ultimate self-expression, but some smart accessories on the market force consumers to sacrifice form for function" said **Mr. Sridhar Solur – General Manager, Wearables and Smart Platforms at HP Inc.** "Our legacy of innovation is helping fashion-forward brands infuse technology into their designs to give consumers the stylish timepieces they want but that are more connected and responsive to the way they live today."

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<http://titan.co.in>



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About Titan Company Limited:

Titan Company Limited (earlier known as Titan Industries Limited), a joint venture between the Tamil Nadu Industrial Development Corporation (TIDCO) and Tata Group, commenced operations in 1987 under the name Titan Watches Limited. In 1994, Titan diversified into jewellery and subsequently into eyewear with Titan Eyeplus. In 2013, Titan entered the fragrances segment with SKINN. In the latter part of the year, the company ventured into the helmets category under its Fastrack brand.

Today, Titan Company, India's unchallenged leader in watches, jewellery and eyewear, is credited with changing the face of all these industries. The Company closed financial year 2014-15 with an income of Rs. 11,791 crores, registering a growth of 9% over the previous year.

About HP Inc.

HP Inc. creates technology that makes life better for everyone, everywhere. Through their portfolio of printers, PCs, mobile devices, solutions, and services, they engineer experiences that amaze. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

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