



SEC 17 / 2020-21

10th June 2020

The General Manager, DCS – CRD
BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
MUMBAI - 400 001
Scrip Code: **500114**

The General Manager, DCS – CRD
National Stock Exchange of India Ltd
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East),
MUMBAI - 400 051
Symbol: **TITAN**

Dear Sirs,

Sub: Presentation for Investor Conference organized by Morgan Stanley

Further to the communication with reference number SEC 16/2020-21 dated 10th June 2020 regarding the Investor Conference organized by Morgan Stanley, we enclose a copy of the presentation to be made in the aforesaid conference.

This is for your information and record.

Thank you.

Yours truly,
for TITAN COMPANY LIMITED

A handwritten signature in blue ink, appearing to read "Dinesh Shetty", with a long horizontal stroke extending to the right.

Dinesh Shetty
General Counsel & Company Secretary

Encl. As stated



Titan Company

Presentation by:

Mr. C.K. Venkataraman (MD, Titan)

Morgan Stanley's Investor Conference

11th June, 2020



Consumer Shifts

Insights 
& Opportunities 



Stronger bonds, more meaningful relationships



1

Stronger bonds, more meaningful relationships



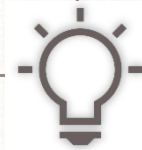
Gifting Self

for an accomplishment (new skill, new habit)



Family Time

To show one's affection for when family time becomes scarce again



Celebrating Milestones

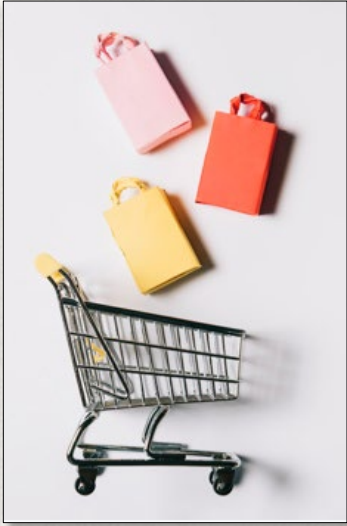
Personal milestones which should be celebrated



Missed Occasions

For all the missed birthdays and anniversaries during the lockdown





Co-existence of need based & 'feel-good' shopping



2



Why Shop?

People no longer dressing up for work or social events; need for apparel, accessories is being re-evaluated

People are reflecting on unnecessary and irresponsible consumption in the past

The “why” of the purchase - purpose based consumerism will be important

How do we activate “green shoots of desire”?

Why Not?



Revenge shopping

Celebrate small pleasures/ moments - birthdays, achievements, anniversaries

Celebrate festivals: Raksha Bandhan, Onam, Durga Puja, Karva Chauth, Diwali

People will seek positivity and celebration

Great hook for brands which have solid emotional value

Green Shoots of Desire



'Do-Good' products

Sustainable choices or
'do-good' in consumption story

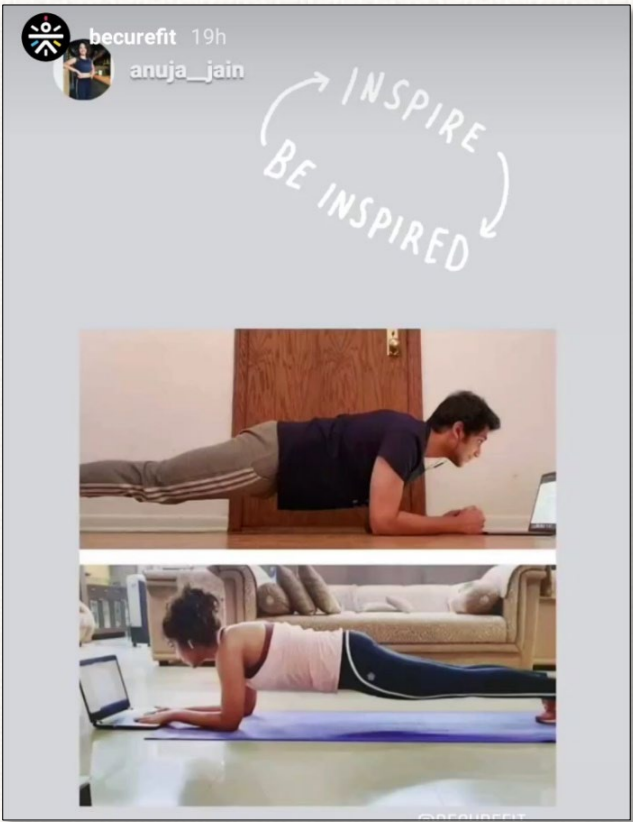


'Feel-Good' products

Drill worthy or feel-good
products



Fitness and wellness, the mantra





Fun fitness with fitness buddies

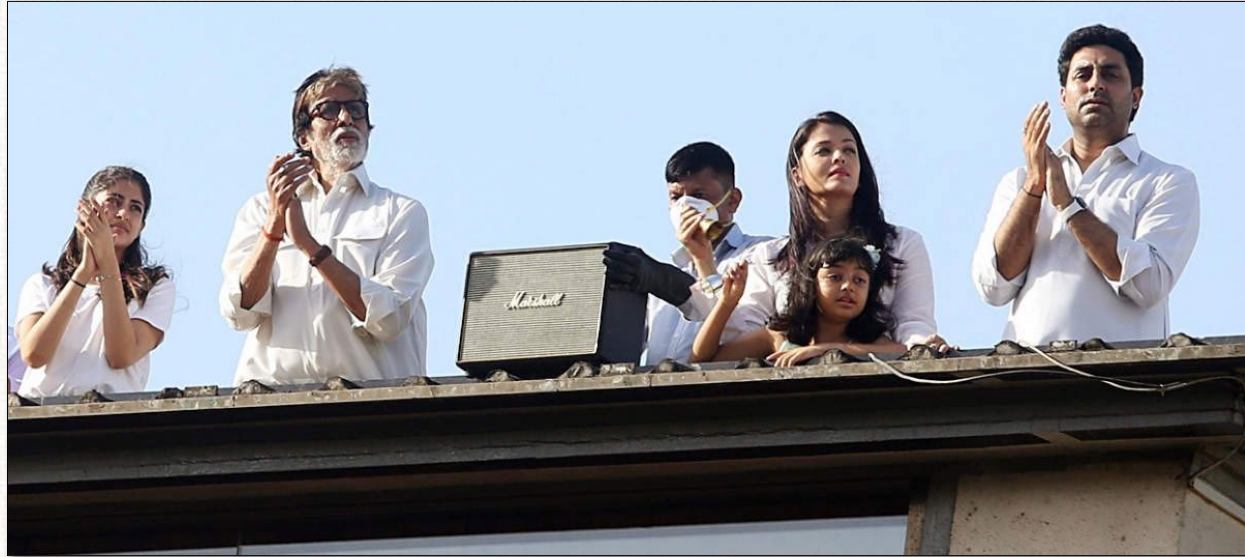
New Offering in Bands

Opportunity in fitness bands



Smart offerings

Leverage Titan Connected X



A sense of community,
Indianism



4

India Pride on the rise



India Pride

Collections that leverage India pride



Special Collection

As a tribute to the
frontline COVID 19
workers



The Earth healed...



5

Environmental consciousness



Waste to value

Processes to address impact on environment

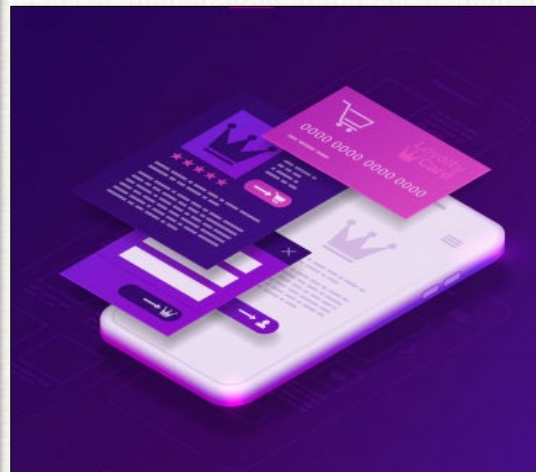
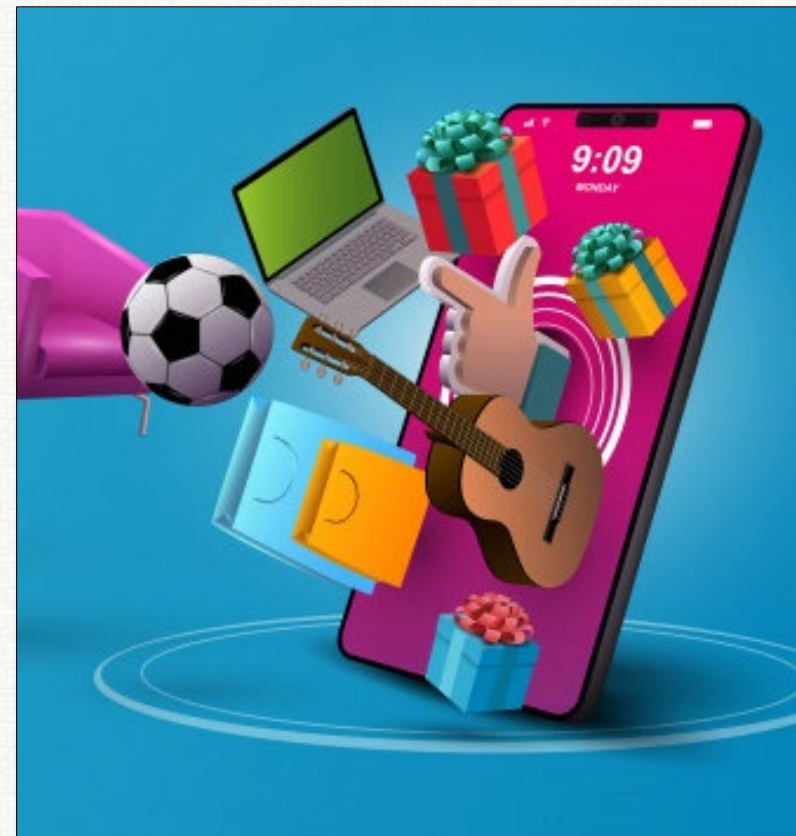


Sustainability

Products from recycled materials



Digital, Digital, Digital



6

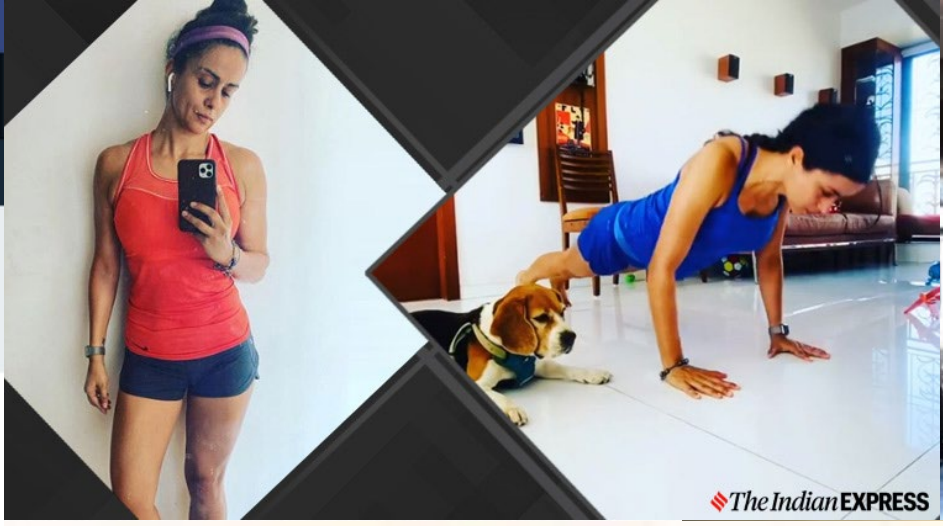
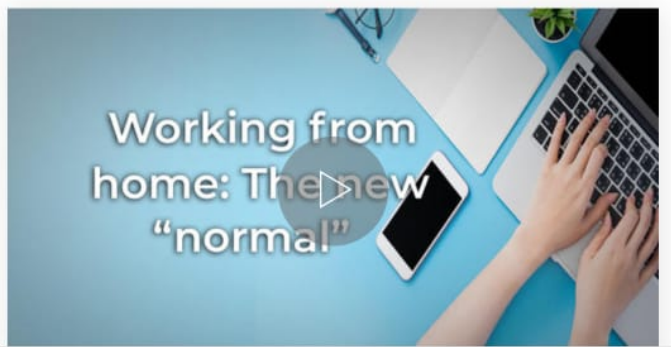
MUST READ: Developers: Why getting ahead in tech isn't just about the programming languages you know

CFOs looking to make remote work, telecommuting more permanent following COVID-19, says Gartner survey

The move to remote work may be a bit more permanent than many managers and employees realize.



By Larry Dignan for Between the Lines | April 6, 2020 – 10:00 GMT (15:30 IST) | Topic: Working from home: The future of business is remote



Re-imagining Shopping



Omni channel

Seamless shopping experience



Video, AR/VR, Try@Home,
Appointment



THANK YOU