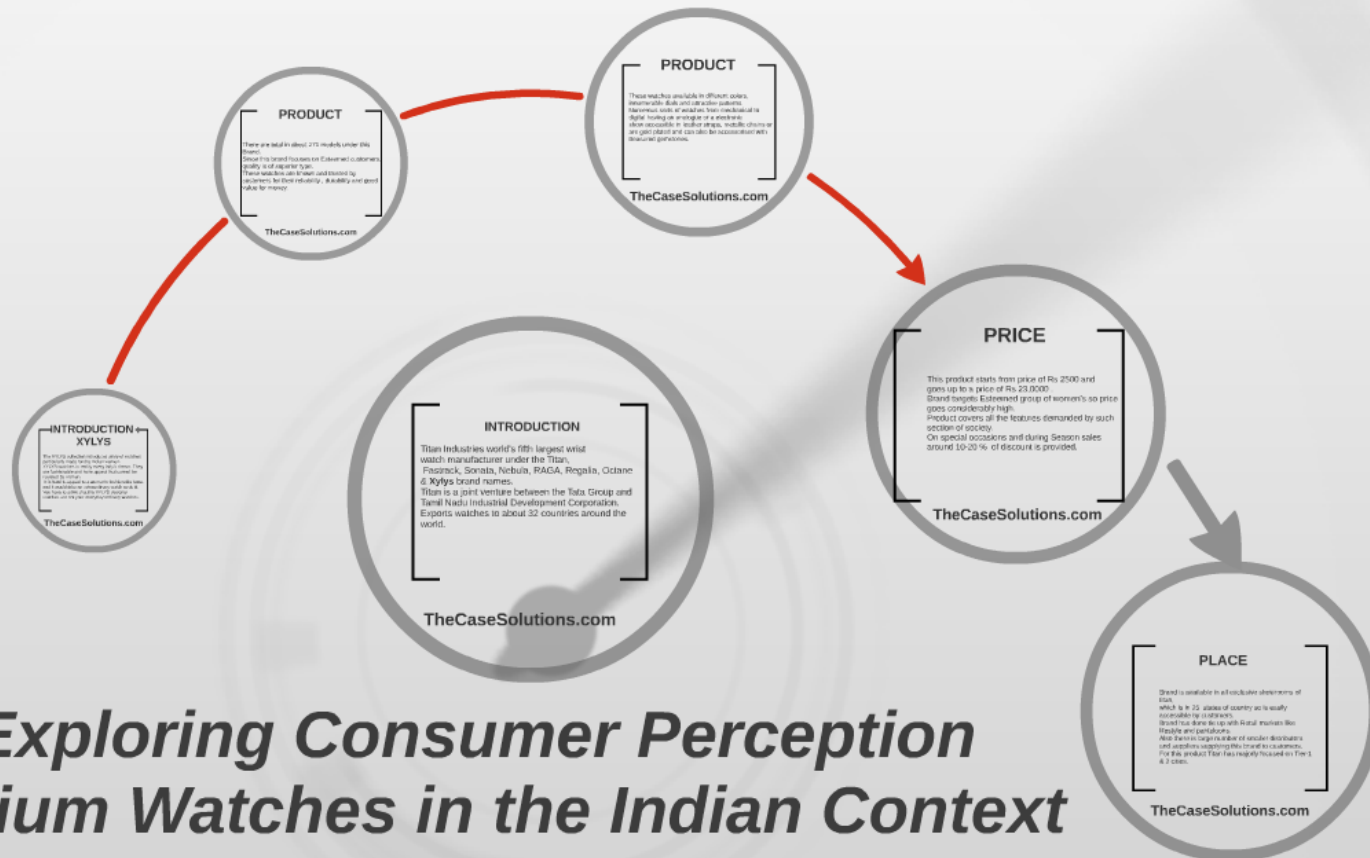


XYLYS: Exploring Consumer Perception about Premium Watches in the Indian Context

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INTRODUCTION

Titan Industries world's fifth largest wrist watch manufacturer under the Titan, Fastrack, Sonata, Nebula, RAGA, Regalia, Octane & **Xyllys** brand names.

Titan is a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation. Exports watches to about 32 countries around the world.

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INTRODUCTION ÷ XYLYS

The XYLYS collection introduces array of watches particularly made for the Indian women. XYLYS watches in reality every lady's dream. They are fashionable and have appeal that cannot be resisted by women.

It is hard to appeal to a woman's fashionable taste, and it would take an extraordinary watch to do it. You have to admit that the XYLYS designer watches are not your everyday ordinary watches.

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PRODUCT

There are total in about 271 models under this Brand.

Since this brand focuses on Esteemed customers, quality is of superior type.

These watches are known and trusted by customers for their reliability , durability and good value for money.

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PRODUCT

These watches available in different colors, innumerable dials and attractive patterns. Numerous sorts of watches from mechanical to digital having an analogue or a electronic show accessible in leather straps, metallic chains or are gold plated and can also be accessorised with treasured gemstones.

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PRICE

This product starts from price of Rs 2500 and goes up to a price of Rs 23,0000 .
Brand targets Esteemed group of women's so price goes considerably high.
Product covers all the features demanded by such section of society.
On special occasions and during Season sales around 10-20 % of discount is provided.

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PLACE

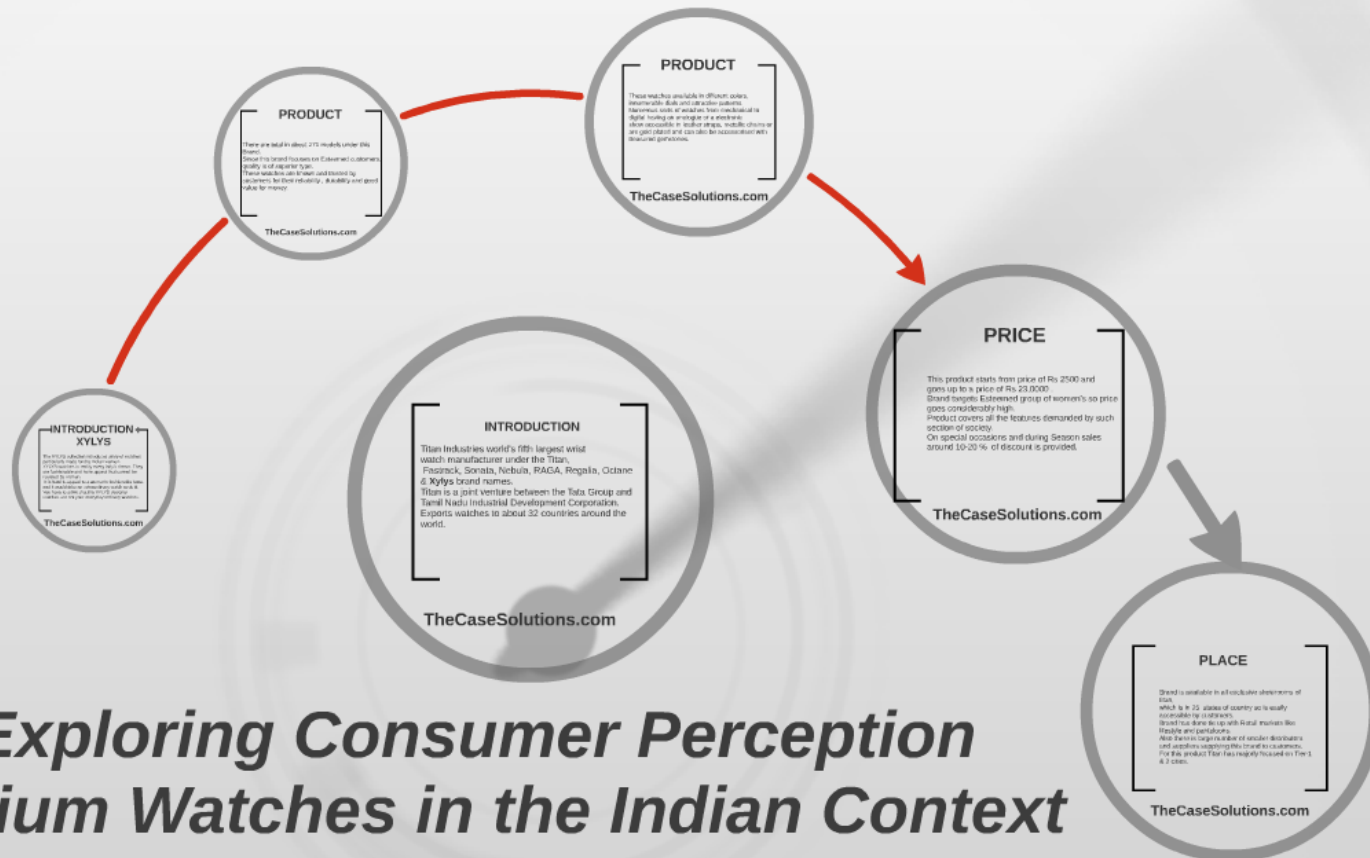
Brand is available in all exclusive showrooms of titan, which is in 25 states of country so is easily accessible by customers.

Brand has done tie up with Retail markets like lifestyle and pantaloons.

Also there is large number of smaller distributors and suppliers supplying this brand to customers. For this product Titan has majorly focused on Tier-1 & 2 cities.

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