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A study on Financial Performance Analysis of Titan Company Ltd. for the last Ten Years.

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ABSTRACT :

The main focus of the paper is to gather a relevant knowledge how reputed company hold and build its position in a market and capture almost 45% to 50% of market share comparing with their competitors. One of the most renowned company I had selected in my study is titan Company Ltd. The main objective of the study firstly to know the overall concept of Titan company secondly to study the financial condition and position of Titan company for last ten years. This study is descriptive in character and is supported by secondary sources of information. Applicable information has been collected from various research papers, journals and magazines of national publications and various annual reports from Titan Company. The data has been presented in the form of a table and interpretation has been made in light of the objectives of the study cited above. In all above mentions head are well increased by huge differences during the year 2014-2015 to 2023- 2024 except % to Sales Income before and after Advertising by -46.04 before advertising and -56.41% after advertising. As per the Titan Company Limited holds a significant market share, particularly in the Indian wristwatch market, where it is a dominant player. While the exact percentage can vary depending on the source and specific category, Titan generally maintains a market share of around 60% in the organized wrist watch segment. This makes them the leading company in the Indian watch market. The Company may, from time to time make additional written and oral forward-looking statements, including statements contained in the Company's filings with SEBI and the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company, to reflect events or circumstances after the date thereof. (Annual Report 2023-2024)

Keywords: Competitors, Market Share, Financial Position, SEBI & Titan Co..

Introduction:

Titan Company stands as a leading player in the lifestyle industry, serving customers through its commitment to quality and exceptional service. Over the years, Titan has successfully cultivated renowned brands in various domains, including Jewellery, Watches & Wearables, Eye Care, Fragrances & Fashion Accessories, and Indian Dress Wear. With a profound understanding of customer preferences, Titan adeptly meets the evolving needs of its customers. Founded in 1984 as a joint venture between the Tata Group and Tamilnadu Industrial Development Corporation Limited (TIDCO), Titan Company Limited (Titan or our Company) has emerged as a leader in the integrated lifestyle space. Today, Titan embodies elegance and finesse, catering to the aspirational needs of consumers through its well established brands. At the core of Titan's endeavors is a deep connection with the values of the Tata Group. Our Company's dedication to adding value to the broader community extends well beyond our business priorities. With a dedicated team and a conducive ecosystem, Titan continues to surpass newer milestones every passing year, as evidenced by its accelerated growth trajectory. Moreover, the Turbo Programme initiated by Titan aims to enhance the Company's impact across every touch point of its business, setting higher benchmarks for achieving sustainable scale. (Annual Report 2023-2024)

Titan serves customers across diverse segments, as reflected by the plethora of brands it has developed. With offerings spanning numerous lifestyle categories, Titan aims to redefine the modern retail experience by blending innovation with customer-centricity. The Company's prestigious brands across each business and market segment are unlocking new opportunities for sustainable growth. (Annual Report 2023-2024)

Yearly Triumphs

Titan Stellar, space inspired premium watches that feature unique movements and materials like meteorite, malachite and aventurine Raga Power Pearls – Classic pearls presented with a contemporary twist Premium automatic watches in Titan and Fastback. Increased production capacities at the Coimbatore plant Creating capability for premium watches through international collaborations.

Retail expansion with the addition of over 100 stores and renovation of 90 stores, in the Exclusive Brand Outlet channel Makeover of over 600 stores in the Multi Brand Retail Channel.

Launched two sub-brands to cater to fashion seeking young consumers; Poze from Sonata and Vyb from fast track Capacity and Capability Building Increased production capacities at the Coimbatore plant Creating capability for premium watches through international collaborations.

Ambitions

Continue aggressive revenue growth through multiple initiatives on brands and channels Pursue premiumisation in analog through brands and multi-brand retail play In wearables, leverage right products and goto- market strategies to grow in both affordable wearables and premium smart watches.(Annual Report)

Titan Company Limited is an Indian company that mainly manufactures fashion accessories such as jewellery, watches and eyewear. Part of the Tata Group and started as a joint venture with TIDCO, the company has its corporate headquarters in Electronic City, Bangalore, and registered office in Hosur, Tamil Nadu. (wikipedia)

Titan Company 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 2005, it launched its youth fashion accessories brand Fastrack. Titan is the largest branded jewellery maker in India by value, with a 6% market share as of 2022. More than 80% of its total revenue comes from the jewellery segment. As of 2019, it is also the fifth-largest watch manufacturer in the world. (wikipedia)

History

1984–1990 Titan Company Limited was inaugurated on 26 July 1984 under the name Titan Watches Limited in Chennai.^[1] A plant was set up to manufacture quartz analogue electronic watches in the State Industries Promotion Corporation of Tamil Nadu industrial area at Hosur. In November 1986, Titan Company and Casio signed a MoU to manufacture 2 million digital and analog-digital watches. (wikipedia)

1991–2010

In 1992, Timex entered the Indian market by establishing a joint venture with Titan Watches. Under the agreement, Timex manufactured lower-priced watches, which were marketed and sold in Titan stores alongside Titan's higher-end watches. (wikipedia)

In September 1993, Titan Watches changed its name to Titan Industries as it ventured into products other than watches. In 1994, Titan launched its jewellery brand Tanishq. (wikipedia)

In 1997, Titan and Timex terminated their partnership. In a bid to compete with Timex, Titan soon after launched a range of economy watches under Sonata, and a watch and accessories sub-brand, Fastrack, which was targeted at younger customers. (wikipedia)

In 2004, Titan signed an agreement with the Murjani Group to market and distribute the latter's Tommy Hilfiger watches in India. 2004, Titan partnered with LVMH to service the latter's watches in India through its service centres. (wikipedia)

In 2005, Fastrack was positioned as an independent accessory brand targeting the urban youth. To become a fashion brand, Fastrack launched sunglasses in the same year and launched bags, belts and wallets in 2009. In 2007, Titan established its prescription eyewear store chain called Titan Eyeplus. Titan launched a multi-brand luxury watch store format called Helios in 2009. (wikipedia)

2011–present



A Tanishq jewellery store in Hyderabad.

Titan acquired Swiss watchmaker Favre-Leuba in 2011 for €2 million to enter the European market. In 2013, Titan entered the fragrances segment with the brand Skinn and helmets category under the Fastrack brand. 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. (Annual Report 2023-2024)

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. 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. (Annual Report 2023-2024)

In 2017, Titan started its women's ethnic wear retail chain named Taneira. In 2018, Titan merged its South India-focused jewellery brand Gold Plus with Tanishq. In November 2020, Titan opened its first overseas Tanishq store in Dubai. In 2023, Titan sold its subsidiary Favre-Leuba to Ethos. (Annual Report 2023-2024)

ORGANIZATION PROFILE:

Titan operates in four segments: Wrist Watch Segment• Jewellery Segment• Eyewear Segment• Precision Engineering Components• Wrist Watch Segment Titan commenced production end 1986 and hit the market in March 1987 with its brand 'Titan'. The analogue electronic Quartz range met instant acclaim, appeasing a hungry watch-starved consumer market. Titan's decision, and the positive consumer response, pushed erstwhile market leader HMT Watches, a public sector company, into gradual decline. Spanning 25-years of growth, the Titan Watch Project became Titan Watches, Titan Industries and ultimately Titan Company Limited. Production kept an impressive pace, topping the 15 million plus mark per year. Numerous technologies and sources came into play during this period. Progress was swift, steady and stamped with characteristic Titan Company aplomb. This led to innumerable achievements and accolades. Audaciously challenging the Swiss, Titan now is the world's 5 th largest integrated own brand manufacturer of watches. In India Titan stakes claim to 60% of the organized watch market, with over 150 million pieces sold across 32 countries collectively. Titan experienced growth of 6.9% in watch segment in FY 2013-14 and contributed around 15% to the revenue and profit of the company.

Jewellery In the year 1995, Titan diversified into Jewellery under the brand name of Tanishq to capitalize on a fragmented market operating with no brands in urban cities. Tanishq is India's fastest growing jewellery brand with a premium range of jewellery, studded with diamonds or colored gems in 18 kt. gold, 22 kt. pure gold and platinum jewellery. Titan felt a need and created a means to offer elegant gold jewellery to smaller towns and rural markets. The recent launch of a retail initiative - GoldPlus caters to the need. GoldPlus is strongly positioned to serve the 22-carat gold wedding jewellery market. The jewellery designs at GoldPlus stores are mostly traditional. The décor is understated with an emphasis on regional tastes, making customers feel comfortable¹¹. Zoya creations are world-class in terms of quality and have been crafted in India and abroad. Titan launched Zoya stores in the year 2009 at two locations, Delhi and Mumbai. It boasts the finest quality in India and is on par with the best in the world. It caters to the elite, discerning ladies, providing them with a supreme expression of luxury in jewellery, which enthuse the fashion conscious and classic jewellery lovers alike. Titan offers unique and memorable shopping experience at each Zoya store¹². Jewellery segment witnessed growth of 6.5% in FY 2013-14 and contributed around 80% to the revenue and profit of the company.

Eyewear Segment Titan Eye+, the third major venture of consumer business by Titan Company, was launched into the organized eyewear segment in March 2007. It offers a variety of differentiated products to the end consumer consisting of frames, lenses, contact lenses and accessories. Frames are available in both international brands (Levis, Esprit, Hugo Boss etc.) and in-house brands – Titan, Eye+ and Dash which is an offering for children¹³. Revenue from eyewear segment grew by 20.7% in FY 2013-14.

Precision Engineering Components In the year 2003, the company leveraged their manufacturing competencies and branched into Precision Engineering Products and Machine Building. Titan initiated a Precision Engineering Division in 2005, catering to global majors across industry verticals like aerospace, automotive, oil & gas, engineering, hydraulics, solar and medical instruments. Titan Wrist Watches Being the world's fifth largest integrated own brand watch manufacturer, Titan Company has created and sold more than a 150 million pieces the world over. With a production rate of over 15 million watches per annum and a customer base of over 135 million globally, Titan Company owns manufacturing and assembly operation centres in Hosur in Tamil Nadu, Dehradun, Roorkee, Pantnagar in Uttaranchal and an Electronic Circuit Boards (ECB) plant in Goa, all in India.¹⁴ Titan Company has brought forth four core watch brands: Titan which is designed for the mid-premium segment• Fastrack which is crafted to fit the trendy fashion space with a focus• on the youth Sonata which is created for the mass market and has emerged as• India's largest selling watch brand Xylys which is fashioned for the premium market, aiming at the• connoisseur and new-age achiever Titan- the Watch Brand Titan brand which is designed for the mid-premium segment comprises of several sub-brands, each of which is a market leader in its own space. Notable among them are: Titan Edge, Titan Raga, Nebula and several other collections like Zoop, Orion, Purple, Tycoon, Bandhan, Octane and the HTSE series. Titan Edge launched in 2002 is still the slimmest and thinnest watch in the world. The Titan Edge watch has won the coveted Red Dot award for design for the second year in succession (2013 and 2014). The Red Dot Design Award is an international product design prize awarded by Design Zentrum Nordrhein Westfalen in Essen, Germany. A label that recognizes quality and excellence globally¹⁵. Priced between Rs. 6000 to Rs.18000 Titan Edge caters to mid-premium men's segment. It is positioned as slimmest watch in the world and unique creation in the world. Titan raga which was launched in the year 1992 was positioned as an occasional wear watch – to be bought and gifted on a festive or special occasion. At that point in time, in the Indian context, owning a single dress watch was adequate for the average Indian middle class woman in India. The scene has since changed. Titan re-launched Raga, as Raga 9 to 5 the all-time accessory. Titan Raga targets the women in metros with around 250 model priced between Rs.1300 and Rs. 22000.¹⁶ To make this brand more desirable accessory amongst women, Bollywood actresses like Rani Mukherjee and Katrina Kaif have been signed as brand ambassadors of Titan Raga. It is sold at all World of Titan showrooms and selected multi brand outlets in India. Titan Nebula, the premium 18-karat gold watch brand from Titan Industries Ltd was launched in the year 2000. The entire Nebula collection of jewellery watches has around 70 models and in the price range of Rs. 29,000 to Rs. 2,65,000 and comprises a variety of exquisite watches in 18-k gold both plain and embellished with pearls and diamonds. These are available in bracelet styles for women besides the classic leather strap style. For men, there are options available in leather strap or pure gold strap. Actress Yami Gautam was used as brand ambassador to promote the brand. Titan has also used offers like free gold coins and pendant with Nebula as a promotional strategy. In sync with its vision to address the requirements of all customer segments Titan launched Zoop targeting the kids aged 5-12 in the year. Zoop is priced between Rs 450 to Rs.900 and has around 115 models for both boys and girls. Titan believes that when children using Zoop grow up, depending on how edgy they are, they can either turn to Edge or Fastrack. Zoop is available across all exclusive outlets of Titan. Zoop is positioned as "Be cool...Be more" and is designed keeping in mind the cool attitude that today's children exhibit. Bandhan, targeting couples with pair

watches priced between Rs. 1800 and Rs.12500, light-powered HTSE range targeting the urban youth priced between Rs. 8000 to Rs. 13000 targeting men, Octane- a sporty offering priced between Rs. 3500 and Rs. 9500 catering to men segment, Purple for fashion wear, formal watch Orion, the classic automatic and solid Tycoon are few other prominent sub-brands under Titan watch brand. Aamir Khan has been the brand ambassador of Titan brand since 2004 and Titan has used his identity of perfectionist to promote different sub-brands of Titan brand at different times. (Annual Report 2023-2024)

Literature Review:

1. Rana Singh & Amit Singh: A Case Study on Excellence at Titan Industries on Titan is one of the fastest growing entities under the umbrella of the Tata enterprise. If you are in touch with a person from India (or Indian origin), chances are that you might have noticed that person sporting a fine watch- typically from one of these brands Fastrack, Sonata, Raga, Xyls, Regalia, or Octane and last but not the least, Titan. It is a staggering figure that 1 out of 3 Indian wears a watch which is somehow linked to Titan. The name Titan has now become a synonym for watches- not just in India, but worldwide. Titan Industries Limited is currently the fifth largest wrist watch manufacturer worldwide and India's leading producer of watches.
2. Shalini N1, Rajeshwari G2 II M.COM, St. Francis de Sales College. Dr. S. Rosaline Jayanthi3 Assistant Professor, St Francis De Sales College A Study on Impact of CSR Activity of Titan on Consumer Behaviour with Special Reference to HOSUR by on This study explores the relationship between Corporate Social Responsibility (CSR) activities undertaken by TITAN Company and its impact on consumer perception and behaviour. CSR has emerged as a critical element in shaping corporate strategy, with companies increasingly investing in social and environmental initiatives to enhance their brand image and reputation. TITAN, a renowned multinational corporation, has actively engaged in various CSR endeavours, ranging from environmental sustainability to community development. Through a comprehensive literature review, this research delves into the theoretical frameworks surrounding CSR, consumer perception, and behaviour. It examines how consumers perceive and evaluate CSR initiatives, and the subsequent effects on their purchasing decisions and brand loyalty. Additionally, the study investigates the mechanisms through which CSR activities influence consumer behaviour, such as through enhanced trust, perceived quality, and emotional engagement.
3. Dr. Atul Arun Pathak Dr. Kinshuk Saurabh Dr. Bhimaraya Metri An Impact Assessment Study of CSR Initiatives of Titan Ltd. Titan Kanya Program - IIMPACT Report submitted by on This study aims to comprehensively and systematically assess the impact of the Titan Kanya CSR initiative by Titan Company Ltd. in the year FY2020-21 in collaboration with IIMPACT. The Titan Kanya Program is an education program to mainstream less privileged girls belonging to the states of UP, Uttarakhand, and West Bengal. For this program, Titan has collaborated with IIMPACT, an initiative of the alumni of the Indian Institute of Management, Ahmedabad. The study relies on primary data collected from a variety of sources. Primarily, it draws upon rich insights gained from detailed, structured interviews with various stakeholders of the CSR initiatives. These stakeholders include Titan's CSR leadership team, leadership and operational teams of the implementation partners, project beneficiaries (girlchildren) and their parents, community associates, school principals, and teachers engaged in the girl children's formal education, etc.
4. Dr.V.Kumaravel Research Supervisor and Principal, Vivekanandha College for Women, Tiruchengode N.Poornima Research Scholar, Bharathiar University, Coimbatore-46 ECO- FRIENDLY TECHNOLOGIES OF TITAN COMPANY WITH SPECIAL REFERENCE TO BRAND EQUITY AND PREFERENCES OF TITAN WATCHES IN SALEM CITY on Brand equity has been examined from financial and customer-based perspectives. This paper will only study the customer-based brand equity which refers to the consumer response to a brand name. The aims of the study are to review the dimensions of customer-based brand equity by drawing together strands from various literature and empirical studies made within the area of customer-based brand equity. Results of this study shows that Demographic factors like age (31-40), Family income per Month (above 50,000), Education (Post Graduation) and occupation (Business) plays major role on Brand Equity and preferences of Titan watches. And Sex does not play major role on Brand Equity and preferences of Titan watches.
5. Dr. J. TAMILSELVI, Head of the Department, Department of Business Administration, Cauvery College for Women, Thiruchirappalli - 620 018, Tamil Nadu an ANALYSIS OF FINANCIAL PERFORMANCE OF TITAN COMPANY THROUGH ALTMAN'S Z SCORE MODEL on This study aims to evaluate the financial performance of the Titan Company in India. Financial performance can be evaluated through its profitability, liquidity, solvency and activity ratios. Z score is one of the most easiest and competent tools to evaluate the financial performance of a company. In this paper, the financial performance and the chances of bankruptcy of Titan Company in the near future is evaluated with the help of Z score. The period of the study is five years from 2015 to 2019. This paper examined the financial distress risk for the Titan Company and examined its financial performance against any bankruptcy threat.
6. Mr. Manmeet Singh Assistant Professor, School of Business Management, Commerce & Economics, Desh Bhagat University, Mandi Gobindgarh (Amloh), Punjab. E-mail Id :- mmsingh@desbhagatuniversity. A CASE STUDY ON FINANCIAL STABILITY OF TITAN COMPANY Financial performance analysis is the process of identifying the financial strengths and weaknesses of the firm by properly establishing the relationship between the items of balance sheet and profit and loss account. Titan India Ltd Company financial data has been analyzed by using liquidity ratios, solvency ratios, activity ratios and profitability ratios. The study is primarily based on the secondary data taken from the CMIE, Annual Reports and other relevant publications. A period of five years from 2017 to 2021 is adopted to draw the

meaningful inferences. Financial position of Titan India Ltd. is satisfactory and there is a need to strengthen them and make such policies and measures in order to improve the financial position of the company.

7. K.Anitha Assistant Professor in Management, Hindusthan College of Arts and Science, Behind Nava India, Avinashi Road, Coimbatore-26, TamilNadu. Dr.M. Uma Maheswari Associate Professor in Management, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore-49, TamilNadu A Study on Customer Satisfaction Towards Titan Watches with Reference to Erode District by on Customer satisfaction is an indispensable component of the Marketing function and it can be simply defined the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. With many companies turning customer centric, customer satisfaction levels are measured and plans for its improvement are done by all most all the businesses. The focus of the present study is to gain knowledge about the different types of titan brand, factors influencing the consumers to prefer a particular brand and the problems faced by them on using such brands. For the purpose of obtaining the data, questionnaire method is used. Suitable tools have been exploited to obtain scientific evidence and further suggestions useful for the industry have also been presented.

Objective:

1. To know the overall concept of Titan company.
2. To study the financial condition of Titan company for last ten years.

Research Methodoly:

This study is descriptive in character and is supported by secondary sources of information. Applicable information has been collected from various research papers, journals and magazines of national publications and various annual reports from Titan Company. The data has been presented in the form of a table and interpretation has been made in light of the objectives of the study cited above.

	April 1, 2015	2015-16	2016-17	2017-18	2018-19
(1) Non-current assets					
Property, plant and equipment, Capital Work-in-progresss, Investment property and Intangible assets	628	741	855	1,015	1,095
Financial assets					
- Investments	39	80	512	734	807
- Other financial assets	93	103	83	116	126
Deferred tax asset (net)	-	-	2	48	85
Tax assets (net)	69	103	81	101	121
Other non-current assets	95	103	93	106	151
(2) Current assets					
Inventories	3,986	4,382	4,806	5,749	6,719
Financial assets					
- Investments	-	-	375	-	69
- Trade receivables	140	135	115	193	358
- Cash and bank balance	210	112	773	612	1,001
- Other financial assets	441	436	512	354	343
Other current assets	116	114	110	369	595
TOTAL APPLICATION OF FUNDS	5,816	6,308	8,318	9,396	11,470
Equity share capital	89	89	89	89	89
Other equity	3,268	3,446	4,223	5,105	6,093
Non-current liabilities					
- Provisions	81	100	109	104	119
- Deferred tax liability (net)	10	16	-	-	-
Current liabilities					
Financial liabilities					
- Borrowings	100	113	-	-	-
- Gold on loan	-	-	1,867	1,604	2,288
- Trade payables	1,874	1,629	711	786	772
- Other financial liabilities	26	70	235	251	214

Other current liabilities	355	828	1,065	1,414	1,828
Provisions	15	18	18	21	58
Current tax liabilities (net)	-	-	-	22	9
TOTAL SOURCES OF FUNDS	5,816	6,308	8,318	9,396	11,470

STATEMENT OF PROFIT & LOSS	2015-16	2016-17	2017-18	2018-19
Revenue from operations	11,105	12,999	15,656	19,070
Expenses	10,161	11,804	13,922	17,069
Interest	42	37	48	44
Depreciation/Amortisation	87	93	110	139
Operating Profit/ (loss)	815	1,065	1,576	1,819
Add: Other income	73	65	86	179
Less: Exceptional Item	-	96	92	70
Profit before tax	888	1,033	1,571	1,927
Tax expense	191	272	408	553
Profit for the year	698	762	1,163	1,374
Other comprehensive income	(39)	15	(3)	15
Total comprehensive income	659	777	1,160	1,389

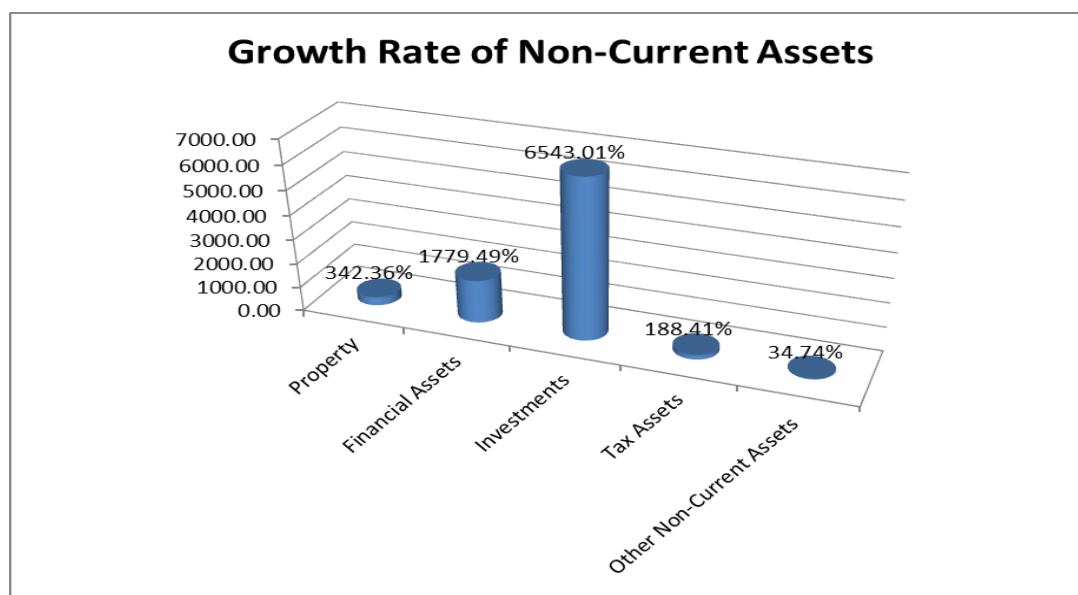
Equity Dividend (%)	220%	260%	375%	500%
Equity Dividend (Rs.)	195	231	333	444

Employee costs (excluding VRS)	623	696	762	879
% to Sales Income	5.6%	5.4%	4.9%	4.6%
Advertising	429	445	441	523
% to Sales Income	3.9%	3.4%	2.8%	2.7%

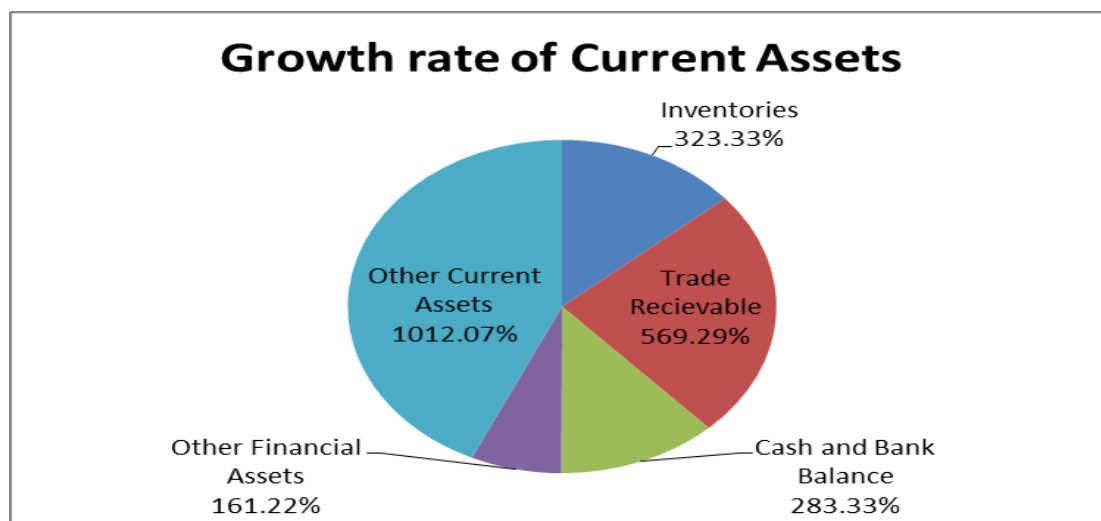
BALANCE SHEET	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
(1) Non-current assets					
Property, plant and equipment, Capital Work-in- progress, Right of use assets and Intangible assets	2,067	1,984	1,996	2,288	2,778
Financial assets					
- Investments	909	759	869	1,116	6,178
- Other financial assets	300	324	548	574	733
Deferred tax asset (net)	172	105	136	144	153
Tax assets (net)	141	120	135	146	199
Other non-current assets	65	67	74	134	128
(2) Current assets					
Inventories	7,741	7,984	12,787	14,952	16,874
Financial assets					
- Investments	753	2	15	2,143	1,635
- Trade receivables	214	291	495	908	937
- Cash and cash equivalents	356	512	1,049	792	805
- Other financial assets	512	290	1,181	790	1,152
Other current assets	637	671	852	1,101	1,290
TOTAL APPLICATION OF FUNDS	13,188	15,860	20,137	25,088	32,862
Equity share capital	89	89	89	89	89
Other equity	6,736	7,464	9,284	11,905	14,368
Non-current liabilities					

- Borrowings	-	-	-	-	3,139
- Lease liabilities	967	971	1,026	1,359	1,666
- Provisions	152	143	179	214	238
- Deferred tax liability (net)	-	-	-	-	
Current liabilities					
Financial liabilities					
- Borrowings	626	-	225	1,190	2,670
- Gold on loan	1,507	4,094	5,161	5,090	4,938
- Lease liabilities	169	178	193	223	248
- Trade payables	510	695	1,055	965	943
- Other financial liabilities	191	218	429	497	624
Other current liabilities	2,123	1,905	2,386	3,365	3,801
Provisions	109	23	30	118	81
Current tax liabilities (net)	9	80	80	73	57
TOTAL SOURCES OF FUNDS	13,188	15,860	20,137	25,088	32,862
Profit & LOSS ACCOUNT	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024

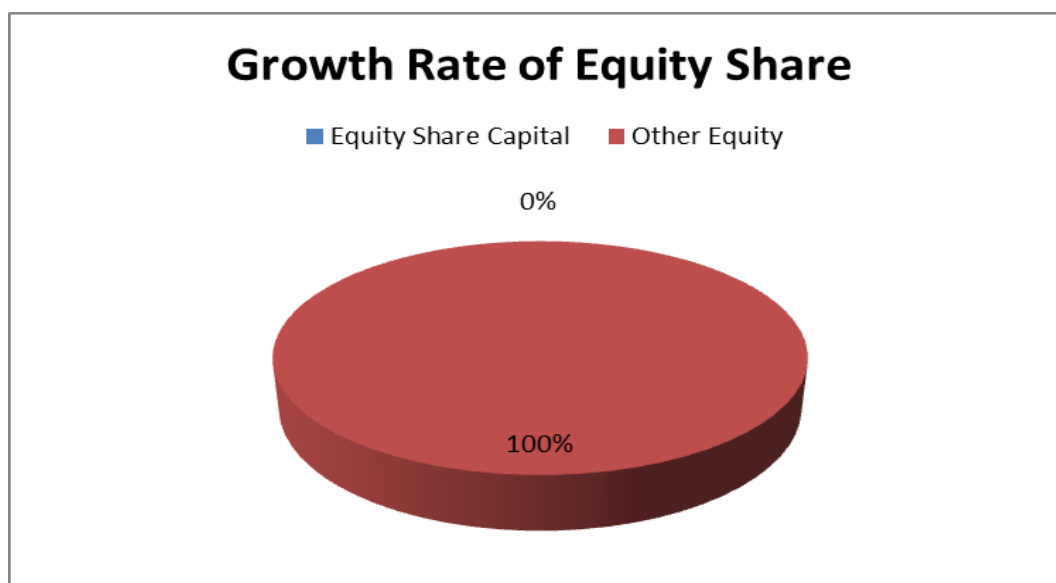
Revenue from operation	20,010	20,602	27,210	38,270	47,114
Expenses	17,592	18,901	23,931	33,500	42,090
Interest	149	181	195	240	480
Depreciation/Amortisation	310	331	347	364	447
Operating Profit/(loss)	1,959	1,189	2,737	4,166	4,097
Add: Other Income	146	181	246	299	510
Less: Exceptional Item	-	137	51	-	-
Profit before tax	2,105	1,233	2,932	4,465	4,607
Tax expense	588	356	752	1,132	1,063
Profit for the year	1,517	877	2,180	3,333	3,544
Other comprehensive income	(238)	206	(5)	(46)	(3)
Total comprehensive income	1,279	1,083	2,175	3,287	3,541
Equity Dividend (%)	400%	400%	750%	1000%	1100%
Equity Dividend (')	355	355	666	888	979
Employee costs (excluding VRS)	1,040	911	1,143	1,362	1,503
% to Sales Income	5.20%	4.40%	4.20%	3.56%	3.19%
Advertising	477	232	474	739	829
% to Sales Income	2.40%	1.10%	1.70%	1.93%	1.76%



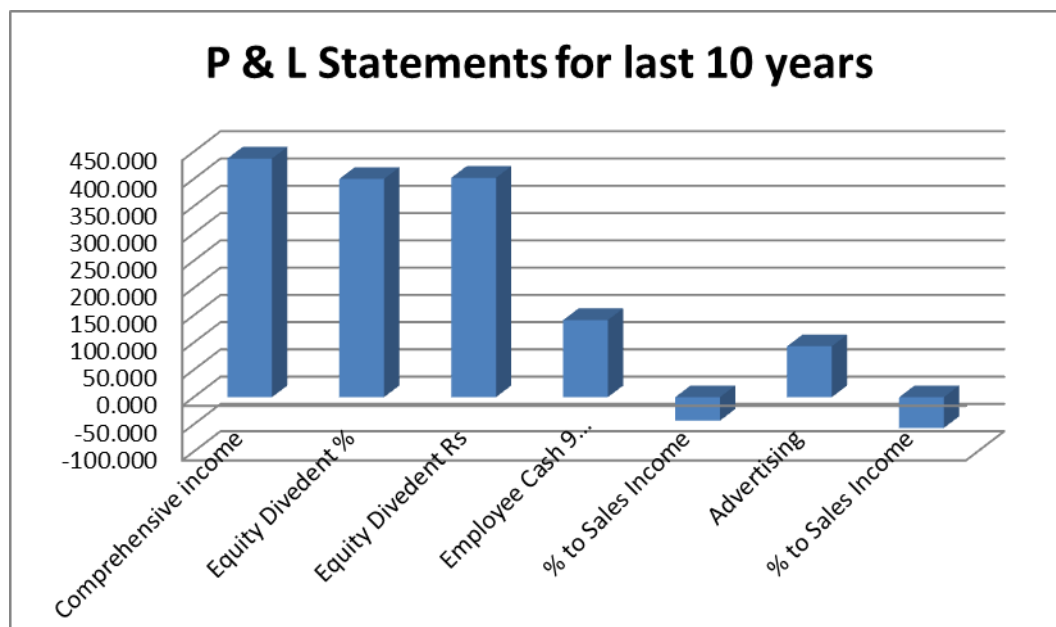
Growth Rate for Non-Current Assets increased during F/Y 2014-15 to 2023-24 are: 1. Property by 342.36%, 2. Financial Assets by 1779.49, 3. Investments by 6543.01%, 4. Tax Assets by 188.41% and 5. Other Current Assets by 34.74.



Growth Rate for Current Assets increased during F/Y 2014-15 to 2023-24 are: 1. Inventories by 323.33, 2. Trade Receivable by 569.29 , 3. Other Current Assets by 1012.07 and 4. Other Financial Assets by 161.22.



Growth Rate for Equity Share during F/Y 2014 -2015 to 2023-2024 are : 1. Equity Share by 0% and Other Equity Share by 339.66%.



Growth Rate for P & L Statement accounts during F/Y 2014 -2015 to 2023-2024 are : 1. Comprehensive Income by 437.33%, 2. Equity Divident % by 400%, 3. Equity Divident Rs by 402.05%, 4. Employee Cash by 141.25% , 5. % to Sales income by -43.04 , 6. Advertising by 93.24% and 7. % to Sales Income by -56.41%.

Non Current Assets	2014-2015	2023- 2024
Property	628	2778
Financial Assets	39	733
Investments	93	6178
Tax Assets	69	199
Other Non-Current Assets	95	128
Inventories	3986	16874
Trade Recievable	140	937
Cash and Bank Balance	210	805
Other Financial Assets	441	1152
Other Current Assets	116	1290
Equity Share Capital	89	89
Other Equity	3268	14368
Comprehensive income	659	3541
Equity Divident %	220	1100
Equity Divident Rs	195	979
Employee Cash 9 Excluding VRS)	623	1503
% to Sales Income	5.6	3.19
Advertising	429	829
% to Sales Income	3.9	1.7

Conclusion:

The main focus of the paper is to identify the exact concept, new products launches and fincial positions and market share of Titan Company from last decades. Titan Company Limited is an Indian lifestyle company known for its watches, jewelry, eyewear, and other accessories. It was founded in 1984 as a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation (TIDCO). Titan has established itself as a leader in the Indian market, known for its quality, craftsmanship, and innovative retail experiences. Titan Company Limited has recently launched a new smartwatch called **the Titan Talk S**

Titan SBI Card

Taneira: Titan's handloom store, Taneira, has been expanding its presence, with the

first store opening in Bengaluru.

- **Smart Glasses and Fog-Free Lenses:** Titan is also venturing into smart eyewear, including smart glasses and fog-free lenses for users who wear masks.
- **Titan Stellar 2.0 Collection:** Titan has launched a celestial-themed watch collection called Stellar 2.0.
- **Edge Squirrel:** Titan has introduced a new watch model called the Edge Squirrel.
- **Khadi by Titan:** [Titan](#) has a special edition men's watch collection in collaboration with Khadi.

Financial position of Titan Company are

Non Current Assets	2014-2015	2023- 2024
Property	628	2778
Financial Assets	39	733
Investments	93	6178
Tax Assets	69	199
Other Non-Current Assets	95	128
Inventories	3986	16874
Trade Recievable	140	937
Cash and Bank Balance	210	805
Other Financial Assets	441	1152

Other Current Assets	116	1290
Equity Share Capital	89	89
Other Equity	3268	14368
Comprehensive income	659	3541
Equity Divident %	220	1100
Equity Divident Rs	195	979
Employee Cash (Excluding VRS)	623	1503
% to Sales Income	5.6	3.19(-
Advertising	429	829
% to Sales Income	3.9	1.7

In all above mentions head are well increased by huge differences during the year 2014-2015 to 2023- 2024 except % to Sales Income before and after Advertising by -46.04 before advertising and -56.41% after advertising.

As per the Titan Company Limited holds a significant market share, particularly in the Indian wristwatch market, where it is a dominant player. While the exact percentage can vary depending on the source and specific category, Titan generally maintains a market share of around 60% in the organized wrist watch segment. This makes them the leading company in the Indian watch market.

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