

Titan Company Limited

Delivering value by creating brands

Earnings Presentation – Q3 FY '19 and 9 Months FY'19 (For quarter and 9 months ended 31^{tst}December, 2018)

01st February, 2019

Disclaimer



This document, which has been prepared by Titan Company Limited (the "Company"/"we"/"our"), are solely for information purpose and do not constitute any offer, invitation, recommendation, invitation to purchase or subscribe for any of the securities, and shall not form the basis of or be relied on in connection with any contract or binding commitment whatsoever.

Certain statements are included in this release which contain words or phrases such as "will," "aim," "will likely result," "believe," "expect," "will continue," "anticipate," "estimate," "intend," "plan," "contemplate," "seek to," "future," "objective," "goal," "project," "should," "will pursue" and similar expressions or variations of these expressions that are "forward-looking statements". Actual results may differ materially from those suggested by the forward-looking statements due to certain risks or uncertainties associated with our expectations with respect to, but not limited to, our ability to implement our strategy successfully, the market acceptance of and demand for our products, our growth and expansion, the adequacy of our allowance for credit to franchisees, dealers and distributors, technological changes, volatility in income, cash flow projections and our exposure to market and operational risks. By their nature, certain of the market risk disclosures are only estimates and could be materially different from what may actually occur in the future. As a result, actual future gains, losses or impact on net income could materially differ from those that have been estimated.

In addition, other factors that could cause actual results to differ materially from those estimated by the forward-looking statements contained in this document include, but are not limited to: general economic and political conditions in India and the other countries which have an impact on our business activities; inflation, unanticipated turbulence in interest rates, foreign exchange rates, the prices of raw material including gold and diamonds, or other rates or prices; changes in Indian and foreign laws and regulations, including tax and accounting regulations; and changes in competition and the pricing environment in India. 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.

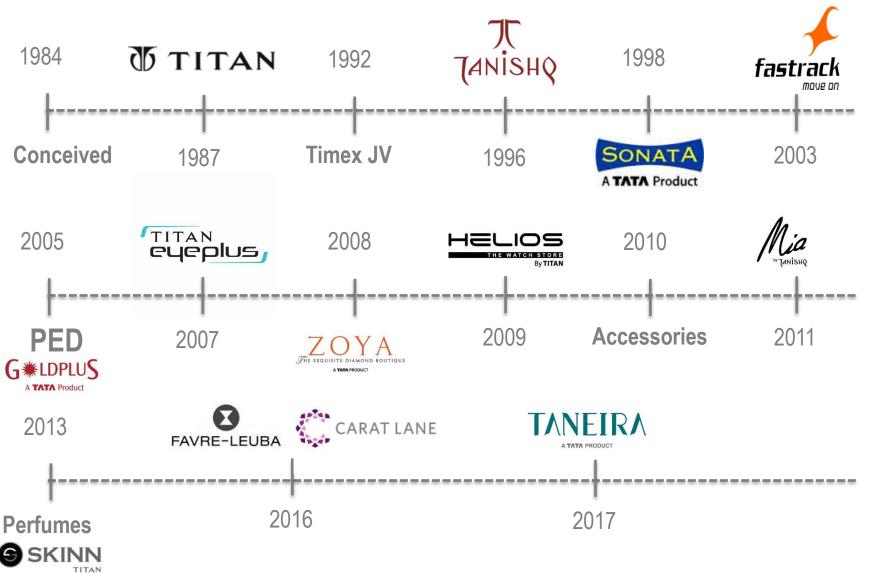


Table of Contents

- Overview
 - <u>Company</u>
 - <u>Watches</u>
 - Jewellery
 - Eyewear
- Q3 Performance
- Financials : Q3 & 9 Months FY'19
- Historical Performance Trends
- <u>Awards and Recognition</u>
- Sustainability at Titan

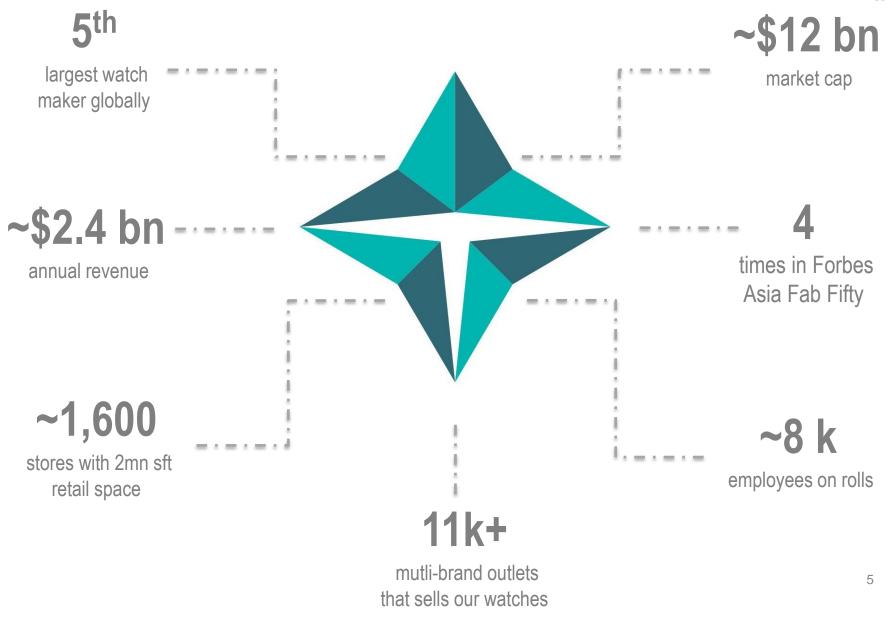
The Journey





Titan Today





Note: Above figures are on consolidated basis as on 31st Dec'18.

Our Strengths





Design and Development

800+ New time products every yearreddot Award to 2 Edge watchesDifferentiated Jewellery CollectionsCustomized lenses with 3D visual mapping

Manufacturing

12 Manufacturing and assembly facilities State of the art Karigar Centres for Jewellery Components exported to Swiss watch makers 3600+ employees engaged in factories

Brand Building

Tanishq: India's leading Jewellery brand
Titan: Our flagship watch brand
Raga: Exclusive women's watch brand
Fastrack: India's largest youth brand
Sonata: India's largest selling watch brand
Retail and Customer Service

Exceptional Customer Experience Merchandising Effectiveness Impactful Retail Identities Engagement of store staff Extensive After Sales Service network

Our Brands



			Jego C	
Luxury	FAVRE-LEUBA	ΖΟΥΑ		
Premium		٦r		TANEIRA
Mid Market	TITAN	ZANISHQ <i>Mia</i> Carat Lane		
Mass Market			fastrack	

Our Retail Network





Note: 1. We also have a service network of 730 'Watch Care Centres'

2. Helios is our own Multi Brand Outlet (MBO) and rest others are our Exclusive Business Outlets (EBO)

3. Store count comprises of both company owned and franchisee stores.

Watches - Overview





Watches - Brands





Raga: Inspired by the modern woman who transcends roles with poise and élan



Xylys: Swiss made watches, Crafted for Connoisseurs



Nebula: A collection of watches crafted from solid gold

Titan Edge : the slimmest watch in the universe - a mere 3.5mm



Titan We: Smarter. By far.



Fastrack Reflex Activity Tracker Band: Geared up for Action



Fastrack: For those who wear their attitude on their wrist



Sonata Super Fibre: For the young and active



Zoop: for the imaginative, talented and energetic child of today

Watches - Manufacturing





Watch factory, Hosur



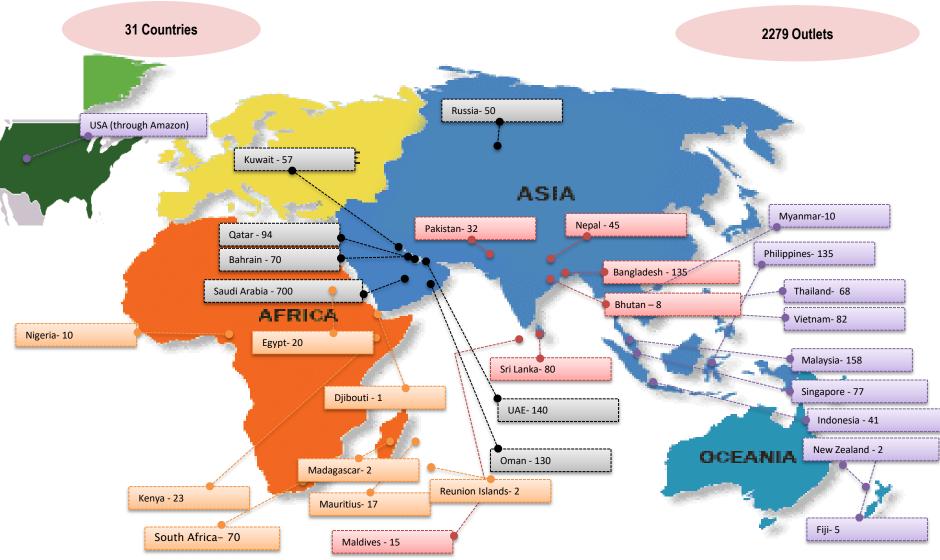
Watch Assembly, Hosur





Watches - International Presence







WORLD OF TITAN

491 showrooms (Net 5 addition in 9M FY'19) 225 towns – 409k sq.ft.



FASTRACK STORES

175 showrooms (Net 9 additions in 9M FY '19) 83 towns – 94k sq.ft.



HELIOS STORES

73 showrooms (Net 3 additions in 9M FY'19) 36 towns – 67k sq.ft.







[#]FlauntYourFlaw





Fastrack REFLEX WAV

WORLD'S SLIMMEST GESTURE CONTROL SMART BAND,

locked and loaded with features.







he art of finest ceramic

Presenting the slimmest ceramic watch in the universe

Jewellery







Brands

TANISHQ: flagship brand ZOYA: luxury segment play MIA: Tanishq sub-brand for faishonable fine jewellery CARATLANE: a Tanishq partnership, ecommerce brand

Manufacturing

Studded jewellery manufactures mostly in-house Plain gold jewellery mostly outsourced 3 manufacturing facilities 4 state of the art karigar centers: Industry best practice

Points of Sale

Largest jewellery retailer in the country Jewellery sales through EBO and ecommerce EBO: Tanishq, Mia, Caratlane Ecommerce: www.titan.co.in and www.caratlane.com

Design Excellence

Key product differentiator Capability for in-house design of many collections

Jewellery







Jewellery













Tanishq Stores

277 showrooms of Tanishq (Net 24 added in 9M FY'19).
172 towns – 1.07 mn sq.ft. of Tanishq (Net 65k sq.ft. added in 9M FY'19).
3 Zoya stores (~15K sq.ft.)



Mia Stores

28 Standalone stores and 20 Shop-in-shops (~11k sq.ft.)



Carat Lane Stores

50 showrooms across 18 towns (~34k sq.ft.)



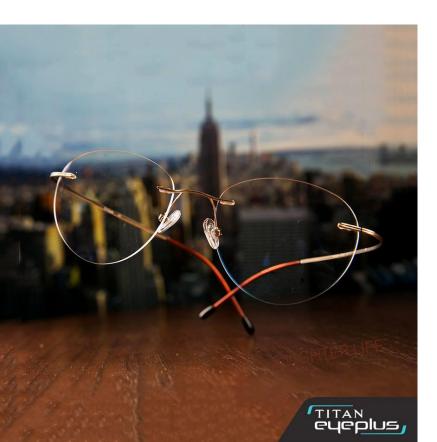




Eye Wear







Brands

TITAN EYE PLUS: Retail brand TITAN: main in-house frames and lenses brand FASTRACK and GLARES: in-house sunglasses brand LICENSED BRANDS: for frames and lenses

Manufacturing

State of the art lens lab in Chikkaballapur Satellite lens labs in major cities to improve turn around time

Frame manufacturing facility to commence operations soon

Points of Sale

TITAN EYE PLUS: India's largest optical retail chain Sunglasses sales through departmental store kiosks and MBO format also

Differentiators

Zero-error testing

Vision check online

Remote eye testing at stores

Tie-up with Sankar Nethralaya for training of store staff and optometrists 27



In-house brands





Manufacturing

Integrated Eyewear facility - Chikaballapur

Lens Labs







Titan Eye Plus Stores

525 showrooms (Net 25 additions in 9M FY '19) 223 towns – 347k sq.ft.

Latest styles ab har budget ke liye!

#GreatStylesGreatPrices

Styles so affordable, you wont stop at one.

#GreatStylesGreatPrices



Fragrance





Brands

SKINN by Titan

Fine French perfumes at very attractive price points Entry into body mist category in FY 18- Skinn Kissed

Manufacturing

Manufactured in France by celebrated perfumers, and distilled from the finest ingredients Bottled in France and India

Points of Sale

Sold through World of Titan Channel, key departmental store chains and Ecommerce One of the highest selling perfumes in all departmental stores Plans to strengthen the distribution further in the coming year Packaging innovations for trial and gifting

Differentiators

Exceptional fragrances at a very attractive price point Similar products from international competition at very high price points Domestic branded competition almost non existent

THE NEW COLOUR OF CLASS. AMALFI BLEU.

SKINN AMALEI BLEU

EAU DE TOILETTE

THE FRESH NEW FRAGRANCE FOR MEN AND WOMEN. SKINN

Fine French Perfumes

by TITAN

Taneira Who we are





- This youngest brand of Titan Company Ltd was launched as pilot in Feb 2017 with 2 stores in Bangalore.
- Anchored in special occasion wear Sarees from across India.
- Evolved as a natural extension of Titan's proposition self expression and design.
- Large, unorganized, deeply Indian 5,000 year old category (like Jewellery).
- 4 Stores as of 31st Dec'18





Our Stores











Titan Company Limited



Q3 Performance



Company

- The Company continued the good growth momentum across all its businesses in the seasonally strong third quarter as well, demonstrating the inherent strength of virtually all the brands in its portfolio, and the strong connect with our consumers.
- Revenue for the company grew by 34% and PBT up by 42% .
- The Company added 67 stores with a retail space of 88k square feet in 9M FY'19, on net basis.
- While there is still no public information on the ability of the IL&FS group to repay its dues, the Company considered it prudent to make a further provision of INR 70 cr in Q3 for its investments in the group, taking the cumulative provision to INR 99 cr of the total exposure of INR 145 crores.
- CRISIL has revised its rating outlook on the long-term bank facilities of the company to 'Positive' from 'Stable', and reaffirmed the 'CRISIL AA+' rating.
- December saw the successful completion of the ECHO ('Educate to carry her onwards') campaign. The program created awareness among close to 6 lakh children on child safety, especially on 'good touch and bad touch' and has also raised funds to educate 18,000+ underprivileged girl children.



Jewellery

- The Jewellery division had a good festive season and recorded strong revenue growth of 37%, on back of strong growth in both studded and plain jewellery category.
 - Plain category also benefitted from a large institutional order of ~INR 200 crores of gold coins.
- EBIT margin was higher at 13.3% led by higher gross margins, lower discount, inventory valuation loss recovered from the last quarter (INR 18 crores), lower advertising spends in the quarter as well as operating leverage driven by strong revenue growth.
- Studded ratio was line with the previous year at 25%.
- Golden Harvest and Gold exchange programmes continue to drive customer acquisitions.
- Tanishq added 24 stores in 9M FY'19, adding 65k square feet, on net basis.



Q3 Performance - Standalone

Watches

- Strong revenue growth momentum continued for third consecutive quarter, with growth rate of 19% in Q3.
- Broad based growth across channels. E-Commerce and LFS channels continues to witness the strongest growth rates.
- Good progress in strengthening the smart product portfolio with the launch of smart products 'Reflex Wav' under Fastrack and 'SF Rush' under Sonata brand.
- New product launches were backed by strong multi-channel campaigns to build awareness in the market, resulting in the EBIT margin of 8.5% for Q3.
- The division added 5 WOTs, 9 Fastrack and 3 Helios stores in 9M FY'19, adding 1,500 sq. ft., on net basis.

Eye Wear

- Increased the assortment at more affordable price points, in-line with our core brand proposition of expertise & styles at great value. Strong revenue growth of 40% driven by a healthy like-to-like sales growth of 13%, network expansion and commencement of frames distribution in this fiscal.
- Profits affected by continuing investments in brand through advertising
- 25 stores were added in 9M FY'19, adding 16,000 sq. ft. of retail space, on net basis.

Fragrances & Taneira

- Skinn remained the best seller in its category in departmental chain stores, despite the international brands being on discounts during the quarter.
- Taneira opened its second store in Delhi, taking the total count to 4. The division launched a collection of bridal lehengas and sarees, accompanied with a digital campaign.



Q3 Performance – Subsidiaries and JV

Titan Engineering and Automation Ltd (TEAL) - 100% owned Subsidiary

- TEAL had an excellent quarter with the revenues growing by 64% YoY.
- Both the segments, Aerospace and defence (A&D) and Automation solution business grew strongly
- The improvement in capability has resulted in considerable interest from its customers leading to order sizes increasing substantially.
- The company is expected to end the year with a very healthy order book.

CaratLane (67% owned Subsidiary)

- Caratlane's revenue recorded a 43% growth, primarily due to network expansion.
- It continues to enjoy good gross margins in YTD, compared to previous year, on the back of better pricing and product mix.
- Caratlane added 14 stores to its network, in 9M, FY '19, taking the total store count to 50.

Favre Leuba (100% owned Subsidiary)

• New models (Raider Deep Blue 41 & Raider Sea King) that were launched during the year have been receiving good response.

Mont Blanc (JV with 49% stake)

• Opened two new stores to take the total count to 12 stores, leading to strong growth on back of network expansion.



	Q3'19		9M F	'Y'19
	Sales value growth	Like-to-Like growth	Sales value growth	Like-to-Like growth
Tanishq	34%	<mark>27%</mark>	22%	17%
World of Titan	0%	<mark>(2%)</mark>	3%	2%
Fastrack	4%	<mark>(1%)</mark>	6%	1%
Helios	16%	<mark>6%</mark>	28%	7%
LFS (for Watches)	20%	<mark>15%</mark>	23%	18%
Titan Eye+	23%	<mark>13%</mark>	19%	10%

Note: 1. Above retail growth is based on secondary sales (at consumer prices) in Titan branded retail stores (including franchisee stores) and LFS only. Reported revenue is based on secondary sales to consumers in L1 and L2 stores and primary sales to L3 stores, distribution partners and institutional clients. Consumer discounts, franchisee pay-outs and GST is netted off from consumer prices for reported revenue.

2. Retail network shown above represent sales of almost 100%, ~50% and ~80% of Jewellery, Watches and Eyewear businesses respectively on consumer price basis. The remaining sales is to the distribution channels and institutional clients.

Fotal Income ⁽¹⁾ in INR Crores)	Q3'18	Q3'19	Growth %	9M FY'18	9M FY'19
Watches	539	641	19%	1,632	1,910
lewellery	3,576	4,890	37%	9,744	12,044
Eyewear	93	129	40%	306	381
Others / Corporate ⁽²⁾	35	73	105%	123	186
Standalone	4,243	5,733	35%	11,805	14,521
Caratlane	86	123	43%	209	283
ΓEAL	57	94	64%	136	244
Others/ Consol. Adj. ⁽³⁾	(2)	(15)		(31)	(31)
Consolidated	4,384	5,934	35%	12,119	15,016

Note:

- **1.** Total Income also includes other income.
- 2. Others include Accessories, Fragrances and Taneira business
- 3. Others include TTPL (divested in June'18) and Favre Leuba.



EBIT (in INR Crores) ⁽¹⁾	Q3'18	Q3'19	Growth %
Watches	83	54	-34%
Jewellery	385	651	69%
Eyewear	(4)	(1)	
Others/ Corporate ⁽²⁾	(29)	(91)	
Standalone	434	612	41%
Caratlane	(18)	(4)	
TEAL	6	17	
Others/ Consol. Adj. ⁽³⁾	(14)	(10)	
Consolidated	408	615	51%

9M FY'18	9M FY'19	Growth %
233	287	24%
1,092	1,436	31%
0	(1)	
(60)	(158)	
1,265	1,565	24%
(49)	(24)	
3	40	
(35)	(35)	
1,183	1,545	31%

EBIT Margin	Q3'18	Q3'19
Watches	15.3%	8.5%
Jewellery	10.8%	13.3%
Eyewear	-4.8%	-1.1%
Standalone	10.2%	10.7%

Consolidated 9.	.3% 10.4%
-----------------	-----------

9M FY'18	9M FY'19
14.3%	15.0%
11.2%	11.9%
0.0%	-0.2%
10.7%	10.8%

|--|

Note: 1. EBIT is before exceptional items and share of profit/ (loss) of JV and associates

2. Others include Accessories, Fragrances and Taneira business

3. Others include TTPL (divested in June'18) and Favre Leuba.



in INR Crores	Q3'18	Q3'19	YoY
Revenue from operations	<mark>4,225</mark>	<mark>5,672</mark>	34%
Other Income	18	61	
Total Income	4,243	5,733	35%
COGS	3,136	4,248	
Gross Profit	1,107	1,486	34%
Employee benefits expense	191	214	12%
Advertising	<mark>135</mark>	<mark>138</mark>	2%
Other expenses	319	488	53%
EBITDA	463	645	39%
Depreciation & Amortization	29	33	
EBIT	434	612	41%
Less: Finance expense	10	13	
PBT (before El)	423	600	42%
Less: Exceptional Items	-	-	
Less: Tax	115	183	
РАТ	308	416	35%

		VoV
9M FY'18	9M FY'19	ΥοΥ
11,739	14,398	23%
66	123	
11,805	14,521	23%
8,639	10,587	
3,166	3,935	24%
551	627	14%
339	410	21%
932	1,228	32%
1,344	1,670	24%
80	105	
1,265	1,565	24%
35	32	
1,229	1,532	25%
11	-	
338	453	
881	1,080	23%

 Other expense includes provision of INR 70 crore for Q3 and INR 99 cr. for 9M FY'19, for the investments made in IL&FS group.



in INR Crores	Segment Assets		
	31-Mar-18	31-Dec-18	
Watches	1,354	1,532	
Jewellery	5,611	5,960	
Eyewear	287	366	
Others	52	99	
Corporate	2,092	3,695	
Total	9,396	11,653	

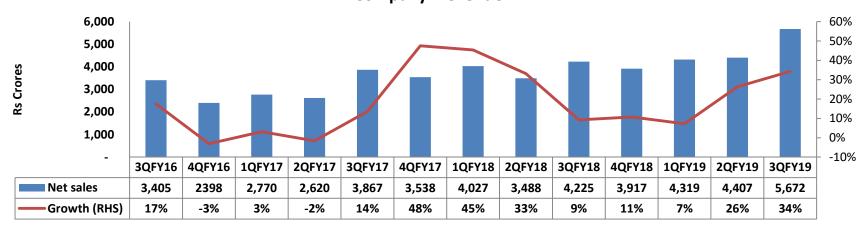
Segment	Liabilities
31-Mar-18	31-Dec-18
448	435
3,536	5,035
81	117
19	27
119	187
4,202	5,801

Capital Employed		
31-Mar-18	31-Dec-18	
906	1,097	
2,076	925	
206	250	
33	72	
1,974	3,509	
5,194	5,852	

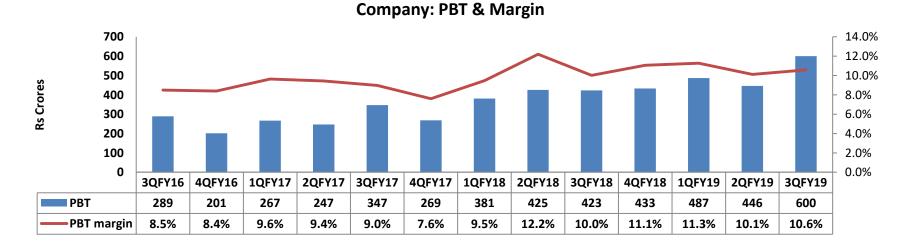
Note: 1. Others include Accessories, Fragrances and Taneira.

- Jewellery liabilities increased primarily due to increase in Gold-on-Lease (GOL).
- Corporate's asset increased due to the increase in surplus cash.



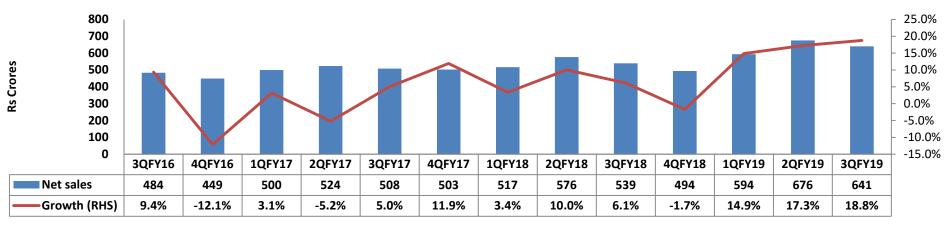


Company: Revenue



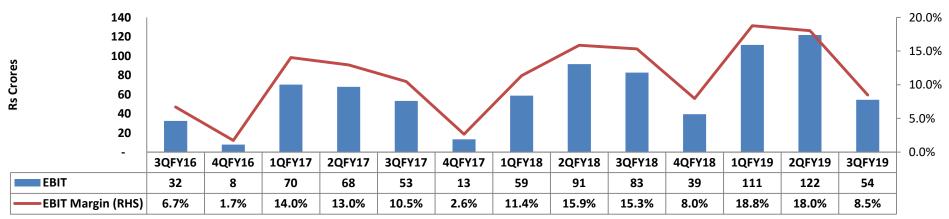
Note: 1. Financials of the Company do not include PED from Q1, FY '18 onwards due to its demerger into TEAL. 2. PBT is before exceptional items.



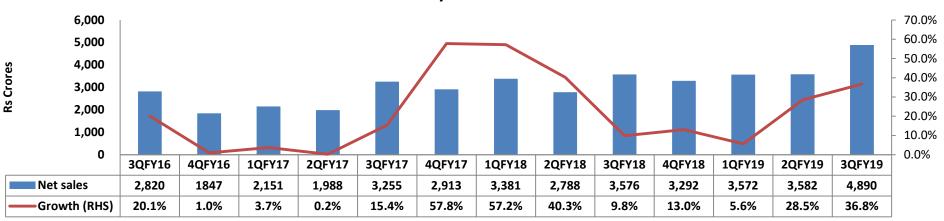


Watches: Total Income



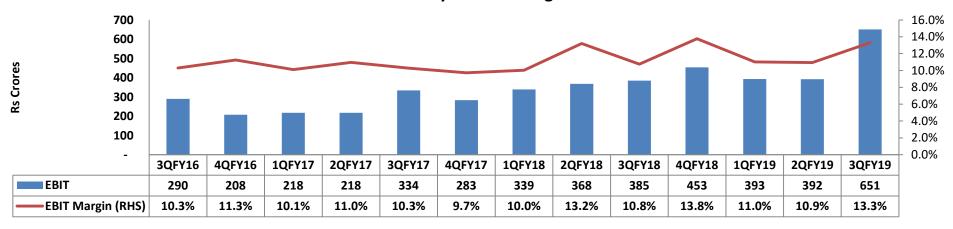




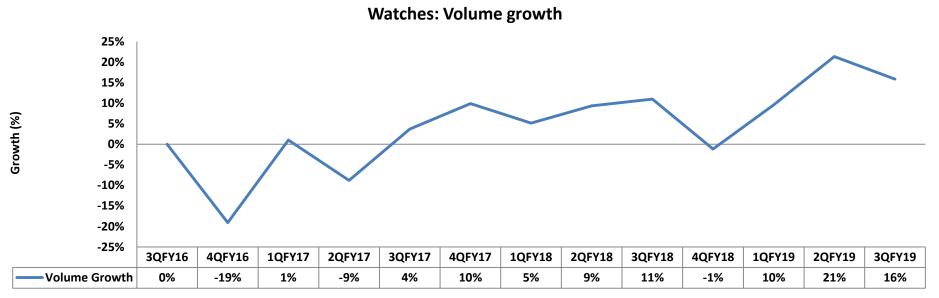


Jewellery: Total Income

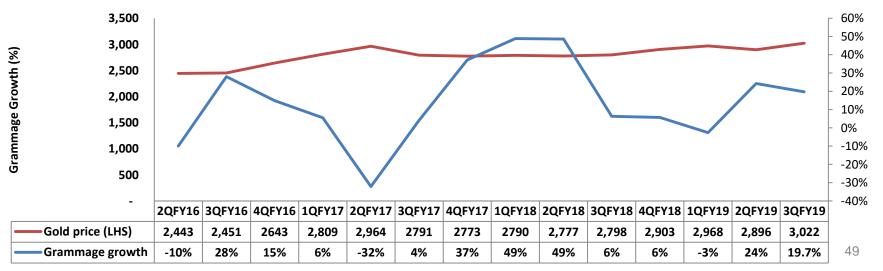
Jewellery: EBIT & Margin

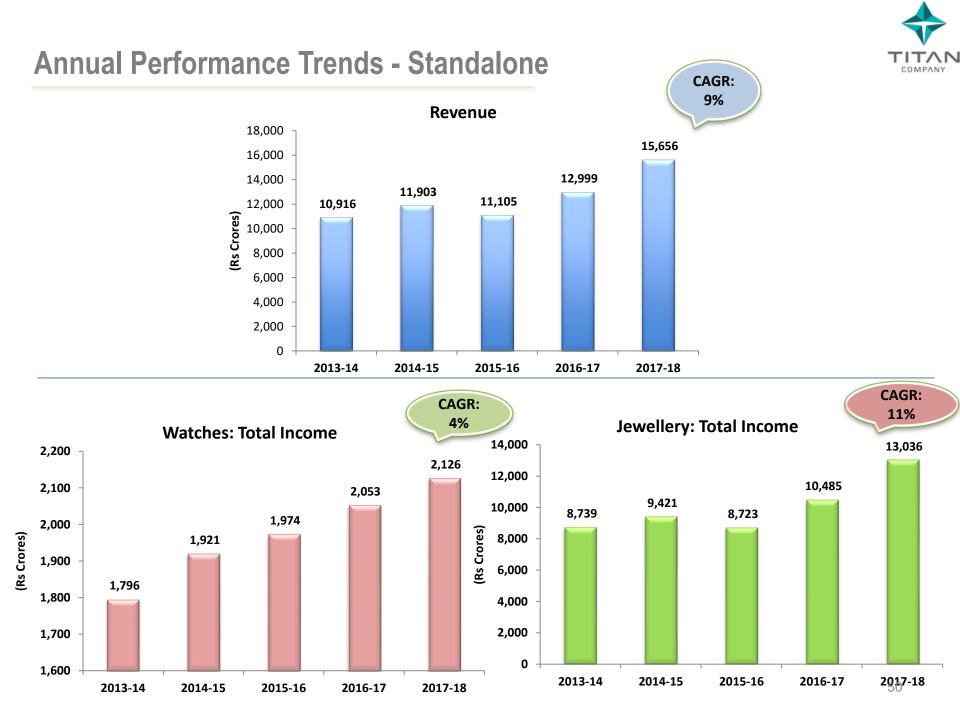




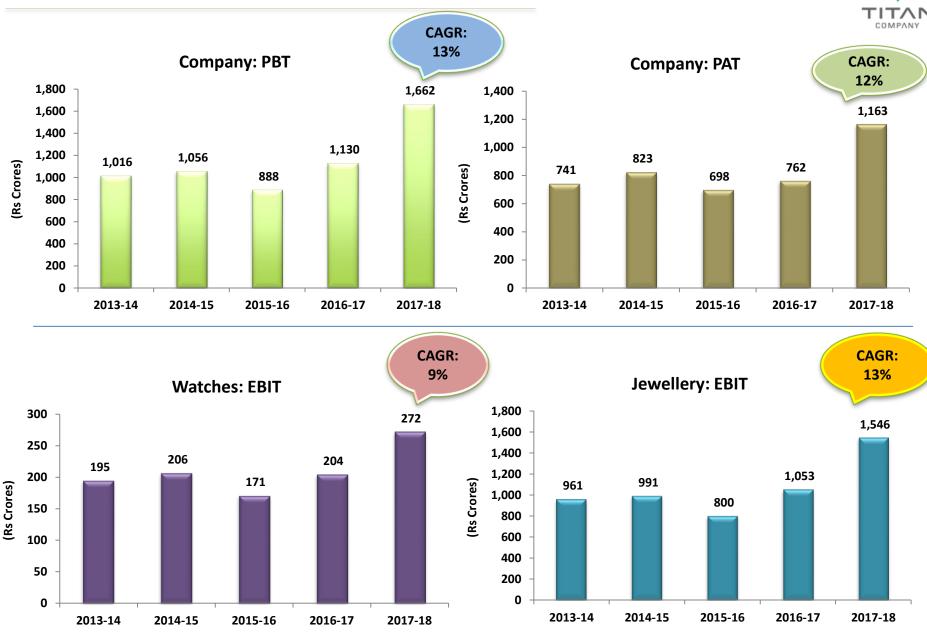


Jewellery: Gold price (22kt) and Grammage growth





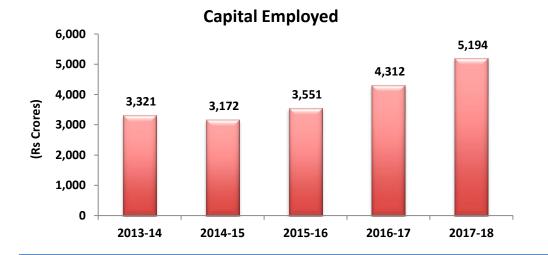
Annual Performance Trends - Standalone



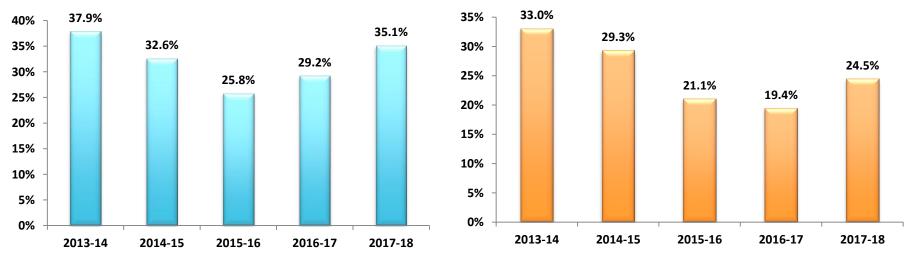
Note: 1. EBIT and PBT is before exceptional items.

2. PAT is after exceptional item of INR 96 cr and INR 92 cr for FY'17 and FY'18 respectively.

Annual Performance Trends – Standalone



ROCE



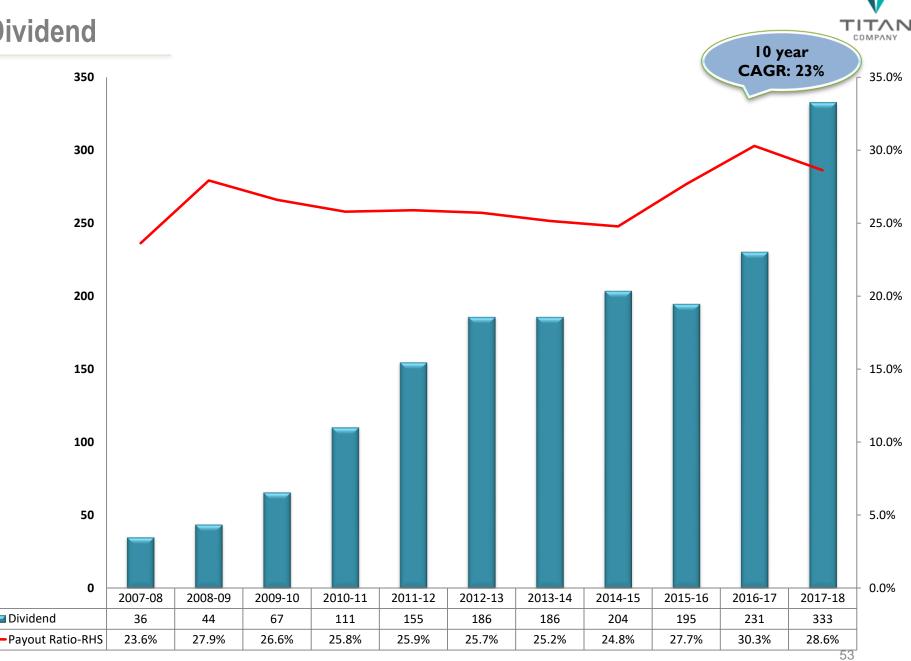
ROE

Note: 1. In above ROCE calculation, EBIT is before exceptional items.

2. In above ROE calculation, PAT is after exceptional item of INR 96 cr and INR 92 cr for FY'17 and FY'18 respectively.



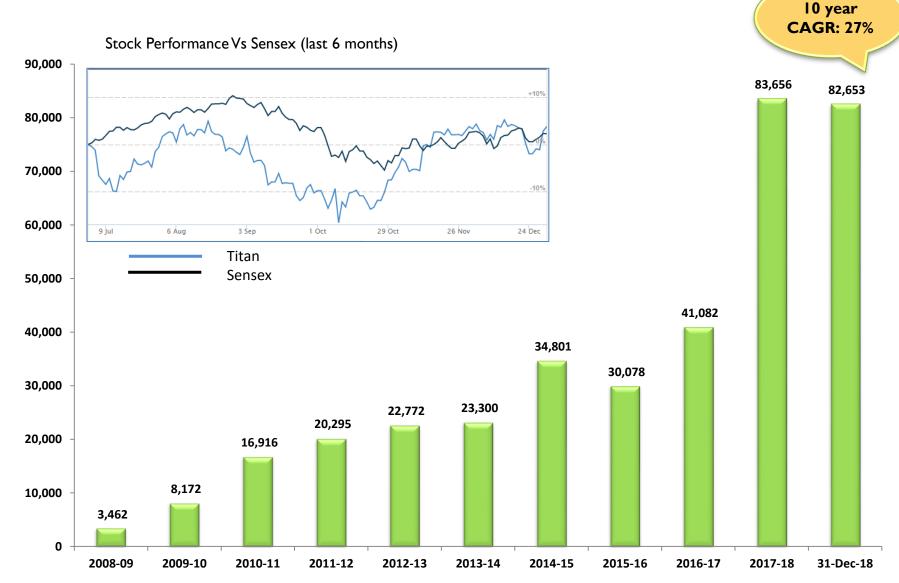




(Rs Crores)

Market Capitalisation

(Rs Crores)



Note: Based on NSE closing prices at the end of the period

COMPANY

Awards and Recognitions won in 2018



- Titan wins in Pitch Top 50 Brands, 2018, in the 'Evergreens Category'.
- Fastrack wins at the Afaqs Foxglove awards 2018 for 'Shut the Fake up' campaign.
- Sonata wins the 'Best Brand Launch of the Year' at the 'Brand Equity Marketing Awards'.
- Tanishq received the 'World Branding Award' in London at Kensington Palace. Tanishq was the only brand selected from India.
- Tanishq won the "Most Admired Retailer of the year" in the Jewellery category at the Images Retail Award 2018.
- Tanishq won 'Excellence in customer service and sales process initiative' at the 'Retail Jewellers Guild Awards'.
- Titan Eyeplus felicitated by NASSCOM in the Special Category 'Best use of technology by an enterprise for Excellent Customer Service'.
- Titan Eyeplus wins Bronze in the prestigious ACEF Asian Leadership Awards.
- Titan Eyeplus won at the 'International Customer Experience Awards' in 'Best Customer Experience Strategy' category, hosted by CXInternational in Amsterdam and judged by 84 CEOs and global customer experience specialists. Jury was impressed with the brand's transforming NPS.
- Titan Company accredited 'Best Employer Award' by Tamil Nadu Government under the category of 'Employing most number of differently abled personnel.'
- Titan manufacturing units won multiple Health & Safety awards from 'National safety council'.



Formally defined CSR Policy in line with the company's vision

The CSR focus at Titan will continue be driven by broad themes such as upliftment of the underprivileged girl child, Skill development for the under privileged and support for Indian Arts, Crafts and Heritage. We will also support local causes that are supportive of our neighborhood wherever we are present

Area	Key Initiatives
Girl Child / Education	Remedial Education and holistic engagement with Girl child in two most backward locations of TN and Karnataka . (13168 children for remedial support and 1 Lakh children over five years on holistic engagement). Titan ECHO helped raise funds for over 20000 girl children , and also sensitize over 4 lakhs individuals on child abuse / good touch bad touch
	Support for higher education through Titan scholarship program , focus more on girl children
	Enabling school education for the tribal child and D.Ed program (about 265 children) as part of affirmative action
Skill development for underprivileged	Titan LeAP skill for employment and employment continues at multiple centers in Bangalore and Chennai.
	As on YTM 730 youth are undergoing training and many of them have completed and got placements107 disabled youth have been trained and placed at Bangalore center. Employability skills programs are underway in tier3 and tier 4 Engineering colleges.
Support to Indian Arts Crafts and heritage	Working with two craft communities one in Benares, & one with the youth of Kashmir for revival & enable market linkages continues
Design Impact Awards for Social Change	Detailed log frames are being worked out with DIA grantees and funds are being disbursed for implementation . We had a second showcase of the top 100 entries at a prominent location at Mumbai and had received very good response
Responsible citizenship	Titan-NABARD partnership for watershed programs has reached out to more than 1500 individuals covering 4 taluks in Cuddalore. Integrated village development program at Uttarakhand continues
	Happy eyes - eye care : program going on, reaching out to underprivileged and has covered about 1.0 Lakh children's / adults so far.
	Our prevention of substance abuse program in schools in Sikkim is nearing completion and has reached out to 75000 children and peer educators.
Others	New Corporate office Platinum LEED certified
	Rejuvenation of veerasandra lake commenced.
	Support to TN Gaja flood relief
	We have logged in 10000 man-hours of volunteering so far

Thank You

