

COMPANY PROFILE

TITAN COMPANY LIMITED - JEWELLERY DIVISION

29, SIPCOT INDUSTRIAL COMPLEX

HOSUR-635126.

TAMIL NADU. INDIA



About TATA Group:

Founded by Jamshedji Tata in 1868, the Tata Group is a global enterprise, headquartered in India, comprising 30 companies across 10 verticals like Technology, Steel, Automotive, Consumer & Retail, Infrastructure, Financial Services, Aerospace & Defence, Tourism & Travel, Telecom & Media, Trading & Investments.

The group operates in more than 100 countries across 6 continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'.

Group Sales for FY:2022-23 was \$150Billion, employs over 1million people, there are 29 publicly listed Tata enterprises with a combined market capitalisation of \$300 billion (INR 24 trillion) as on July 31, 2023.

Tata Sons is promoter of Tata companies, 66% of the equity share capital is held by philanthropic trusts, and dividends flow directly to support the education, health, livelihood generation and art and culture.

About Titan Company Limited:

Titan is established in the year 1984, as a joint venture between Tamil Nadu Industrial Development Corporation (TIDCO) and Tata Sons. Titan has become fifth largest integrated watch manufacturing facility in the world. Titan has manufacturing facilities at Hosur, Dehradun, Sikkim, Pant Nagar, Coimbatore.

Titan is India's leading lifestyle company, established leading positions in the Jewellery, Watches and Eye Care categories, diversified into Wearables, Indian Dress Wear and Fragrances & Fashion. The name Titan today evokes superior craftsmanship, innovative technology, and trustworthy product quality.

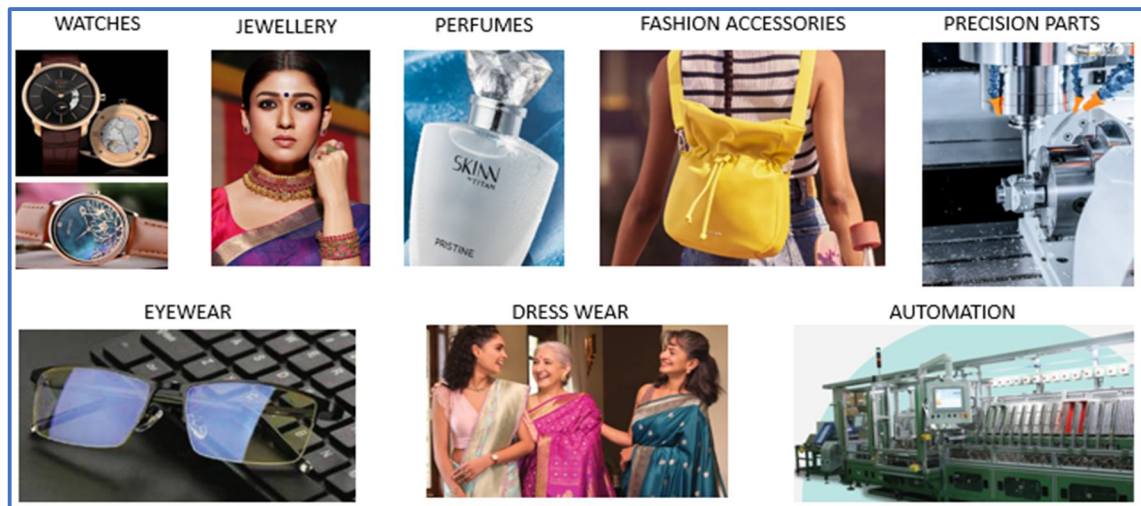
Vision, Mission, and Values of the Company:

Our Vision: We create elevating experiences for the people we touch and significantly impact the world we work in.

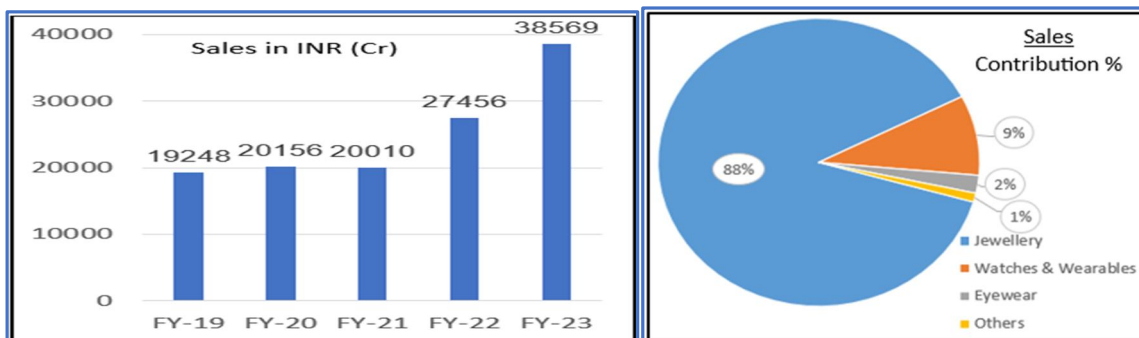
Our Mission: We will do this through a pioneering spirit and a caring, value-driven culture that fosters innovation, drives performance, and ensures the highest global standards in everything we do.

Our Values: Customer First, People Make the Brand, Culture and Teamwork, Creativity and Innovation, Passion for Excellence, Corporate Citizenship.

Titan has various products & brands, well positioned in the market to serve the different segment of consumers across world.



Titan recorded a standalone income of around INR 38,569 crore for the year ended 31st March 2023.



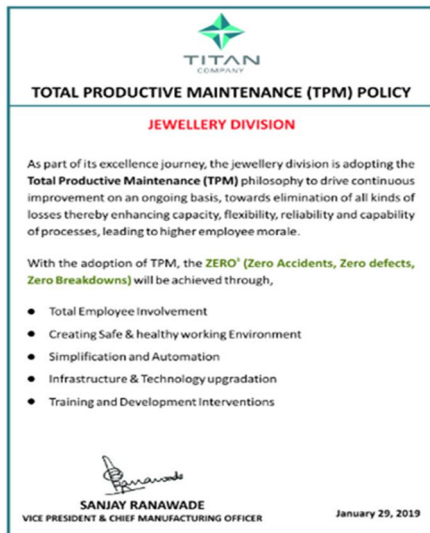
Titan Company Ltd – Jewellery Division:

The Titan has diversified its business from Watches to Jewellery Manufacturing in the year 1993, considering the long-term growth prospects in the unorganised jewellery sector. The Jewellery Division was started at Hosur, Tamil Nadu engaging the technical experts and state of the art machineries. The Jewellery machineries are sourced from India, Japan, Switzerland, Germany, Italy, USA, Turkey & China. The plant is spread across 10 acres of land, built up area is 29745 Sq. Mtr.

The Tanishq brand has been well recognised in the branded segment for its purity assurance and guarantee as TATA Product. For empowering its customers, the Karat meters placed in every store, which are tools that allow customers to check the purity of every gram of gold they buy or own. Tanishq has created the new brands Zoya, Mia, and acquired the online brand Caratlane to become market leader.

TPM Policy:

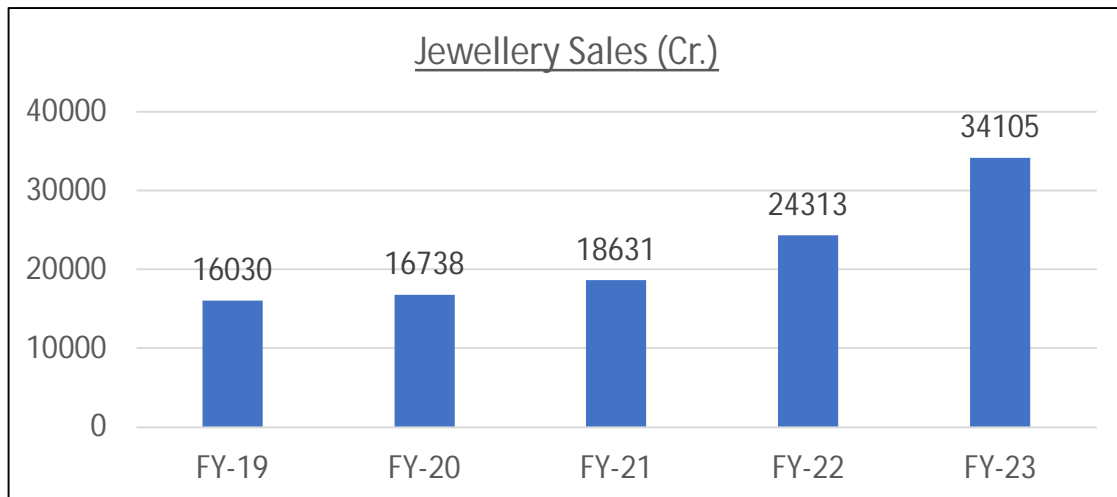
The TPM Policy of Titan Jewellery is to achieve excellence through Total involvement of everyone, where continuous improvement on an ongoing basis towards elimination of all losses and enhancing productivity.



- Zero Equipment Failure
- Zero Incident & Health Hazard
- Zero Defect
- Total Employee Engagement
- Continuous Learning Kaizen
- Customer Satisfaction

Annual Sales / Production:

The Jewellery annual sales in terms of INR are as below. However, the five-year plan is to achieve the sales target of 100000Cr INR by 2027. The product wise production plan can't be disclosed considering the business strategy point of view.



The Staff:

The Company engages workforce of close to 1370 people in day shift. The support services staff engaged round the clock 24x7 basis 365days to maintain the critical utility services, safety & security of the premises. Since the product is precious material like Gold, Diamonds, Platinum, the premises is under CCTV surveillance managed by its own Command Centre setup.

Process Stream:

The Marketing team provides the demand forecasting to the production team month on month for production planning. The Supply Chain Management team analyses and allocates the respective product verticals like Plain Jewellery, Studded Jewellery, Gold Coins, Gold Bullion, and Components for inhouse as well as vendor partners.

The products are manufactured by engaging skilled manpower & special purpose machineries within stipulated time & finish requirements. The finished products are submitted for hall marking with accredited vendors, transferred to warehouse for distribution with boutiques/customers.

Key Functions:

Refining department recycles the impure gold (14Kt,18Kt, 22Kt exchange gold) into pure gold of 24kt to eliminate the fresh gold requirements of 65%. Present Refining capacity is of 32.5Ton/Yr. Tanishq Refining facility was Certified by BIS (Bureau of Indian Standards) and has patented process technology for world's shortest recovery process system.

Alloying department caters the production of Gold Coins & Gold Bullions which is certified by MCX (Multi Commodity Exchange) for trading practices, production of Gold Components, Wedding Rings, Tube Bangles. Alloying department supplies the alloyed gold to vendor partners also.

Machine Made Chain (MMC) department engaged to manufacture of various kind of Gold Chains by utilizing the Special purpose Chain Weaving Machinery sourced from Italy.

State of the art Gold Refinery



Component Manufacturing



Chain Manufacturing



Machine Made Jewellery (MMJ) department caters to production of machined products like, Bangles, Rings, Customer Orders, Laser Machining products etc...



Upstream (Casting) department caters to the production of Plain & Studded products in volumes (40 to 120 Gold trees/Day) for faster delivery of the semi-finished products.



Quality Assurance (QA) department has NABL accredited Laboratory for Assaying requirements. The dedicated team is engaged to educate the vendor partners to follow the quality requirements of Tanishq jewellery.



Maintenance department extends support to enhance the asset life cycle of production machinery & equipment's. The TPM way of approach enables to adopt Inspection & Repair, Time Based Maintenance, Condition Based Maintenance practices for optimum utilization of Machinery, Spares, Costs, Skill sets.



Products:



Long Term Objective:

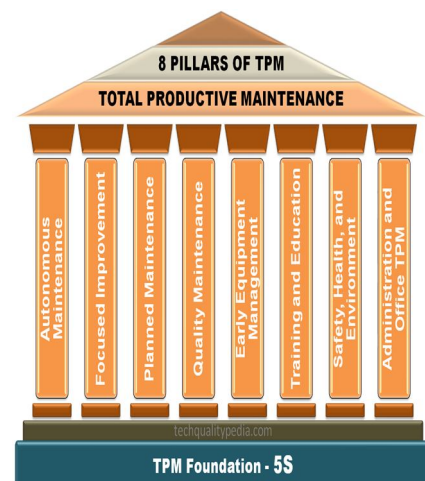
- Strategic deployment of TPM, achieving its benefits.
- Improve Sales to 100000 Cr by FY-2027.
- Building Capability & Leverage Capacity at Hosur - 7500Cr.
- Ensure 100% Diamond authenticity - 2.0Lakh Nos/Day
- Diversity, Equity, Inclusion: Increase Women Workforce by 27% by 2027.
- Digitalization of Supply Chain Management System.
- Invest in Technology – 3D Gold Metal Printing
- Sustainability:
 - 100% Renewable Energy by FY-2025.
 - 100% Water Positive by FY-2025
 - Carbon Neutral by FY-2027

PQCDSME Target:

The Jewellery business has major contribution for the Titan Groups sales turnover of 88%, has a key role to play in delivery of the company Vision & Mission. To achieving this, the jewellery division working for Manufacturing Excellence to improve the Customer Delight and Exceeding Expectations. TPM is one of the key pillars to achieve global standards in all parameters of Productivity, Quality, Cost, Delivery, Safety, Morale and Environment.

TPM Implementation:

- Implementation of TPM as per JIPM Manual.
- Management declaration on TPM implementation by March 2018
- Consultation with CII-TPM Club of India for Manager Model Machines 09Nos
- Formed the Site Steering Committee and Program Office
- TPM Kick Off on 29th Jan 2019.
- Activities are being followed as per the JIPM guidelines.
- PDCA approach is being followed to ensure that the activities are carried out to achieve targets.



Vendor Partners:

Titan has its dedicated Responsible Sourcing Objectives which focuses on

- Establishing the committed Vendors pan India basis.
- Sourcing the Gold, Diamonds from authorised channels.
- Development of Vendor Eco System - improved workplace environment

Sustainability:

Titan has committed to protect the environment, developed own resources like, Miyawaki Forests consists of 10000+ Trees, Renewable Energy (Solar & Wind Energy) of 82%, and Rainwater Cisterns of 140Lakh Ltrs capacity.
