TITAN
COMPANY

SEC 16 /2016-17

12th October 2016

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: Exploring opportunities in personal lifestyle categories

Titan Company Limited has since inception been exploring opportunities in personal lifestyle categories. One such category is special occasion ethnic wear for women which will now be piloted for understanding consumer attitudes and preferences. The pilot, which may include setting up a few stores, is expected to last about 12 months at the end of which the Company will take a decision on the future course of action

This is for your information and records.

Thank you.

Yours truly,
For TITAN COMPANY LIMITED

A R Rajaram
Head - Legal & Company Secretary