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# Montblanc - Titan Joint Venture commences retail operations in India

Luxury maison to open five boutiques in the next three months

**03 December, 2015**: International luxury Maison Montblanc has confirmed its partnership with India's largest lifestyle company and specialty retailer, Titan Company Limited, to establish Montblanc's luxury retail presence across India. The joint venture will see the opening of five Montblanc boutiques in the coming three months in Mumbai, Delhi, Hyderabad and Pune.

This month marks the opening of Montblanc boutiques in the exclusive Palladium Mall in Mumbai, and at the Taj Mahal Hotel, Mansingh Road Delhi. Both boutiques showcase the latest collections of expertly crafted, sought-after timepieces, a wide selection of the Maison's innovative writing instruments, fine jewellery for men and women and artisanal leather goods.

Simultaneously, a dedicated Customer Service Centre operated by Titan will ensure a new level of convenience and service for clients in India.

Commenting on the new joint venture and re-entry into India, **Nicolas Baretzki, Executive Vice President Sales, Montblanc International commented**: *"We are delighted to partner with Titan in India. This is a market that presents exceptional opportunity for Montblanc, and our expansion strategy will certainly help serve our strong and loyal client base here. The first two boutiques – in Mumbai and in Delhi – are excellent starting points for us and we look forward to a long and successful presence in India."*

Sharing his thoughts on the association, **Bhaskar Bhat, Managing Director of Titan Company Limited said:** *"We are equally delighted to be partnering with Montblanc and have every confidence in ensuring its success. This association will help us bring to our large and loyal Customer base a unique luxury experience. With Titan's strong position and Montblanc's iconic, luxury offering across its portfolio, there is no doubt that the Maison's appeal and success will only continue to grow."*

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**About Montblanc:**

For over 100 years, Montblanc has embraced the traditions of lasting value and exquisite craftsmanship. The Maison's uncompromising principles of design, style, quality and workmanship have allowed it to create heirloom collections that are passed from generation to generation. The iconic Montblanc Emblem is a symbol of excellence – the pinnacle of luxury writing instruments, timepieces, leather, accessories, fragrances and sunglasses – and the Maison has made an enduring commitment to encourage excellence through cultural advancement. Montblanc has its roots in writing culture and therefore sees a particular obligation to its own cultural commitment. Through various international activities, the Maison makes a creative contribution to modern cultural life: Montblanc itself writes a small piece of cultural history.

**For further information, visit www.montblanc.com**

**About Titan Company Limited:**

Titan Company Limited, a joint venture between the Tamil Nadu Industrial Development Corporation (TIDCO) and the Tata Group, is the leader in India for Watches, Jewellery and Eyewear and also markets Accessories and Fragrances. The Company achieved a turnover of Rs 11791 crore in FY 2014-15.

**For further information, visit www.titan.co.in**

**For any queries, please contact:**

**Ajit Pai | Ajit.Pai@Edelman.com | +91 96633 94732**