

WATCH MARKET REVIEW

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SEIKO

A Sky Full Of Stars

The beauty of The Night's Sky is further enhanced by the presence of twinkling stars dotted all over its surface. These heavenly bodies made of hot gas have enchanted the minds of so many artists that there are millions of poems, verses and songs written illustrating its celestial aura. Not just that, it has served as inspiration for several creative pursuits. This inspiration extends to even the world of watches as there have been a number of watch models that pay an homage to the stars through their intricate watchmaking.

Two new creations inspired by the brilliance of the morning star join the Seiko Astron GPS Solar collection. The radiance of the early morning sky, when it gradually begins to light up from the dark of night, is reflected in the watch with an

all-black titanium case and bracelet combined with glittering gradation dial. Gold accents are reminiscent of the planets visible in the night's sky in the early hours of dawn. The indexes, as well as the hour, minute and seconds hands, are filled with blue Lumibrite, enhancing legibility in low-light conditions. Both watches are offered as a limited edition of 1,200 each.

The GPS Solar movement is fitted with 12 jewels and can display times for 39 time zones. The power reserve indicator alerts you about the remaining power at all times ensuring complete reliability. The three fold clasp with a push button release provides maximum comfort and can easily adapt to an active lifestyle.





Dear Friends,

The month of March is celebrated as Women's Month and is a great opportunity to felicitate women and their countless achievements throughout history. With their hard work determination and intelligence, women have consistently proven that they can walk right alongside their male counterparts. This is perhaps most apparent in the ongoing Women's Premiere League. In a country obsessed with men's cricket, women cricketers are breaking world records in the field of sports. So to celebrate Women's Month we bring to you a roundup of some fantastic women cricketers and the timepieces that we would like to see them in.

Watchmaking is a very technical process as it involves the painstaking process of assembling thousands of parts. Luxury watches consist of some of the best materials which is why they also command such a premium price. However, in order to avoid counterfeiting, watch certification is the need of the hour. Swiss horology provides a number of watch certifications that enhance the value and prestige of a timepiece.

We decode what each of this certification means and what are the stringent tests the watch has to undergo in order to receive these coveted certificates.

The Gujarat model has served as a robust model when it comes to progress and development. However, how does this state fare through the lens of luxury watches? We sat down for an interview with the founder at Luxury Time and Golden Time, Supal Doshi where he gave us a detailed insight into the consumer mindset and scope of the Gujarat horology business. The interview makes for an interesting read as it clears any misconceptions about the state.

As the world eyes India as the next destination for luxury, the launch of TimeVallée couldn't come at a better time. With the multibrand watch group unveiling three new boutiques in 2024, this is shaping to be an exciting year for watch lovers!

We hope you enjoy the issue!

Sunil Karer, Editor

HOURS & MINUTES

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CERRUTI 1881

A Parisian Soirée

The city of Paris stands for high fashion, stylish ensembles and just a touch of romance. As one of the world's most popular cities, the sights and vintage charm of Paris are world renowned. However, the city is also known for its dedication to innovation, art as well as watchmaking. French watchmaking brand Cerruti 1881 has been at the forefront of the watchmaking revolution with its cutting edge designs, passion for precision and freedom of expression.

However, these very timepieces can be enjoyed by watch lovers here in India as well thanks to various watch retailer stores. Cerruti 1881 has launched a wide range of premium watches within the chronograph and automatic series. The timepieces are made of stainless steel and are ion plated, as well as water resistant. These elegant timepieces are available in key cities across India - Delhi-NCR, Mumbai, Bengaluru, Hyderabad, and other metros and top tier-1 cities. The watches are now available at watch retailer stores – Helios, Shoppers Stop and Lifestyle, as well as premium online platforms such as Tata CLiQ Lux.

POUR HOMMES

Blending intrinsic detailing and refined elements, Cerruti 1881 has crafted a handsome watch, as part of its new collection. The timepiece, Odissea, is sharp, masculine and robust, adding that trendy element to your look. Elevating its aesthetic codes, the square case with a coin-etched bezel lends expression to the bespoke design of the watch. A timeless companion for your evening soirees, this timepiece has a commanding presence.

POUR FEMME

Inspired by the idea that 'less is more,' this new launch from Cerruti beautifully offers a design that is classy and elegant. The watch features a suave black dial combined with the stunning Rose Gold Metal Mesh Bracelet. The graduating roman numerals are an artistic expression of the city that is widely considered the birthplace of art and culture. Paired with an all-black attire, this timepiece is sure to grab eyeballs wherever you go. The timepiece is also available in a White Mother of Pearl dial with a sophisticated Gold Metal Mesh Bracelet.



So no matter where in the world you may be located, you can sport a chic Cerruti 1881 timepiece and take a little bit of Paris with you always.



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BREITLING X KAPOOR WATCH COMPANY

A Limited Edition



As a leading watchmaker, Breitling has shown a keen affection for dive watches. Be it the Superocean or Navitimer, the seas have played inspiration for some of the brand's finest timepieces. In India, Kapoor Watch Company has been the brand's long standing partner bringing these creations to the country since decades. In order to commemorate this valued relationship, Breitling unveiled a Special-Edition Superocean Heritage exclusively for Kapoor Watch Company.

This special edition pays homage to the iconic design of the original Superocean from the 1950's while infusing a modern essence into its classic heritage. With only 50 pieces available, the Superocean Heritage features a striking green dial in a 42mm diameter stainless steel case with an 18 k red gold bezel fitted with a polished ceramic ring and is presented on a sporty "mesh-styled" rubber strap.

Sporty and elegant, the Superocean Heritage is a true embodiment of style at sea. Featuring the iconic triangular-shaped hands as well as a unidirectional bezel with a polished gold ring, the Superocean Heritage is an elegant diver's watch. The Superocean Heritage is powered by the Breitling Manufacture Caliber B20, a COSC-certified chronometer based on the Tudor Caliber MT5612.

Managing Director, Breitling India, Pradeep Bhanot commented: "We're delighted to be launching a special edition Superocean Heritage with our retail partner Kapoor Watch Company. The Superocean heritage is no longer just a diver's watch, it's a sporty, elegant watch that we are certain will appeal to audiences in India".

Pratiek Kapoor, Head of Communications & Operations at Kapoor Watch Company expresses, "We're proud to unveil the new Breitling Superocean Heritage, a Kapoor Watch Co. exclusive in partnership with Breitling. This 50-piece limited edition watch not only marks and strengthens our long-standing relationship with Breitling but is also a fabulous presentation of Breitling's timeless aesthetic tailored for the Indian market."

TISSOT

It's About Dame Time



In a world where the word iconic is used so loosely, if there is one timepiece that can confidently be termed as such it is the Tissot PRX. First introduced in 1978, it was designed as a sports watch that combines a modern look with precise Swiss watchmaking artistry. PRX embodied the design trend of the 1970s, which emphasized simple shapes and geometric lines. However, almost half a century later, the PRX continues to stand the test of time. Launching newer, updated models and several collaborations with artists, sportspersons, celebrities and so on, the Tissot PRX is truly a classic.

In the brand's latest collab, Tissot joins hands with 7x NBA All-Star Damian Lillard, also known as Dame D.O.L.L.A. on the music scene. The PRX Damian Lillard Special Edition combines the brand's expertise through an automatic edition of its iconic watch, with Damian's signature style. This creation blends the well-known features of the PRX Powermatic 80 with unique elements that reflect Lillard's personality and career.

Based on the gold PVD model variant, this special edition boasts a distinct black dial embossed with the number '0', a nod to Lillard's jersey number, creating a backdrop that's both fresh and personal. The second hand features Damian's monogram, a subtle yet meaningful change. The flange of the watch reveals more personal details, with each quadrant telling a part of Lillard's story. 'DAME' and 'TIME' adorn the top left and right corners respectively, synonymous with Lillard's on-court moniker and clutch performances. The bottom right corner, marked 'DDKK', is a heartfelt homage to his family: Damian, Damian Lamonte Ollie, Kali Emma Lee, and Kalii Laheem. The bottom left corner boldly states 'YKWTII', an acronym for 'You Know What Time It Is', setting the stage for those iconic 'Dame Time' moments.

The transparent caseback offers a unique visual: the famous 'Dame Time' celebration. This element adds a layer of depth and narrative to the watch, making it not just a timepiece but a story on the wrist. The synergy between the Swiss brand story and Damian's values is unmistakable. Both went through a singular and obstacle-filled journey to the pursuit of success through dedication and time. The PRX Damian Lillard Special Edition is the manifestation of a shared philosophy.

FREDERIQUE CONSTANT

Perfectly Imperfect



Watchmaking is synonymous with precision. With many watches housing more than 300 parts within its tiny structure, there is no room for error. Even a minuscule lapse in its assembly can create a glaring hole in the overall functioning of a timepiece and render it useless. However, with so much emphasis on perfection, one does wonder where does creativity stand in this endeavor? How will beauty take centre stage when the very essence of beauty is perfectly imperfect? Is there no place for innovative thinking and out of the box ideas? Frederique Constant's latest collab with French artist Romaric André has the answer.

With years of experience as a true watchmaker, Frederique Constant is an expert in creating their own movements for their collections and assembles each piece by hand. And yet, this fact has always been an afterthought within the watch communities. Enter commentator, comedian, horological hacker and even a guerrilla artist, Romaric André. His tongue in cheek watch modifications have captured the minds of eccentric watch lovers and he is fondly known as *seconde/seconde/* among horologists. From editing vintage watches with playful elements to collaborating with brands of all sizes and price segments, *seconde/seconde/* found in the watch industry a perfect and somewhat untapped playground for combining his two passions: satire and horology.

For his first collaboration with Frederique Constant, *seconde/seconde/* sought to shine a light on what he considers the brand's greatest strength: the hand-assembled aspect of its watches. The result is a quirky and slightly chaotic reimagining of one of the brand's most emblematic references from its "Manufacture" collection, the Slimline Moonphase Date. The duo decided to create two limited editions: one of only 10 pieces featuring rose gold accents on the case and dial – a first for the model – available exclusively on Frederique Constant's online boutique, and a second edition of 100 pieces in steel

available from authorized Frederique Constant retailers around the world.

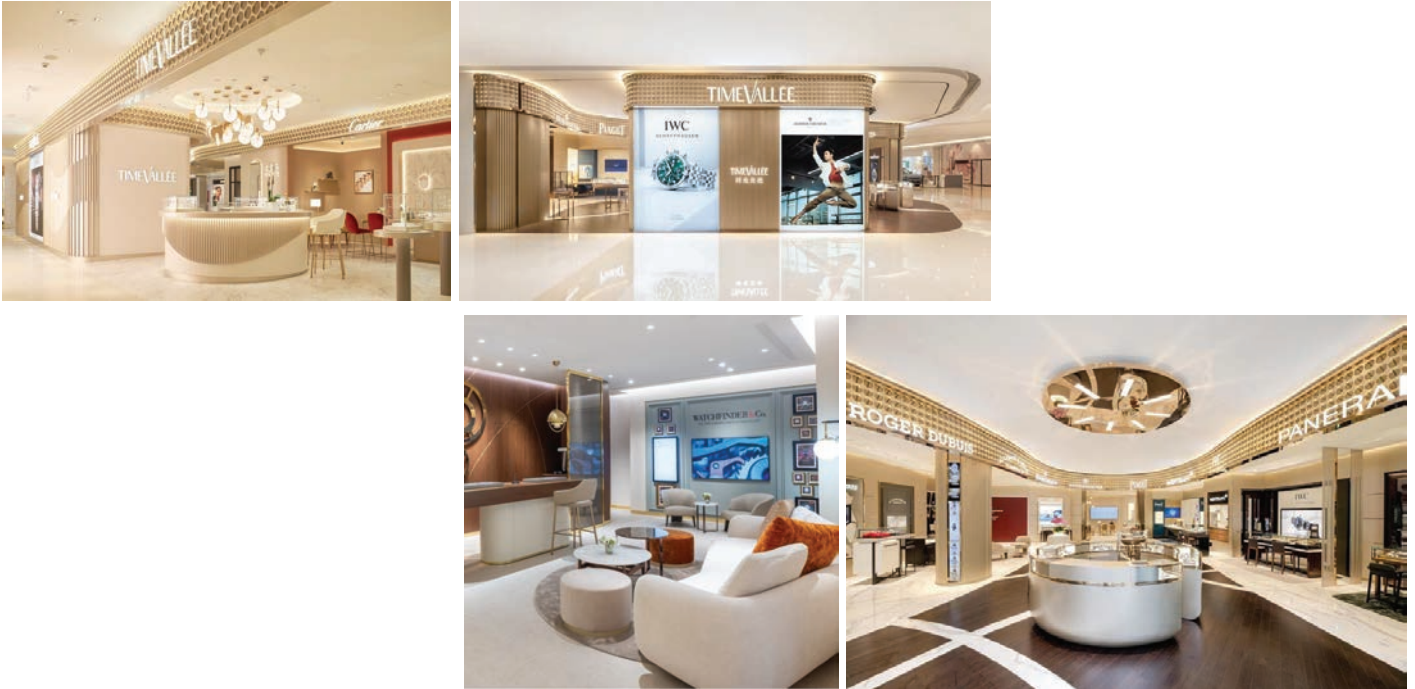
Upon a first glance from a distance, the Slimline Moonphase Date Manufacture appears totally normal. The finely polished three-part 42mm stainless steel case, the subtly sparkling matt silver dial and harmonious moonphase and date display are all there. Yet a closer look reveals that nothing is as it seems. On the online-exclusive edition, the crown, hands and applied hour markers reflect a rose gold hue, contrasting against the coolness of the steel and silver elements.

Something is clearly not right with the dial. The applied hour markers appear to be weirdly and unevenly dispatched. The script of the logo and the date indication look like they were hand-written. Even the moonphase disk's moon and stars look uneven and drawn by hand. For *seconde/seconde/* though, it makes perfect sense: to highlight the handcrafted aspect of Frederique Constant's Slimline Moonphase Date Manufacture by incorporating a bit of human error and uneven typography that could only have been drawn by hand, while the elements themselves are perfectly executed and embellished by hand. On the reverse side of the case, the open display case comes with something of a disclaimer that perfectly sums up this unexpected and unprecedented collaboration: "How do we tell the world that manual-assembly is at the core of our Manufacture?"

On his first collaboration with Frederique Constant, Romaric André shared, "As watch lovers, we're looking for perfection... but when it becomes too perfect, we start to regret the lack of soul, the lack of connection with the 'artisanal roots' of watchmaking. It's the same in life where the quest for perfection sometimes is conflicting with our human nature and beauty. I love to talk about our contradictions as social bodies, and I think this watch embodies a bit of this sweet bipolarity we all have."

TIMEVALLÉE

Comes To India With Art Of Time



With India at the helm of luxury consumption, is it any surprise that more and more luxury brands have set their eyes on the country for their next destination? Luxury conglomerate Richemont watch group's global multi-brand, luxury watch retail boutique chain TimeVallée certainly has its eye set on India. With forty-two outlets across the world, TimeVallée is finally bringing a cutting-edge boutique experience to the cities of Mumbai, Bengaluru and Chennai. Choosing industry stalwart Art of Time as their partner, this new launch will write a new chapter in the history of watchmaking.

After tying up last year with Tata Cliq Luxury, where TimeVallée launched its first digital boutique in India, the country was on the brand's radar. This wasn't a coincidence, however. Over the past decade, the brand noted a huge evolution in the Chinese market, and are now observing a significant increase in Indian clientele from these cities across their global stores. They have observed consumption and appetite for luxury watches and jewellery from their Indian customers have been increasing so quickly and they believe that the timing is ripe for entry.

In order to accelerate growth, it's important to partner with independent retailers and provide them with strong retail tools, services and concepts. Art of Time seemed like the perfect match. While there are many avenues to enter the market, not all of them are well-acquainted with the crème de la crème of the industry.

TimeVallée aims to bring its products and services closer to the customer through its distribution strategy. Indians who have purchased timepieces abroad will now be able to not just repair, engrave, polish and service them, but even request evaluation and authentication for rare, vintage pieces. At TimeVallée, a concept called 'sense of place' plays a key role. Thus, not one strategy works for every country. With store in more than 41 cities across the world, TimeVallée tailors its approach each time. By understanding the culture of the country, understanding the specificities, the needs of the clients, they develop this sense, and adapt to different needs. This is extremely important to have a true resale presence in an active market or a mature market. A detailed market study allows them to understand its characteristics, spending patterns, demands and requirements before penetration.

TITAN

Forty Years Of Excellence



An exemplary story of passion, determination and the undying spirit of entrepreneurship, Titan is undoubtedly one of India's largest consumer brands and a shining example of the 'Make in India' initiative. Thanks to its risk taking ability and commitment to exceptional timepieces, the brand has seen a meteoric rise through the years. What began in 1984 as a simple watch making factory is today a giant conglomerate that generates ₹ 1000 plus crore in profits per year and employs more than 7000 Indians across its various divisions all over India.

In the past 20 years, the share price of a single Titan Company Ltd share has shot up by an astonishing 36,218% with prices increasing from ₹ 711 to ₹ 3730 per share. Tracing the journey of such a formidable business conglomerate which has been in business since the past 40 years, cannot be done through a single article as it involves a number of highs, lows, achievement and roadblocks. So to ensure that readers understand the magnitude of this path breaking brand, we need to closely examine its tale since its inception. So we have broken down the entire brand history into four parts, each part representing a decade of its time in business. Each part is dedicated to the four phases of the brand and takes a deep dive into the business practices of that period. Read on as we give you the lowdown on where it all began and what the initial years of the brand Titan were like.

THE BEGINNING

In the late 1970's hotel manager Xerxes Desai was on the lookout for a new venture backed by the Tata Group. As is the Tata way, the Group is constantly on the hunt for new businesses and verticals to infiltrate. So in the 1970s, Desai and his team made some critical observations on the watch market of India. They noted that despite being such a fundamental accessory, the demand for watches was being catered to by the unorganized players. One of the largest of these was Hindustan Machine Tools (HMT). It was also observed that out of the 1.5 million watches produced in India annually, 1 million of these were produced by HMT alone while the half million was produced by other players. For several years, HMT enjoyed a monopoly in the Indian market until came in the House of Tata.

Through extensive research they realized that even though foreign watchmaking brands were not allowed to enter the country, a lot of people were aware of these brands and also owned some models thanks to friends and relatives who lived abroad. This created a thriving black market for watches and also an insatiable demand among Indians. HMT could not keep up with the ballooning demand and this was an opportunity for Tata.

The Tata's knew that they were sitting on a gold mine and set out to capitalize on this untapped segment. In order to do this, they collaborated with Tamil Nadu Industrial Development Corporation Limited that was also looking for an Indian partner for watch manufacturing. The two companies together formed the formidable brand Titan that we all know today and thus began a new era of watchmaking.



Xerxes Desai



Titan Watch Factory, Hosur, Tamil Nadu



One millionth watch of titan was released on 10th April 1989

FIRST STEPS

The headquarters of this company was located in South India's Hosur which was just 1 hour away from the HMT headquarters in Bangalore. The teams at Titan realized that while mechanical watches were an engineering marvel, it was quartz watches that were the inevitable future of watch making. The entire set up of its factories and manufacturing units were created keeping quartz watches in mind. While selecting the initial team, Desai was disappointed with the local options available as they felt that the workers were unskilled. At this point, Titan made a commitment of generating employment to the Tamil Nadu Government.

The team visited schools and colleges and chose candidates who were aged 17 and above. These candidates had to take a test, and based on the results, they were filtered again. Titan even went to the extent of giving them housing and foster parents if the candidates were required to relocate. As for these candidates, what started as a compulsion to earn gradually turned into a matter of pride. Today, hundreds of families have found careers in Hosur. Their children have settled abroad, entered medicine, and more.





Titan's watch factory in Hosur



1986 - The first set of watch protos



Watchmakers assemble watches

FOUNDING PRINCIPLES

After three years of research, conceptualizing designs and rigorous training, the first watchmakers were ready. So in 1987, Titan began production of its watches in India. Xerxes Desai was appointed as the first CEO of the brand and was a visionary in the truest sense of the word. He had worked with the Tata group for two decades when he was assigned the task of setting up a wrist watch brand. An alumnus of Oxford University, Desai took Jamshedji Tata's philosophy of community growth seriously and built the brand around these very principles.

Being a man of style and elegance, he designed fashionable and unique watches, something that was missing in India. The company focused on shaping the brand as premium with international designs, but being mindful of the bulk consumers who had a preferred budget. Among the first cluster of five watches, the price range was between ₹ 350 and ₹ 900. Titan's signature melody was the cherry on top. The brand's exclusive brand outlet assured consumers that they were here to serve them even post sale.

Titan also believed in the concept of growing together and also gave business to other manufacturing plants located in the region. Giving these businesses the opportunity for innovation, R&D, new product development and the confidence to invest and grow generated employment for thousands of locals. Each manufacturing unit was treated as their extended workplace, with harmonious relations with its engineers, technicians with a high level of confidence, learning, and hand-holding in many domains of expertise. The units then went on to become watchmakers themselves, however they still fondly remember the brand Titan with respect as well as gratitude.



Titan's First Print Advertisement



Incorporation Titan Watches Ltd



Mumbai Showroom Inauguration - 1990

SPREADING THE WORD

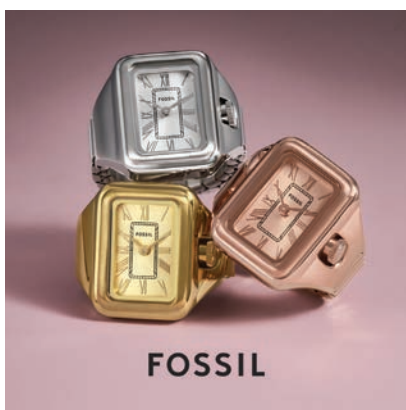
The village hosur, which had never heard of the Tatas or even remotely knew how battery-operated watches worked, was now making dazzling watches with varied features like gold plated dials with leather straps, steel and gold straps, and gold plated bracelets. By now the brand had some superb products to sell however, distribution was still pending.

Titan roped in advertising ace Ogilvy and Mather who created beautiful print ads that prominently displayed these timepieces through its copy. This news spread like wildfire and it is said that consumers would walk in with newspaper cuttings to show the salesmen which watch they wanted to purchase. The year 1990 saw the launch of the brand's first independent showroom in Mumbai's Colaba area. It was inaugurated by Mr JRD Tata in the presence of Xerxes Desai as well as Mr AL Mudaliar, Chairman, TIDCO. The launch was a super success as the store saw millions of footfalls each day. This however, was still the beginning. The surprises that awaited the brand were yet to unfold as they redefined the art of watch making in the country.

FOSSIL

Celebrating Her Time

Women have always been traditionally seen as caregivers and mother's only. The term fairer sex has been a natural label that has been assigned to half the world's population. So much so that in society, the adage "It's a Man's World" has become commonplace. However, as society progresses, women have consistently proven that they can match their male counterparts in not just intelligence but also in the workplace, in the arena of sports and also in a political setting. While International Women's month is celebrated on 8th March every year, women continue to work hard every day of the year ensuring that they maintain the precarious balance between their professional and personal lives. So if you are looking to tell the special woman in your life just how much she means to you, browse through Fossil's latest gift guide.



RAQUEL WATCH RINGS

Telling time has literally never been more stylish—or more giftable with Raquel Watch Ring. These chic trendsetters are coveted for their compact size and exquisite design, making them an instant favorite. Available in rose gold, silver or gold, the Raquel Watch Ring features a rectangular shape, metallic sunray watch face and a flexible band to fit any finger, each adding a touch of glamor to your daily OOTDs. We promise you; these small parcels of timeless joy are guaranteed to etch a permanent smile.



MICHAEL KORS

With the recent trending Barbiecore aesthetic, this timepiece is a sureshot hit. Celebrate the radiant spirit of Women's month with this stunning 37mm Lennox watch from Michael Kors. This timepiece is a perfect blend of elegance and vibrancy, showcasing a captivating deep pink glossy dial that adds a pop of color to any outfit. The watch boasts a three-hand movement and rose gold-tone stainless steel bracelet, ensuring both style and functionality. It's more than just a watch; it's a statement piece.



EMPORIO ARMANI

If you seek a timepiece as elegant as the women who'll be wearing it, your search ends here. With a steel bracelet seamlessly complementing a mother-of-pearl dial in a studded silver-tone case, this Emporio Armani watch truly exudes femininity & delicacy. An ideal accessory for the woman who embraces her grace with style.



ARMANI EXCHANGE

Step into the world of timeless elegance with the latest creation from Armani Exchange. This new platform in A|X women's assortment is defined by a distinctive shaped case, seamlessly paired with bracelet-inspired links. The 27mm timepiece features a stunning gold sunray dial, highlighting its three-hand movement and adorned with a gold-tone stainless steel bracelet.



SKAGEN

The 30mm Anita Lille by Skagen is a classic timepiece with minimalistic design. The rose gold sunray dial paired with a three-hand movement and adorned with a rose gold stainless steel bracelet which is also interchangeable.



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THE GOLDEN TIME OF GUJARAT

All Roads Lead To Gujarat



When Mukesh Ambani's younger son decided to get married to his childhood sweetheart Radhika, the venue for this grand spectacle that was selected was the township of Jamnagar. One might think that the son of Asia's richest man could have held his festivities at any location in the world-then why such an obscure town in the dry state of Gujarat? However, when the images of this mega wedding circulated in the media, the town was anything but obscure. Sprawling, majestic and epic the wedding truly showcased the state in a new light. This is what Gujarat represents- a can-do spirit with an undying passion for success.

Embodying these qualities is the watch retail chain in Gujarat namely Luxury Time and the Golden Time. With about 7 retail stores in Gujarat, they cater to the discerning clientele with Supal Doshi as its helm. In this article, he gives us an in depth profile of the typical Gujarati consumer and a thorough run through of his brand Luxury Time and the Golden Time.

WHAT IS THE LUXURY WATCH MARKET LIKE IN GUJARAT?

Gujarat is a state where everyone knows how things work. The government wants everything on a grand scale here. They wanted the world's largest monuments and attractions, making it one of the biggest markets. If you look at India's GDP history, 8% of taxes and revenue comes from Gujarat. What the state got in the past 70 years is only about 6-7%. Past governments have not favored the state much.

The current leadership noticed this and is trying to give back what Gujarat deserved but was denied. Most political houses and businessmen that run the country have a business-oriented mindset and attitude. This is why they have succeeded in Gujarat. Gujarat's success stems from diamonds, clothing, industries carried forward by the likes of Lalbhai, Hatti Singh, and Sarabhai. We were once the Manchester of the East. We are just reclaiming our rightful place in history.

As a market, Gujarat did not evolve much because native Gujaratis are very grounded people. They like close-knit environments and modest lifestyles. The new influx of people from different parts, trying to settle and make a name here, is changing the state's vibrancy. While original Ahmedabad and Gujarat people maintain simplicity, these newcomers are altering what Gujarat needs.

DESCRIBE AND PROFILE A TYPICAL GUJARATI WATCH CONSUMER

Most Gujaratis here, don't know much about luxury watch brands. However, they hear fancy names dropped by friends who have seen collections in Mumbai and Delhi. Out of curiosity and to keep up with trends, they want to explore these brands too. Gujaratis here often lack a deeper understanding of the watches - they just know basic details passed on through word of mouth. However, the brands we have introduced have done well

over the years because we educate buyers. We provide the backstory and guide them, not just sell to them transactionally. This mentorship approach across three generations has built our legacy.

As Golden Time, we straddle mass and luxury segments. We are a mass-oriented brand with a touch of luxury. Luxury Time deals only in pure luxury brands - Rolex, Hublot, Breitling to name a few. That store runs solely by appointment. We even provide Mercedes transfers to transport customers and deliver exceptional service.

WHAT BRANDS HAVE BEEN IN VOGUE IN RECENT TIMES?

Of course, Rolex is the most loved luxury watch brand amongst our customers. Its reputation precedes it. That said, we also see demand for Audemars Piguet, Vacheron Constantin, Cartier - but Rolex occupies a league of its own.

Preferences vary depending on the purpose. If it's a once-in-a-lifetime personal purchase or a gift for a spouse/child, choices differ. Overall though, our clients are more travelers and businessmen, for whom Rolex resonates strongly.

As for models, steel and steel gold enjoy equal popularity. However, Jubilee bracelet versions sell more than Oyster bracelets. I'd estimate a 60-40 split favoring steel and gold. Gujaratis tend to prefer flashes of gold as they usually dress simple, without much flair. Our weather doesn't warrant seasonal attire changes. Gold provides that extra touch despite their basic clothing. Sometimes they even just opt for plain gold models.

WHEN IT COMES TO GIFTING WHAT KINDS OF BRANDS DO CONSUMERS OPT FOR?

The first brand that comes to mind for brides, grooms, and



middle-class buyers is undoubtedly Rado. More established individuals would gravitate towards Rolex, but they understand waiting periods and are selective about purchases. We cannot hand out pieces freely like a sweet box.

Before selling high-end watches, we deeply assess buyers - their preferences, needs, and purpose - along with speaking to anyone gifting. We emphasize that gifting obligations don't apply to us. The recipient must share in the journey and decision-making, not receive products randomly.

Beyond Rado, Montblanc also sells very well. We've retailed Montblanc for over 25 years now - one of our longest associations. Though we started with a small shop, Montblanc performs extremely well. Overall, we have 7 retail shops, the newest spanning over 500 sq ft - more like a shop-n-shop.

ARE CUSTOMERS INTERESTED IN WATCH CUSTOMIZATIONS? HAVE YOU RECEIVED ANY SUCH REQUESTS?

Yes, customization is definitely a popular trend that people are looking for these days. We understand the desire for unique, personalized watches, but don't recommend opening up and modifying the brands we carry, as it can void the warranty. While customization is available, especially abroad, we try to discourage tampering with our products.

However, we recognize it's an appealing option and can't control what customers ultimately choose to do. The customization craze is growing, with many places in Europe, the UK, US, Australia, and the Middle East going crazy over it. We aim to provide excellent customer service regardless of if someone wants to customize within warranty guidelines or not. The future seems to hold more and more customization across industries. We strive to meet customer demand while maintaining our standards.

HOW DO OTHER BRANDS VIEW GUJARAT AS A LUXURY RETAIL ENVIRONMENT?

It seems like high-end luxury brands prefer to open stores in locations that can support the ambience and experience they aim to create. They want a critical mass of sales to justify carrying extensive collections, which may not be possible in smaller markets.

Even if exhibitions or pop-ups can drive initial interest, these brands rely on maintaining a consistent upscale atmosphere that keeps customers coming back. People are often willing to travel further to shop at an established luxury destination with multiple brands and options to browse.

As cities like Ahmedabad, Hyderabad, and Udaipur grow, they may attract luxury retailers if they can deliver the right environment and visitor demographics. But it takes time to develop that ecosystem. Brands are confidential in their expansion plans, but look for locations popular with high-end travelers from across the globe.

Places like Jaipur and Udaipur that already draw International tourists could potentially accommodate luxury stores. There are also untapped opportunities in smaller cities with historic character. As Varanasi demonstrates, some unlikely locations see huge visitor volumes that rival top global destinations.

CAN YOU THROW SOME LIGHT ON THE PRE-OWNED MARKET IN THE STATE?

People in Gujarat are traditional and superstitious, preferring to avoid inauspicious associations. So the luxury market there may be slower to embrace pre-owned compared to other regions. However, some progressive customers are open to it.



The preference is still for buying directly in-store, where people can see and try on pieces, rather than waiting for delivery. Instant gratification is important today. But weekend trips to shop in luxury hubs or while traveling abroad are also popular.

The key is nurturing trusted relationships between retailers and customers built over time. People value the expertise and service that local jewelers provide. They may not feel as comfortable buying remotely, whether from other cities or overseas.

There are always risks buying luxury unseen. So many still rely on their local contacts who understand preferences and source the right items. Customers here seem to prefer developing long-term bonds versus transactional interactions.

Like a trusted barber, jewelers in Gujarat often become confidants, guiding customers over years or generations. While immediacy and convenience will grow in appeal, personal service and connections will likely remain paramount. Adapting judiciously to new models while retaining core strengths is key.

SOME BRANDS HAVE SUCCESSFULLY DESIGNED BOUTIQUE EDITIONS WITH SEVERAL RETAILERS. IS THAT SOMETHING YOU WOULD BE INTERESTED IN?

Depends if there is a story behind it. There is potential for carrying a particular watch if it sells well. We would only go down

that path if there was significant demand. Currently we are not leaning in that direction. However, it's something we are open to exploring. Offering customers more variety generally makes more sense than focusing on just one product line. Scalability through multi-brand stores in a large format could work if we end up with 5-6 locations and establish ourselves.

Luxury watches are definitely an area we want to expand - we have two Luxury Time boutiques in the pipeline to open this year. We already have around 9 Golden Time watch stores and 10 service centers. Beyond watches, we have 3 clock stores, 1 handbag store, and 1 eyewear store. We're opening 2 additional eyewear and handbag stores this year as well. We also have a Swarovski boutique with an attached gift shop. And we plan to open more Montblanc shops and boutiques. So there are a lot of exciting retail expansions in progress, depending on finding the right locations and spaces. Overall opening multi-brand stores likely makes the most sense versus single brand boutiques. With several boutiques coming up in the next months, Luxury Time is set to grow the luxury watch market in Gujarat and offer the consumers a story behind every watch.

These valuable insights from Supal Doshi has given watch lovers a deep understanding of a once forgotten market. With the Gujarat model gaining more and more prominence, there's no stopping the state from becoming the next destination for luxury watches.

Swiss Souvenir.



Simply Elegant A672.30350.6SBM Ø 41mm

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TALKING TECH

All You Need To Know About Watch Certification

Minimum Requirements (for balance spring wristwatches) - Type I

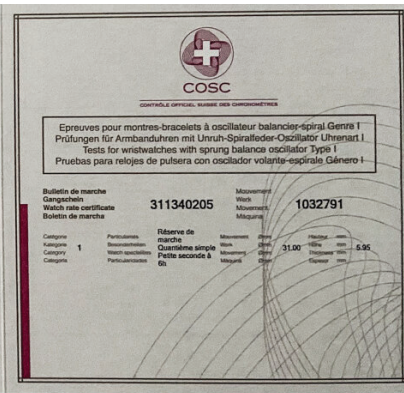
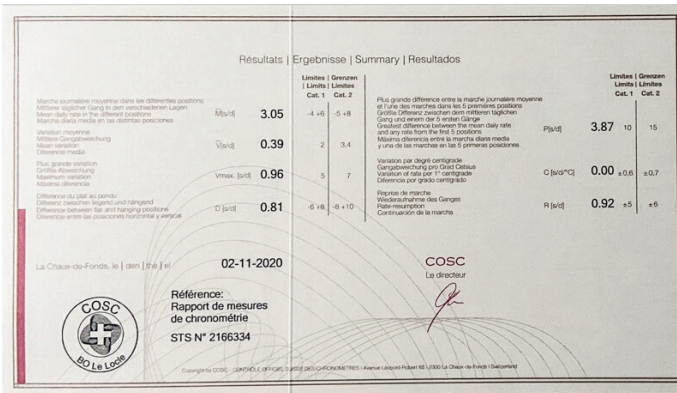
Symbol	Criterion	Limit [s/d]	
		Category 1	Category 2
Avg R	Average daily rate	-4 +6	-5 +8
Avg V	Mean variation in rate	2	3.4
Max V	Greatest variation in rates	5	7
D	Difference between rates in horizontal and vertical positions	-6 +8	-8 +10
P	Largest variation in rates	10	15
C	Thermal variation	+/- 0.6	+/- 0.7
R	Rate resumption	+/- 5	+/- 6

The minimum requirements are considered absolute limits and no calculation result is rounded up or down.

All watches, irrespective of the brand, have one basic function – to tell time accurately. Initially, the basic criteria to analyse and compare watches was accuracy. Given the numerous luxury watch brands available today, precision is one factor that gives one watch an edge over the other and watch certification provides that very proof of precision. In order to stand out in the world of horology, it's essential for brands to establish themselves and the certification provides that very validation to their establishment.

The brands are constantly on the lookout for new ways to evaluate the precision and finishing of watch calibres, by making the watches undergo newer and rigorous tests. Given the rising competition in the world of watches, certifications are not just limited to simply checking the accuracy of time-keeping but also to assessing every feature of the watch, namely the calibre of the watch, the accuracy, power reserve, finishing and the aesthetics of the watch too.

While going through the many features of your favourite watch, you must have definitely come across 'certification' terms like – COSC certified, Seal of Geneva, and if you are a fan of Omega then the words METAS certification would definitely ring a bell. If your answer is in the affirmative, then read along to find out what these terms exactly mean and why they are so essential to the working of watches and to the world of Swiss horology.



COSC

The COSC or popularly known as Contrôle Officiel Suisse des Chronomètres is the most famous, widely recognized and of course, the most prestigious certification in the watch world. The official Swiss Chronometer Testing Institute is the institute responsible for certifying the accuracy and precision of wristwatches in Switzerland. As much as we might have heard about it, the surprising part is that only 3% of all Swiss watches can achieve the prestigious COSC certification! The tests are conducted at three laboratories, situated in Biel/Bienne, Saint-Imier and Le Locle, where movements are submitted by individual watch manufacturers who wish to be granted a 'Certified chronometer' status. Once granted, each officially certified COSC chronometer is clearly identified by a serial number engraved on its movement and a certification number given by the COSC. The most important thing to be kept in mind is that the certification is made only on calibres and not on the watch. Brands such as Omega, Breitling, TAG Heuer, Panerai have received the honour of this certificate.



Image Credit : Frederique Constant

METAS CERTIFICATION

Back in December 2014, Omega had announced a partnership with the Federal Office of Metrology. Today, the resultant METAS has set a new standard in watchmaking. The METAS or the Swiss Federal Institute of Metrology Certification along with COSC tests a watch under certain parameters, making it a 'Master Chronometer'. The Omega Co-Axial Globemaster is the first collection to be tested and to acquire the METAS certification. Prior to obtaining METAS certification, it is mandatory for the watch to be declared a Chronometer by COSC. After that, it's anything but easy to obtain the METAS. The certification tests involve eight steps in which they test the average precision of the watch and along with that, observe the functioning/ deviation of daily precision of the watch whilst being exposed to a 15,000 Gauss magnetic field, overall water resistance, power reserve, deviation of accuracy between 100% and 33% of power reserve, deviation of the rate in six different positions.



Image Credit : Omega

THE FLEURIER QUALITY FOUNDATION

The Fleurier Quality certification controls the final product, controlling both the aesthetic aspect of the watch and precision of the calibre. But similar to COSC, this certification is only for 100% Swiss made watches. A part of the Fleurier certification requires the watch to be declared a Chronometer which means it needs the COSC certification. In fact, there are five certification criteria that are to be met. The criteria are as follows:

- ◆ Manufactured 100% in Switzerland
- ◆ Fine aesthetic workmanship
- ◆ COSC Certified – the Swiss chronometer testing authority
- ◆ Chronofiable tests – These tests are undertaken to test the movement of the watch checking its resistance to shock, magnetism, water resistance, to name a few. These tests check the working of the entire watch over a period of time so that the watch can be subjected to tests which help in the qualifying process.
- ◆ Fleuritest – This step is the most exclusive. Developed especially for the Fleurier Quality Foundation, the Fleuritest machine features a wearing test that is unique in the world. A large propeller performing three-dimensional movements is linked to a computer so that real life situations like jogging, writing, driving are emulated. These activities are followed by calm movements completing a full 24-hour cycle on the wrist. The timekeeping precision of the watch is measured with absolute accuracy by the Fleuritest machine which tolerates no differences outside the range of 0 to + 5 seconds per day, making it one of the most demanding devices in existence.

Timepieces from Chopard, Parmigiani Fleurier, Bovet have been pioneers of this coveted certification.

IS CERTIFICATION REALLY NEEDED?

The million dollar question can be simply answered in one word- Yes. Certified movements are there to ensure your watch is powered by a calibre of the highest quality, and the more certified the movement is, the more it speaks of not just accuracy, but the fine craftsmanship that went behind creating it. The accuracy of mechanical watches does change slightly day to day, depending on the various conditions the watch is exposed to. The main challenge towards achieving the accuracy is influenced by temperature, magnetism, changing positions and shock, which causes changes in the intricate metal parts of the watch. The change in the mechanical movement cannot be measured at a daily rate but by an average of daily rates in a week or ten days, which is where Certifications come in.



Image Credit : Fleurier Quality

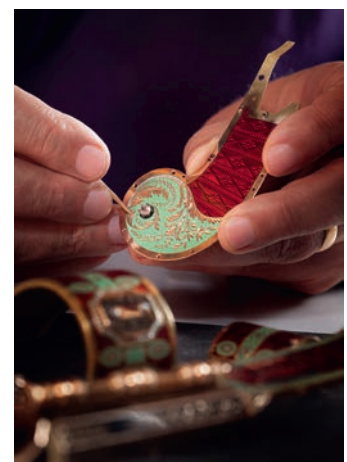


Image Credit : Parmigiani Fleurier

WOMEN'S DAY SPECIAL

Ruling The Field As Well As Wrists

Since time immemorial the world of luxury watches has been perceived as the Gentleman's Club. There used to be a clear demarcation of men and women and the kind of accessories that were socially acceptable for each gender. Women were assigned to jewellery creations and men to wristwatches. Similarly, with the game of cricket, men's cricket tournaments were given top priority amongst not only regulatory boards but also audiences in India and women's cricket tournaments were sidelined. Relegated to low budgets, poor quality equipment and minimal visibility the women's cricket team had hardly any supporters.

However, there has been a surge of enthusiasm and support in the recent years where the women's cricket team has caught the eyes of several sports fans and the resultant Women's Premier League (WPL) has become a force to reckon with. The Indian cricket board earned a staggering \$572.5 million from the bids to own five teams in the WPL, while broadcast rights for the tournament went for \$116.7 million. This exciting Twenty 20 format of cricket has thrown up some fantastic women cricketers that have made India proud in the arena of sports and by extension shown that women can once again compete against men given equal opportunities. In this article we have featured some of the most prolific cricketers that have participated in the ongoing WPL and assigned them some luxurious timepieces that we think would look gorgeous on them.



HARMANPREET KAUR

The Indian skipper made her mark in the echelons of cricketing history when she was awarded the Arjuna Award in the year 2017 by the Ministry Of Youth Affairs and Sports. The first woman for India to score a century in a Women's Twenty20 International (WT20I) match and is the only Indian women cricketer with more than 3,000 runs in T20Is. If that were not enough she is also one of only three Indian women to have scored more than 3,000 runs in Women's One Day Internationals (WODI).

To adorn the wrist of our all-rounder captain, the Seiko 'Made of Glory' India Limited Edition is the perfect pick. Part of the Seiko 5 Sports collection the timepiece stands for reliability, durability, performance, and value—qualities that resonate with Kaur and her impeccable timing on the field. These timepieces come in two variants—one with an indigo blue dial and the other with an ivory white dial—each limited to 1,200 pieces only, encased in an intricately crafted presentation box.

Committed to encapsulating the unique narratives of India's rich culture, this watch stands as an emblem of the nation's splendid journey and beautifully complements her own tedious but ultimately rewarding Both versions are available with stainless-steel bracelets and also with an optional navy blue rubber strap, scoring high on the visual appeal. The steel strap is engineered in a fashion that it is equipped to withstand a demanding lifestyle. The bezel showcases the three key colours symbolising India's unity and diversity—Saffron, White, and Green.



SMRITI MANDHANA

One of the WPL's most valuable cricketers, Smriti Mandhana is a household name. With a rumoured salary of ₹ 34 million, this opening batsmen is the Royal Challenger's Bangalore's star player. She has been named the Player of the Year several times by the ICC and also been the recipient of Rachael Heyhoe-Flint Award for the ICC Women's cricketer of the Year. Born in the western state of Maharashtra, Mandhana is a true blue Deccan Queen as she fulfills her role within the Bangalore based Royal Challengers.

So what better wrist companion for this culturally rooted cricketer than India's biggest success story Titan. The Nebula by Titan Deccan Treasures collection is an ode to India's rich history and cultural heritage that is the country's most precious wealth. The Quartz Analog 18 Karat Solid Gold Watch for Women is a stunning creation that marries the intricate handmade artistry with the precision and skill of the art of watchmaking. Made from 18k gold, this timepiece can be an heirloom piece that is passed down through generations. This commitment is further cemented through its lifetime warranty on the movement from the date of purchase.

What makes this timepiece most unique is the jewellery like watch strap that features two radiant emerald that have been fashion as a stylish carved stone on either side of the dial. Graduating flowers made with smaller emeralds and diamonds add to the allure of the timepiece giving it a look of a bracelet as well as a timeless timepiece. The adjustable clasp makes for a comfortable fit in the wrist and will surely bring out the inherent values of sportsmanship through its attention to detail and dedication when worn by Mandhana.

DEEPTI SHARMA

This record breaking batswoman is a formidable opponent hailing from the state of Bengal. Deepti Sharma was involved in a world record opening partnership of 320 runs with Poonam Raut, with the former contributing 188 runs. Thus, breaking both the standing women's record of 229 runs and the standing men's record in ODIs of 286 runs. An important player for the Bengal Women's Cricket team, Birmingham Phoenix and Indian Women's National Cricket Team, she is the epitome of hardwork coupled with class.

Sharma would look best sporting the Fossil Raquel Three-Hand Date Two-Tone Stainless Steel Watch that is a true icon from the brand's archives, the rectangular Raquel watch is updated for the current moment. Slim and versatile, it features a mother-of-pearl watch face with a glitz inner-frame, three-hand date movement and a brushed and polished two-tone 7-link bracelet. The 26 mm sized case is the perfect size that is not too big or not too small. The quartz movement allows for complete reliability as well as accuracy.

The watch is water resistant to 5 ATM and features a two toned strap that can be paired with a number of occasions. The two pusher foldover clasp gives a sense of ease on the wrist elevating it to an eye catching creation. Perhaps the most unique aspect of this timepiece is the fact that it can be engraved with your own motto on the back of the case. This ensures that each timepiece is tailored to each individual and acts like your personal cheering squad. If we had to suggest a motto for Sharma to engrave on her Raquel timepiece, it would be "You Got This!"



ASHLEIGH GARDENER

Belonging to the Gujarat Giants, this right handed batter and right-arm off spinner, is the talk of the WPL. Bought by the Giants for a whopping ₹ 3.2 crore, Ashleigh Gardener is the player to watch out for. The Australian all-rounder is one of the finest modern-day cricketers and her solid experience in international cricket, having played 73 T20Is, scalping 53 wickets and scoring 1176 runs, will be a massive boost for GG. A serial winner having won numerous ICC Trophies, including the 2023 ICC Women's T20 World Cup - and the Commonwealth Games Gold Medallist it's no surprise that the Giants paid such an exorbitant sum to include her in their team.



With a player that routinely pushes the boundaries of sport and fitness, the most useful timepiece would be a smartwatch. Packed with activity trackers and cutting edge technology, the Michael Kors Gen 6 Bradshaw smartwatch is her best match. Being the perfect combination of brains and beauty, this timepiece is crafted from rose-gold tone stainless steel. This state-of-the-art timepiece is equipped with a host of wellness features including a heart-rate monitor, an SPO2 sensor to track your breathing and sleep readings to improve your snooze. Capable of charging two times faster than other leading smartwatch styles, this device will support you every step of the way.

Powered by Qualcomm Snapdragon Wear 4100 + Platform and compatible with both iOS and Android smartphones, your health and fitness markers are at your fingertips. The 1.28" touchscreen digital display allows for easy navigation and can also display social media updates as well as app notifications. Fitted with swimproof and voice activated Google assistant the benefits of this smartwatch is endless. For a player like Gardener, this timepiece includes both form as well as function.

Cricket has long since been a passion in a country like India, however the game has been dominated by men for far too long. It's time for them to now turn spectators and watch how women too can excel at not only sport but also look stylish whilst doing so!

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