



## Titan Company partners with Flipkart to launch 'Epic by Sonata', making fashionable watches available to millions

- The new sub-brand, 'Epic by Sonata' features a stylish range of watches and will be available on Flipkart beginning 5 August 2021

**Bangalore, 05 August 2021:** Sonata, India's largest selling watch brand, from Titan Company Limited, today announced the launch of its new sub-brand 'Epic by Sonata', a value-fashion range of watches, in partnership with Flipkart.

Through this partnership, Sonata will connect with Flipkart's registered and burgeoning customer base of over 350 million, with a diverse and well-penetrated geographic spread across India. With middle India poised to overtake metros in driving consumption, the association with Flipkart intends to drive category ownership across markets.

Commenting on the launch and the partnership, **Suparna Mitra, CEO, Watches and Wearables Division, Titan Co Ltd.**, said, *"Sonata is a brand that has been loved and trusted by millions of Indians. With the introduction of Epic, Sonata is at an exciting juncture to take the next leap of its brand journey and offer young, fashion driven but value conscious consumers a stylish and stunningly priced offering from a trusted brand. The partnership with Flipkart opens up opportunities in a dynamic and multi-category environment, with a captive trend-seeking, digital native audience. We are excited to partner with Flipkart, with its proven e-commerce prowess and track record of delivering unparalleled value to consumers."*

In a world of growing digital influence, 'Epic by Sonata' reflects the ethos of the new generation of modern consumers. They extensively 'wishlist' items, are tech savvy and rely on social networks to inform their brand choices. With a growing cohort of modern, digitally savvy consumers who are just as interested in fashion as they are in getting a value deal, 'Epic by Sonata', in partnership with Flipkart, is prepared to gain momentum in the next leg of consumption growth from metros and middle cities.

Speaking about the partnership with Titan Company, **Nishit Garg, Vice President - Flipkart Fashion** said, *"We are happy to partner with Titan Company for the launch of 'Epic by Sonata', as we believe that the latest trends should be made accessible to every consumer across the country. People will be able to choose from a large range of stylish timewear from India's most trusted watchmaker and have it reach their doorstep through our safe delivery process. We will continue to address relevant consumer needs through meaningful collaborations and enable our partners to explore untapped potential, especially in emerging regions."*

Flipkart works closely with a growing number of national, international, and regionally-renowned fashion brands and sellers, in different ways. This includes identifying opportunities for them to connect them with consumers across India through the online marketplace, leveraging the power



of technology, scale their presence and diversify existing product portfolios. The partnership with Titan Company is aligned to this vision and is the beginning of a journey that will cater to growing needs in the segment. With an increasing number of shoppers today seeking a convenient shopping experience with a focus on affordable fashion, the collaboration between the two brands will offer a wide selection of latest fashion by bringing value to millions of consumers.

Epic by Sonata presents a value-fashion range of watches for all style loyalists out there, with a price range starting at INR 499/-, available on Flipkart.

#### **About Sonata:**

Sonata is India's largest selling watch brand, from Titan Company Ltd., a TATA group company. It has established itself as a brand of great quality and unbeatable value for the customer. The brand has an annual sales volume of over 5.5 million watches and is sold through a strong retail network of over 8,000 dealers across the country. Every watch purchased comes with the TATA guarantee.

For more information, please write to Stuti Rishi | [stuti.rishi@adfactorspr.com](mailto:stuti.rishi@adfactorspr.com)

#### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)