

# WATCH MARKET REVIEW

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## WATCH MARKET REVIEW



Dear friends,

The watch market is bustling with new releases and many new products. We are particularly excited about the Titan Raga Cocktail collection, which presents stylish watches for the whole range of festivities that mark the latter half of the year. Our festive spread will also give you some pointers on the best watches to invest in this season.

In one of our previous issues we had written about Titan's attempts to counter counterfeiting on online platforms. They have been successful in the endeavour with respect to specific sellers, after soliciting help from the court. Indeed, legal recourse is often a great solution to a long standing problem. This is a step in the right direction. Only when strict actions are taken against counterfeiting, will the problem reduce in intensity.

This issue is also packed with a lot of other watch talk. There are new releases and events, openings and collaborations that continue to add to the vibrancy of the watch market. Don't miss our review of a new Fossil Smartwatch.

I particularly urge you to read our interviews in this issue. In a conversation with Yajna Narayana Kammaje, Chairman and Managing Director of the Sona Group of Industries, he asks a poignant question- when will the brand value of watches manufactured in India be comparable to those world over? I think that's what we, the horological community must really aim to accomplish! We owe it to the industry and to the country!

Happy reading!

A handwritten signature in black ink, appearing to read 'Sunil Karer'.

SUNIL KARER  
EDITOR



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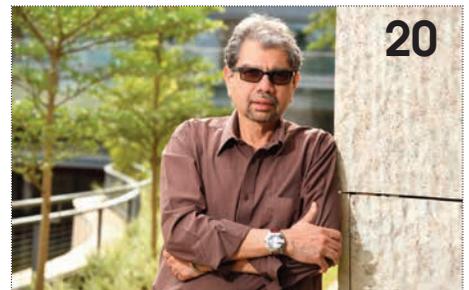
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# TITAN RAGA

Cocktail Collection

10 • Watch Market Review • September 2019



**T**itan Raga collections have always been celebratory and enticing. They unveil a whole new spectrum of colours, stones, materials and designs to adorn the modern woman. Over the years, the Raga watches have taken inspiration from different cultures worldwide, as well as looked home at indigenous crafts. Dedicated exclusively to women, Titan Raga has time and again introduced beautiful collections that blend in seamlessly with the aesthetic of the modern woman.

This year, the range once again brings forth an ensemble of statement, style and design. The 'Cocktail Collection' as the name suggests, beautifully compliments cocktail attire and mood. Think elegance, sophistication, seductiveness, beauty and poise.... this collection imbues it all.



There are a total of six watches (three styles expressed in six timepieces) that have been crafted with mother of pearl dial and studded with bold Swarovski crystals. Each is a masterpiece in its own right. Enigma, one of the designs, showcases three large and multiple small Swarovski baguette cut crystals on the strap. Ecstasy is a variant crafted with a Swarovski dancing crystal strap, baguette cut crystal, Mother-of-Pearl Dial with four Swarovski crystals and a combination of small and large Swarovski on each strap. The third style, Crescent is available in three colours, and offers a Swarovski half-moon crystal strap and four Swarovski moon shaped crystals on each bracelet, giving a complete accessory/bracelet look on the wrist.

The watches have a new magnetic clasp that makes them quite convenient to wear. They come along with a bold and stylish cocktail ring in a unique packaging box. A perfect statement making accessory for a cocktail look!



# FREDERIQUE CONSTANT

## Harnessing the power of Swiss Watchmaking

By Karishma Karer



There are some Swiss Watchmaking Brands that have a very special place in my heart, and Frederique Constant is definitely one of them. One of the reasons for this is that for the longest time the brand was one of the very few independent family run organisations. This is one of the reasons why I could personally always relate to it. And what a long way it has come since its inception in 1988! To think, that merely three decades ago, a brand that started from scratch, today represents not only the past but also the future of Swiss watchmaking!



I recall with fondness the year 2010, when I assisted them with their first brand ambassador in India, Nicole Faria – Miss India & Miss Earth 2010. I have been associated with Frederique Constant for almost a decade now.

When we talk about Swiss Brands, the term luxury often crops up. I feel that we are in the midst of an era where everyone just seems to be obsessing over the term luxury. Well, luxury is a very relative term. A Swiss brand that designs, develops and assembles all its watches in-house under strict quality control also qualifies as luxurious right? Frederique Constant for me is a brand that stands true to its vision - which is high-quality Swiss watches at accessible prices. I think the term “Accessible luxury” applies beautifully here!

On one hand, it is a brand that is loyal to heritage. Classic Swiss watchmaking shines through in collections like Vintage Rally Collection, the Runabout watches, the Manufacture, the Slimline and so on. However, Frederique Constant also has a very futuristic approach. It was also the first Swiss watch brand to introduce the “horological smart watch” in 2015. But it doesn’t end there. Last month I had the privilege to witness the brand’s new 3000 sq ft manufacture unit, a brand-new addition to their already existing manufacture space in Geneva. That itself speaks volumes of the future and credibility of this brand.

Recently, Frederique Constant launched the new Slimline Power Reserve Manufacture watches at a private event at the St. Regis in Mumbai. The evening was graced by the presence of Williams Besse, International Sales Director, Frederique Constant, Arun D’Silva, India Director, Frederique Constant, media delegates and various friends of the brand (including yours truly) who also shared their experiences with the Frederique Constant family. The brand also announced our very own, digital sensation and luxury blogger Riaan George as their newest friend of the brand and member of the Frederique Constant family in India by presenting him with a watch.

As the brand added its 28th in-house calibre within its Manufacture with an extraordinary 50-hour power reserve function in-house movement, it was absolute honour for me to address the crowd to share my experiences and association with Frederique Constant. This new Slimline Power Reserve Manufacture collection has been designed with the renowned FC-703 base, where the Power Reserve module has been added to create the new FC-723 Manufacture automatic calibre.

The Slimline Power Reserve Manufacture watches are available in four models and boasts of a 40mm case either in stainless steel or in rose gold-plated stainless steel with different dial colours (silver, dark grey or navy blue). Each dial has a sunray decoration to complement the classic design of the elongated feuille hands and printed Roman numerals. The easy-to-read power reserve indicator is displayed at 10 o’clock on the dial with a red sector.

True to its roots and values created by its founders, Peter and Aletta Stas, Frederique Constant always strives to introduce innovative and fine timepieces. Slimline Power Reserve watches is one such collection that



is made with technical and mechanical prowess. This is the first watch to come with a power reserve indicator on its dial. It makes perfect sense to add a power reserve to the brand’s fleet of value-driven timepieces. The collection has been very carefully designed to give a classic look and a touch of asymmetry provided by the power reserve indicator. It also has the best quality power reserve function.

It is really difficult to choose a favourite out of the entire collection, but I think I’ll go with the navy-blue dial timepiece, which stood out and was a clear winner for me! As for you, I do urge you to explore this wonderful brand. There is honesty and allegiance to the rich heritage of Swiss watchmaking that is just so refreshing to see. On the other hand, there is a sense of embracing the future as well. A harmonious mélange I would say!



# Watch out!

## Fossil Sport Touchscreen Smartwatch

By Karishma Karer

One of the many perks of being in the watch industry is to experience firsthand the latest technologies and innovations that watchmakers constantly strive to introduce. In this spirit, I was quite excited to host for a day, the Fossil Sport Touchscreen Smartwatch. Well, first impressions first...the bright pop of colour really made my day. And, since it was a nice combination of pink and white (with a subtle maroon bezel) it worked even better! The watch felt extremely light on the wrist, and this is a great feature for a tool that you are going to be wearing whole day long.

Before I set to explore the functionalities, it was pertinent to get the settings sorted out. The watch is compatible with both Android and IOS, though I have a feeling that it would probably work better and more optimally with an Android phone. Basically, you need to add your google account to the watch, and then the functioning is quite seamless between the app and the watch.



It's quite clear from the onset that the main function of the watch is to do with fitness tracking. The silicon strap is thus handy and practical for a watch like this. There is an exhaustive range of details that you can avail of depending on how much you want to statistically analyze your fitness activities! There are the usual parameters such as Heart Rate Tracking, options for different workouts such as walking, strength training and many more. You can set different challenges and monitor them. The 'other workouts' section is really intense with stuff like gardening, stroller walking, kayaking also included, besides a host of the more regular sports. While I did not test it in the water, it is supposed to be swimproof as well, which is a great feature.

For most of us who exercise and workout, music is always an integral part of the sessions! It is possible to control your playlist from the watch. Other regular smartwatch functions such as text and social media notifications, watch faces, setting agendas, alarms, reminders, multiple time zones other media controls and so on, can be set according to your specifications. I noticed the feature of google pay, and if you do use the UPI mode for payments, this could be good to explore.



I also discovered that I could use the watch for some surprisingly small but handy features for which you don't really need the phone connection. For example, the flashlight, which proved more useful than I thought it would....(think of fumbling for your keys in your tote, and what a flash of light can do!), or a timer (which I used for work for a change) as well as a stopwatch (this was used for the fitness purpose).

Now this is about what worked. Let's talk about what didn't. The look

of the watch is resolutely casual. It is perfect for my morning workout session and then even to work, where the pop of colour adds a fashionable vibrancy. However, it looks out of place at formal meetings that often dot my day. Would an easy changeable strap system work in that case? Well, my watch did not come with a change of straps, but I am aware that it is a possibility.

With more elaborate fitness features, resolutely lighter body, accessible price and a very cool look, looks like I'm sold out on this one!

# SEIKO

## Japanese craftsmanship expressed with Spring Drive



**T**wo Spring Drive watches reveal a new side of Presage. The Presage collection has always been a canvas for expression of authentic Japanese craftsmanship. The watches in this collection have always looked at a marriage between the high technology that Seiko is renowned for as well as the Japanese aesthetic and sensibility that also pervades the very essence of the brand. For the first time, this collection introduces two new watches that carry Spring Drive movements.

The dial is made of enamel and has a simple yet modern design reflecting the philosophy of a pioneer of modern Japanese design, Riki Watanabe, with whom Seiko had collaborated in several projects in the past. Watanabe passed away in 2013 and so, in creating these watches, Seiko worked with a long-time colleague and friend of Watanabe's to whom he had entrusted the design direction of his work.

The dials are made by master craftsman Mitsuru Yokosawa and his colleagues to ensure that each dial is just the right shape and form for the watch dial. They come in two colours; white and black, with each requiring a specific glaze application process that can only be achieved

by the skill and sense of a master craftsman. Thanks to this special enamel, the dials have a unique sheen and warm, deep and organic beauty.

The Didoni font, which was greatly favored by Riki Watanabe himself, the dual-curved sapphire case with super-clear coating and the vivid contrast of colour between the dial and the hands and numerals all enhance the watches' legibility while capturing a perfect balance between beauty and clarity.

Both of the two new watches incorporate Caliber 5R65 which has an accuracy rate of  $\pm 1$  second per day and a power reserve of 72 hours. The movement can be seen through the exhibition case back. Both versions come with a power reserve indicator at the eight o'clock position and date display at three o'clock. The case is in stainless steel to which a super hard coating is applied to ensure its lasting pristine beauty.

The highest level of Japanese aesthetic and craftsmanship is reflected in these watches, the materials and design. A brand-new form of Japanese artistry is born in Presage!



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**MANGAL**  
COLLECTION

KHUD PAR YAKEEN



In a new feat for the brand, Titan has associated with Mission Mangal to showcase and spread awareness about the range of Sonata's womens watches. This campaign is the first of its kind for the brand – being the first one where there is co-branding with a film. This association is unique owing to the stellar coordination between the brand, Fox Star Studios, creative partner DDB Mudra and Mates India (a unit of Madison world) who finally helped tie it all together. Bytes from the leading ladies from the film – Vidya Balan and Taapsee Pannu along with a seamless integration with scenes from Mission Mangal lend credibility to Sonata products and offer a compelling proposition to the consumer.

## TITAN

### Sonata Mission Mangal Collection

Men and women across the country interested in Mission Mangal are the target group for the advertisement. Sonata is India's largest-selling watch brand and it symbolizes the self-belief of the common Indian. The brand's credo of 'Khud Par Yakeen', exhorts people to work towards their dreams, taking on every challenge that comes their way. Sonata is also unique in the watch category, as every other customer of the brand is a woman. "Mission Mangal is a fantastic story that ignites the dreams of a billion Indians through the dedication of the Mangalyaan team. And it's a matter of great pride what the ingenuity and perseverance of this team, driven by women scientists achieved. In celebrating this spirit, Sonata is glad to partner with Mission Mangal, that brings alive the Indian spirit of enterprise, grit and belief to achieve something that the world looks up to" said Utkarsh Thakur, Marketing Head, Sonata & SF.

Jagan Shakti, Director, Mission Mangal was also quite positive about this partnership. "We are delighted to partner with India's largest selling watch brand, Sonata, a Tata product. The Sonata values of aspiration, dependability, authenticity and Indian in spirit are the same that drive the story of Mission Mangal, and hence, this partnership is the coming together of two similar mind-sets," he said.

The launch of the new 'Sonata - Mission Mangal Ladies Collection' adds another dimension to the partnership - a first in the wrist watches category.

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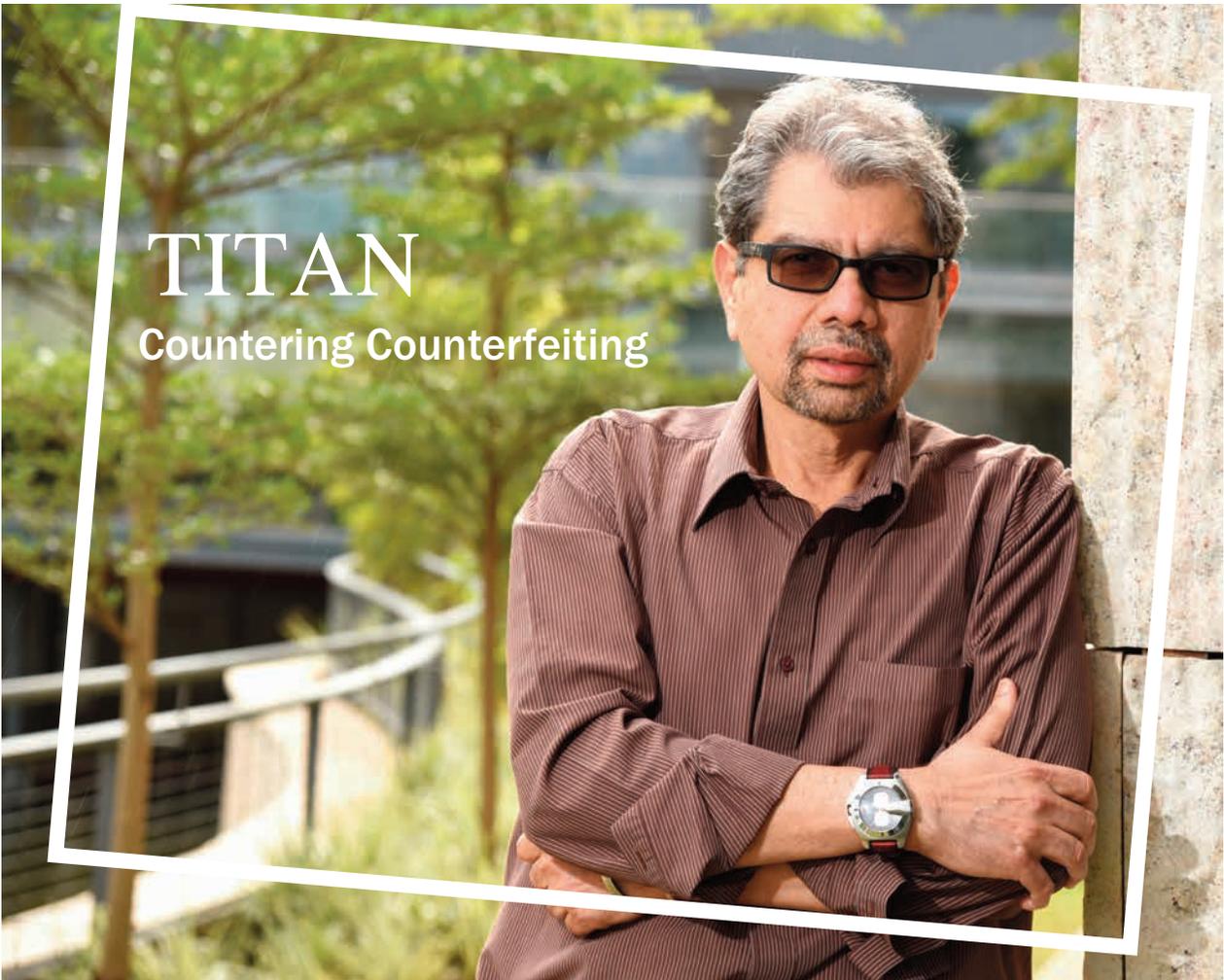


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# TITAN

## Countering Counterfeiting

**T**itan has been victorious in the fight against sellers of counterfeit Titan and Fastrack watches on Snapdeal website. In furtherance to the Order passed by the Hon'ble High Court of Delhi on 29th July, 2019 with respect to the suit filed by Titan Company Limited against two sellers Rohit Kumar Jain and Dharam Pal (Sellers) and Snapdeal alleging that the said sellers were selling counterfeit / infringing FASTRACK watches on Snapdeal, the Hon'ble High Court of Delhi, on 23rd August, 2019 passed a decree in favour of Titan Company Limited granting permanent injunction against the said two Sellers from selling counterfeit Titan & Fastrack branded watches and granting costs of ₹ 1,50,000 each.

In addition, the court has directed Snapdeal to, besides filing its written statement within the prescribed time, also furnish an affidavit with particulars of all the goods sold on its portal under the marks TITAN and FASTRACK, the sale price thereof collected and the

amount appropriated by Snapdeal to itself and the amount disbursed to the so-called sellers of the said goods. The Court directed the said particulars to be given with effect from 1st January, 2018.

“We welcome the Order passed by the Hon'ble High Court of Delhi. As stated in the past, at Titan, our primary focus is on safeguarding the interests of our consumers and we will not compromise on the quality and experience with our products,” said S Ravi Kant, CEO- Watches & Accessories, Titan Company Limited.

The Hon'ble Court had through its earlier Order dated 29th July, 2019 directed Snapdeal that immediately upon receiving complaint from Titan with respect to the URLs selling counterfeit goods of Titan, Snapdeal should remove such URLs. This case is sub-judice before the Hon'ble High Court of Delhi and the next date in the matter is 20th February, 2020.

# TIMEX

## 'Khushiyon ki Ghadi' with TMX



**T**imex India has announced the launch of its new sub brand - TMX to target discerning watch lovers. "Great design and quality for every Indian" is the basic premise and vision which this affordable range of watches adheres to. The new TMX watches are a perfect amalgamation of unmatched quality, attractive design and Timex's impeccable service. Moreover, they have been built with the precision of Japanese movements. The movement used in TMX has been known as one of the de facto standard watch movements in the industry, across the world. Every single part of the movement is made in Japan, using specially designed precision manufacturing technology.

More specifically, these watches were launched in Uttar Pradesh. Strengthening their presence in the Uttar Pradesh market, Timex aims to maintain its double-digit growth across the state. The new range was launched in Lucknow, in presence of Ms. Richa Chaddha, a leading Bollywood actress, who commented, "A watch is a kind of accessory that can be worn on any occasion, be it a wedding or work or family outings. I am a watch lover myself and have always admired Timex as a brand and loved their watches since my childhood. I am excited to be associated with Timex's new brand TMX which is a great combination of outstanding style and stunning design."

These watches are positioned for special occasions. There is a good variety available as well. The TMX range of watches are available in 75 different models in the price segment of INR 725 - 1495, which makes it a very attractive price range as well. Of course, we all know that Timex's focus on design has always been paramount. TMX watches range from a formal look with roman numbers to stylish statement pieces that are colourful and vibrant for those looking for variety.

"At Timex, we have always believed in bringing world class products for our consumers at affordable price points. We continuously work towards this mission, which has helped us in acquiring huge market acceptance and reinforcing our industry leadership. With the launch of our new brand TMX in Uttar Pradesh, we aim to take our promise of great design and quality a notch higher. We are also optimistic

that our new range will be a prominent contributor in helping us achieve double digit growth in UP market and will propel the next wave of growth in watch market industry," said Manoj Joshi, Head Sales, Timex Group India.

Reliability, good looks and affordability are the pillars of this collection!

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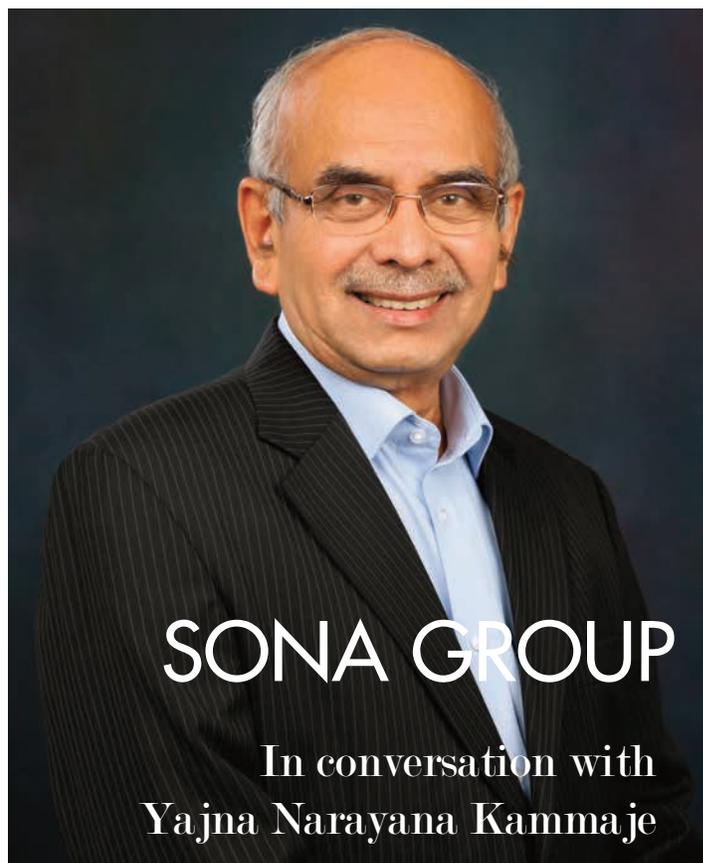


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## SONA GROUP

In conversation with  
Yajna Narayana Kammaje

**I**t would be quite correct to call Yajna Narayana Kammaje, Chairman & Managing Director of the Sona Group of Industries, a maverick of the Indian horological industry. Not one to mince words, he is clearly a man of vision, and action. He shares his journey with Karishma Karer...

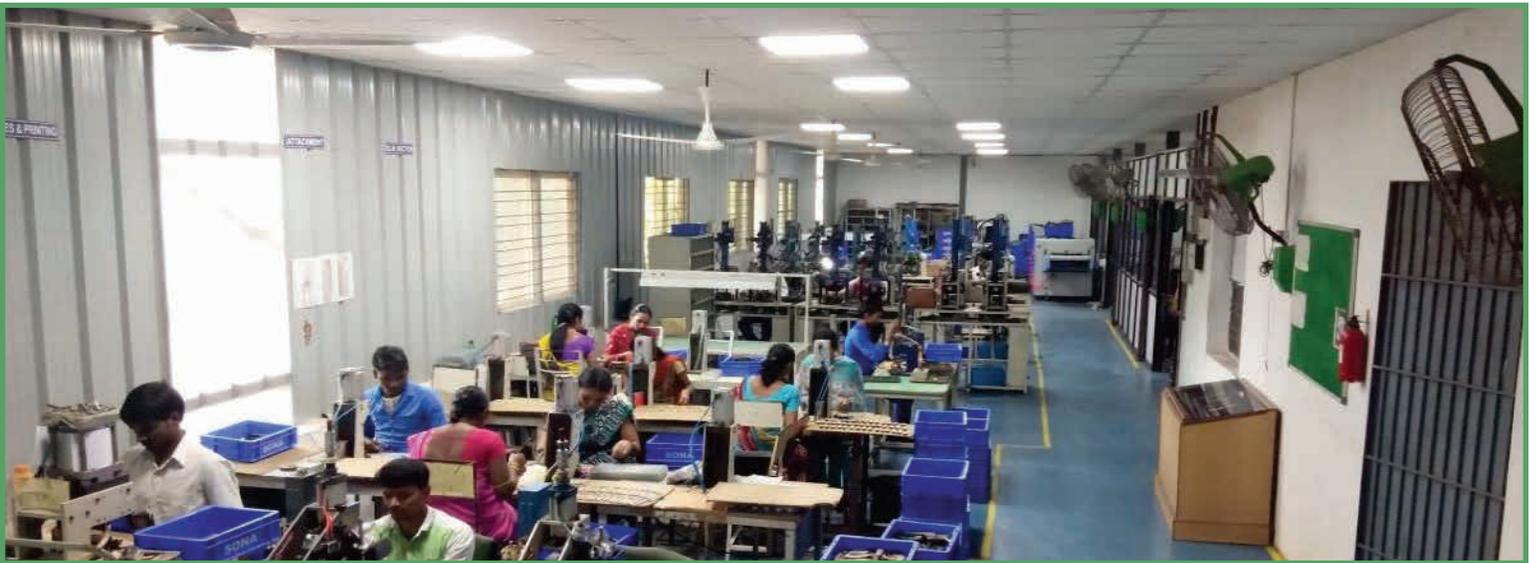
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In 1987, I was the DGM at HMT. At that time, HMT used handmade metal straps. When other players like Titan entered the market, there was a rising demand for more sophisticated straps. I could sense a clear gap in terms of the availability and

quality of these straps in the market. The opportunity beacons, since plating on stainless steel was a big technology at that time. We harnessed the power of technology to provide this service. Then, there was no looking back. The journey started with the plated straps, but soon we incorporated many verticals. We manufactured stainless steel straps for Titan. Business started growing. We improved our quality and services. We started manufacturing leather straps. There was one vision - we should have everything required to make watches under one umbrella. Finally, there was the integration of making a full watch. Titan gave us the opportunity of making some of the Sonata watches. There has to be a trust and transparency. It started with 100000 watches per month and now we even design select watches as well. This year, for Sonata and Fastrack our target is 300000. We have been mindful about the growth and opportunities that have come our way!





#### YOUR COMMENTS ON THE INDIAN WATCH INDUSTRY ....

The liberalization of business in the early 1990's really opened up things for business. There was easy availability of goods and transport facilities paved the way for more business. Our product features and quality had to compete with imported stuff, and that situation really honed us completely. That has made us rise to the occasion. Titan is the undisputed leader in the field of watches in India and we are bonded with them. There are many opportunities in this market. But, I don't understand why other people have not entered this business. I don't find a sea change happening except for the styles. I think that our organized market must avail of these opportunities in India as well as the world. Yet, there are issues that plague the market as well. Demand will be consolidated in time, as per my view. I think duplicity is also something that is also affecting our industry negatively. I don't understand why we are so silent about it!

#### SMARTWATCHES...

They are very clearly impacting the industry. Most of the youngsters are wearing tech wearables. Many people don't use watches. Females still use watches as accessories, as compared to males. I think the high-end watches would still be unaffected due to the brand value of country-specific brands.





WHAT ARE YOUR EXPECTATIONS FROM THE NEW GOVERNMENT?

I hope the GST implementation is done with 100% sourcing. I also wish that in the SME sector we have compliance with the GST. The mindset of an Indian to pay taxes will have to start. It is only then that we can have a level playing field. It is important to change the culture and attitude of the people. If you go to Germany or Japan, no one thinks of cheating for not paying taxes. Here, in India, we have a different mentality. We think we have done a great thing by buying something without paying tax! Our reward and punishment systems are not in place. Meritocracy has to be rewarded, and non-performance punished. Digitalization has led to great progress and I feel it will effectively be changing the Indian ethos. I do hope that the government integrates these aspects in the mindset of the people!





WHAT IS YOUR VISION FOR THE GROUP?

We are growing to 10-15% year on year. I am also looking outward to explore the opportunities. There are many possibilities. For example, we bought over a company based in China, with the understanding of taking over existing clients as well. That initiative has led to new inroads in the realm of the straps manufacturing. If a similar opportunity presents itself for watches, I think it should hold great potential for the brand. I also see potential in watch cases business. We are well equipped in India to handle manufacturing and supply to many countries' world over. We are able to deliver quality at a good price. We are slowly getting established for plating business for a few international brands such as Fossil. Our minds cannot stop, and we are constantly evolving and looking at opportunities. I am also plagued often by the question - When will India's brand value for watches be comparable to this in the world? I think in India we are satisfied quite easily, in the early stages! In China the philosophy is to conquer the world. As an industry, we need to work on that and have higher expectations of ourselves!

*The journey has been long and fulfilling for the patriarch of the Sona Group. But, for the man with a great vision, this is just the beginning. The road may be paved with different challenges now, compared to the ones in the past, but there is no stopping!*





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# JAIPUR WATCH COMPANY

## Welcoming the first retail store

**J**aipur Watch Company is known as a brand for discerning clientele. Indeed, the watchmaker has infused a new meaning to luxury watchmaking in India by coming out with wonderful creations that use Indian craftsmanship and handcraft watches. The brand now has a new store-in-store at Select CITYWALK, New Delhi. The store is located within Anyque – The Gifting Co, which also hosts Spanish decorative luxury brand Lladró and a few others.

Gaurav Mehta, the founder of the storied Jaipur Watch Company, says, “The retail outpost is an important step for Jaipur Watch Company in our bid to become more accessible to our customers, particularly with our bespoke range of gold watches. Clients will be able to experience the finishing and watchmaking capabilities of the brand at the store and even buy both our pret and our bespoke collections.” Through the store, which will be manned by a trained fashion professional, the customers will be able to reach out to JWC if they want tweaks to the existing bespoke range or order a completely customized watch.

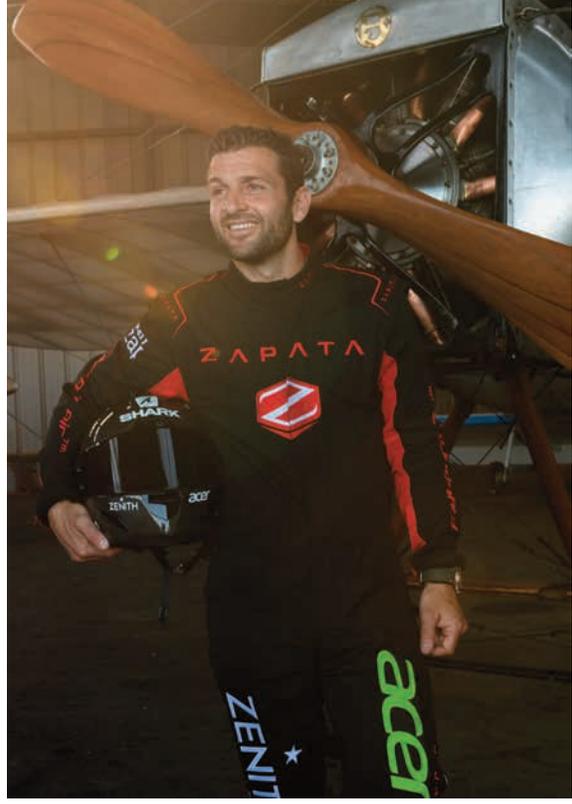




The retail space reflects the ethos of Jaipur Watch Company. You will see a few critical vintage-style furniture pieces. The vintage-style leather watch trunk, studded with metal rivets, is made-to-order for Jaipur Watch Company and holds within its red suede quilted interiors a host of Jaipur Watch Company watches. The suede trays can be pulled out to showcase the timepieces. The trunk's cavernous interiors can hold at least 50 of the brand's horological innovations, besides a host of brochures and other paraphernalia linked to the brand. On the door of the trunk is a constantly running film about the brand; it is completely mobile and can be shifted to the atrium of Select CITYWALK for any events. A leather table and chair are the other furniture pieces in the store.

The unique range of watches find a beautiful canvas of expression at the store.





# ZENITH

## Franky Zapata - Friend of the Brand

**Z**ENITH and the world of pilot watches have had a deep relationship. This is now enhanced with a new feat. On July 25th, exactly 110 years after Louis Bleriot's groundbreaking flight, Zenith's latest Friend of the Brand, Franky Zapata, attempted his first flight from France to England with this resolutely 21st century flying machine. His equipment? Joystick in hand, Zenith Pilot Adventure on his wrist!

Due to unfavourable weather conditions however, Franky Zapata was unable to complete the crossing, as the heavy seas made it nearly impossible to safely land on the mid-flight refuelling station mounted on a boat. Taking the experience in stride and more determined than ever, Franky Zapata has announced that he will take on the challenge again in the coming days. Zapata's unique and innovative approach to personal flight comes from extensive experience in hydroflight, along with the use of turbine engines over conventional electric propellers, as well as intuitive flight controls designed around the human body. Capable of vertical take-off and landing (VTOL) and unprecedented individual mobility, the jet-powered Flyboard Air features the Zapata technology platform is reputedly the safest, easiest, lightest, most manoeuvrable personal aviation system ever created. Today barely bigger than a large drone, and driven by means of "mass transfer", like a Segway, the Flyboard Air is propelled by five mini jet engines allowing it some ten minutes of flying time prior to requiring refuelling. It is driven by means of a handheld joystick to adjust the thrust.





And as we all know; the Zenith Pilot Type 20 Adventure is a perfect companion in the high sky! The watch is equipped with an automatic El Primero column-wheel chronograph movement and a 50-hour power reserve. Guaranteeing trademark Pilot easy readability with a grained khaki green dial packing oversized Arabic numerals entirely made of Super-LumiNova, the bronze 45 mm Pilot Type 20 Adventure features the wide easily adjustable ratcheted crown of the original aviation instruments that inspired this must-have piece of 21st century kit, along with a battle-ready khaki matrix calfskin leather strap and fully-interchangeable complimentary camouflage fabric alternative, both with protective rubber linings and titanium pin buckles.

A little flashback into the past... Louis Bleriot said of his trusty Zenith Pilot watch after his 37-minute crossing: "I cannot recommend it highly enough to people in search of precision".

110 years later the Zenith Pilot Type 20 Adventure has proven itself as the proud accessory to Franky Zapata's modern-day exploits. Indeed, here is the ultimate timepiece for modern-day adventurers!



# BASELWORLD

## Building A Strong Relationship With CIBJO

**B**aselworld has signed an agreement with CIBJO, the World Jewellery Confederation, the world's largest organisation representing the jewellery, diamonds, gemstones and pearls sectors. The most important show for the global industry is now an official member of an association whose member-organisations represent more than 7 million jewellery industry participants on five continents.

Baselworld has become a Commercial Member of CIBJO (acronym for “Confédération Internationale de Bijouterie, Joaillerie, Orfèvrerie, des diamants, perles et pierres”). This is a move to be more firmly rooted in the jewellery, gemstone and pearl industry, to be as close as possible to its stakeholders, to better understand their needs and to better support and serve them in their pursuit of the highest professional and ethical standards and technical skills.

The fair is strengthening its presence alongside all the players in the sector and also taking on the role of a proactive partner to offer them the best business platform, driven by a global vision with an attentive approach to each client. “Baselworld is particularly proud to join the largest international organisation in the jewellery, gemstone and pearl industry,” said Michel Loris-Melikoff, Managing Director of Baselworld. “Becoming a member of CIBJO allows us to actively support the organisation and to participate directly in its development. We are driven by the same values of ambition, tenacity and sustainability. I thank Dr. Gaetano Cavalieri for welcoming us with stimulating enthusiasm. The sector will be able to count on the support of Baselworld.”

Dr. Gaetano Cavalieri, President of the CIBJO, added: “CIBJO is delighted to welcome Baselworld into its ranks. As a jewellery and watch trade show that for decades has served as leader both in Europe and internationally, it provides one of the most effective platforms possible for advancing the mission to harmonize industry standards and promote Corporate Social Responsibility and sustainability throughout the value chain. I look forward to working with the Baselworld team,”.

CIBJO is the international jewellery confederation of national trade organisations from 45 countries, and additionally includes as Commercial Members many of the world's leading international corporations. Its purpose is to encourage harmonisation, promote international cooperation in the jewellery industry and to consider issues which concern the trade worldwide.

# CARL F. BUCHERER

Happily blue!

Well, we're feeling happily blue at the moment! Blue is indeed a much-loved hue and we love the fact that Carl F. Bucherer is exploring the different shades of blue in The Blue Hour, a new collection of the coolest of blues that have appeared on watches!



## PATRAVI TRAVELTEC: NEW EDITION IN PETROL BLUE

Here's a call to all you globetrotters out there! The Patravi TravelTec has always been a trusted timekeeper as you hop across continents. The watch can keep time for three different time zones. It now sports a cool petrol blue hue and a robust rubber strap.

It features a three-time zone display and chronograph function. It also boasts chronometer certification from the official Swiss Chronometer Institute (COSC) that has recognized the high precision of its CFB 1901.1 automatic movement. A blue ceramic bezel adorns the eye-catching 46.6 mm stainless steel case. A cool way to jet-set, is it not?

## PATRAVI SCUBATEC: BLACK AND BLUE

Black and blue is always a great colour combination. This sophisticated diver's watch that goes to the depth of 500 m is an ideal watch for those who love the deep seas. Two models from this collection must be mentioned. First, the ScubaTec in 18 k rose gold features a perfect balance of warm and cool tones, and secondly, the stainless-steel model with a blue dial cuts a sporty, modern figure on the wrist. Crafted from black and blue ceramic, the unidirectional rotating diver's bezel ensures that the dive time can be set safely. The 44.6 mm case is home to a unicolored dial that features a honeycomb pattern, indexes with Super-LumiNova coating, an automatic helium release valve, and a screw-down crown – features that ensure the functionality of the timepiece even while diving to great depths. Its CFB 1950.1 automatic movement is ultra-precise and has received official chronometer certification from COSC.

Well, the blue hour is bewitching. For a brand that has a deep bond with the sea, it makes sense to see a deep bond with this colour. These watches are an ode to this radiant hue that is timeless and yes, absolutely mesmerising!



# Luminox

## In conversation with Arun D'Silva

**L**uminox watches have been trusted companions for those who seek tough adventures. These timepieces are known for their illumination prowess. Indeed, the Luminox Lighting Technology (LLT) has been the USP of the brand. Arun D'silva, Director, Retail Interface Pvt. Ltd (Brand Strategist Luminox India) talks about Luminox in the Indian market.



PRESENTLY, THE BRAND IS AVAILABLE IN BANGALORE, MUMBAI, PUNE AND GURGAON THROUGH RETAIL PARTNER HELIOS STORES (15 STORES). WHAT ARE THE EXPANSION PLANS WITH RESPECT TO DISTRIBUTION? DO YOU INTEND TO HAVE LUMINOX BOUTIQUES AS WELL?

The brand is currently available in 20 stores in the following locations - Bangalore, Mumbai, Pune, Gurgaon, Panaji, Chandigarh, Hyderabad, Chennai, Dehradun, Guwahati, Ahmedabad, Lucknow, Noida. So, the focus is to spread into the state capitals as well as the top 8 metros. Boutiques are not planned in the immediate future.

CAN YOU TELL US ABOUT THE MARKET FOR WATCHES FOR ADVENTURE SPORTS IN INDIA?

Adventure sports in India are fast becoming a passion. Sports like

motorcycling, diving, trekking and polo are attracting attention that was not so apparent in the past. Watches are an integral accessory in the kit of any adventure sport participant, so the market is definitely getting established.

THERE ARE SOME WELL-ESTABLISHED PLAYERS IN YOUR SEGMENT. WHAT DISTINGUISHES LUMINOX FROM OTHER BRANDS?

In actual fact there are no brands in the adventure segment. Most brands that are used for adventure sports do not have the rugged characteristics of Luminox watches, and none of the brands have the "always visible" light technology that is a proprietary feature unique to Luminox.

WHAT ARE THE NEW ADDITIONS ACROSS CATEGORIES OF LAND, AIR & SEA?

The two recent additions to the collection are the Navy SEAL 3600 series in the SEA segment, and the ICE-SAR 1200 series in the LAND segment. Both are built on a quartz platform. The ICE-SAR is specially designed for the Iceland Search and Rescue teams, and is part of the kit worn by all ICE-SAR personnel.

WHAT ARE THE EVENTS IN INDIA THAT WILL BE A PART OF THE CELEBRATION OF THE 30TH ANNIVERSARY?

Luminox has recently signed Ashish Raorane as brand ambassador for India. Ashish is currently ranked 12th in the World Motorcycle Rally Championships and three events are planned with Ashish for this year. Enthusiastic riders will be invited to ride and learn from Ashish at motorcycling workshops.

LUMINOX'S UNIQUE LIGHT TECHNOLOGY IS THE KEY USP OF THE BRAND. CAN YOU TELL US MORE ABOUT IT?

This is a unique technology that uses tubes with tritium gas embedded in the dial and the hands of the watch. The gas emits a glow that does not require any external stimulant, and has a life of 25 years. Luminox watches therefore do not use the super nova pigment used by all other brands, and

they do not need any battery to produce the lighting.

IN THE LIGHT OF MODERN ADVANCEMENTS IN TECHNOLOGY, MOST NOTABLY SMARTWATCHES THAT ARE NOW EVEN WATERPROOF AND TOUGH, DO YOU THINK THE CATEGORY OF ADVENTURE WATCHES IS UNDER THREAT?

No smartwatch has the toughness of Luminox. No smartwatch has the nighttime visibility of Luminox, and most

smartwatches need to be re-charged from an electrical source. This is certainly not always possible in adventure situations. Luminox is therefore the preferred watch for those serious about adventure sports.

WHAT ARE SOME OF THE SPECIAL LAUNCHES AND EVENTS FOR DIWALI?

Campaigns launching the above-mentioned collections are planned as a build up to the Diwali Season.

*Well, it's becoming clear that these are not just any watches that merely tell time.... these are tools that accompany the bravest on the most spectacular adventures! So, here's looking at some great performance in the Indian market from the brand!*



# LUMINOX

Navy SEALs 3603 – Officially Licensed  
by the Department of the Navy



**W**e all know about the Navy SEALs - America's premiere defenders, willing to go to any lengths to preserve freedom. Luminox has been supplying to the SEALs and supporting their missions by developing the highest quality timepieces built to withstand really tough conditions.

A new model in the Navy SEAL 3600 series, that is, the Navy Seal 3603, now is even fitter and better for the purpose. Function is the key focus here. There is a new vertical arrangement of Luminox's proprietary light technology. This results in a different look, opening up the dial while still guaranteeing up to 25 years of ultimate night visibility. Luminox's LLT technology doesn't rely on anything external to provide luminosity.

In keeping with the needs of the Navy SEALs, the 3603 model comes with a case made of Carbonox, a carbon-based material exclusive to Luminox, which is light, hypoallergenic and extremely durable and resistant. The carbon fibers being visible on the surface of the case add a lovely texture to the watch. The 3603 watch is water-resistant to 200 meters, using a stainless-steel screw down crown and case back. Special gaskets and case design mean the watch can dive deep and continue performing flawlessly.

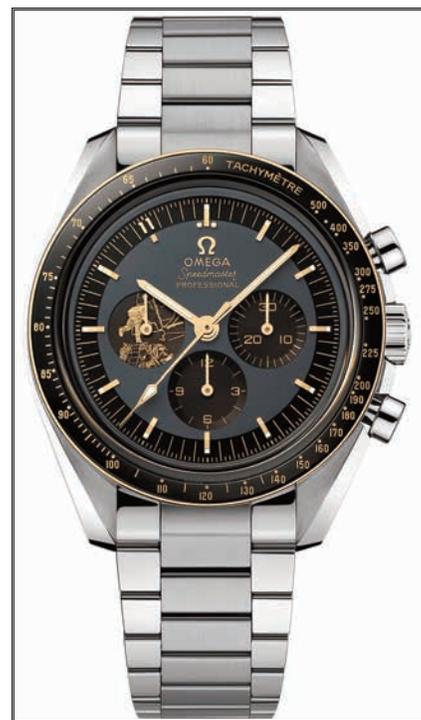
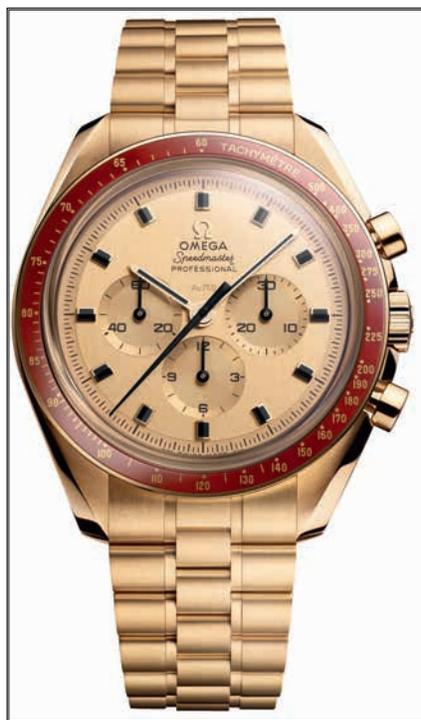
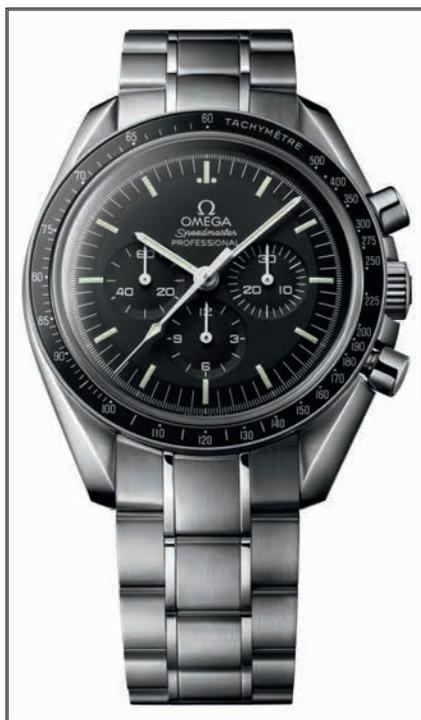
In keeping with Luminox's slogan, American Born, Swiss Made, the watch is designed for use by the American military (and have been adopted by military, law enforcement and first responders around the world) and are Swiss Made, using the best technology in Swiss watchmaking, including a Swiss quartz movement from Ronda.

A great functional tool for the rugged outdoors! Let the light continue to shine!



# OMEGA AND JOHNSON WATCH CO.

## Speedmaster Moonwatch Anniversary Special



One step on the moon, changed history forever. The landing of man on the moon was one of the key historical milestones for mankind. Johnson Watch Co. marks the golden anniversary of the OMEGA watch to celebrate the mission's success of Moon landing. Well, OMEGA had its own special role aboard Apollo 11. The Moonwatch legacy still inspires the brand today. The result? A range of Speedmaster Moonwatch Anniversary limited edition watches. After all, the Speedmaster is one of OMEGA's most iconic timepieces, having been a part of all six moon landings.

The first timepiece, The Speedmaster Moonwatch Anniversary, is a limited-edition model of 6969 pieces. The watch includes a 42 mm case in stainless steel with a polished 18K Moonshine Gold bezel. The allusion to man on the moon can be seen on a subdial with a laser-engraved image of Buzz Aldrin climbing down onto the lunar surface. Don't

miss the laser-engraved astronaut's footprint on a medallion under the sapphire crystal caseback, as well as lettering that includes the quote: "THAT'S ONE SMALL STEP FOR A MAN" and "ONE GIANT LEAP FOR MANKIND".

Another special edition marks the golden anniversary of the OMEGA watch that was gifted to astronauts in 1969 to celebrate the first moon landing, OMEGA has produced this Speedmaster limited to 1014 pieces, driven by the manual-winding OMEGA Master Chronometer Calibre 3861. Moonshine gold makes the way here and the watch includes faceted onyx hour markers. Inspired by the piece of 1969, a few touches of burgundy have been added, including the ceramic bezel ring, the markings on the caseback and the movement. The inner decorative caseback ring features a partial world map of the American continent and a domed lunar meteorite inlay, representing the true proportions of the Earth and the Moon.

And then, we have the Speedmaster Moonwatch Professional Chronograph. Having been a part of all six lunar missions, the legendary Speedmaster is an impressive representation of the brand's adventurous pioneering spirit. This OMEGA Speedmaster Professional "Moonwatch" features a black dial covered by a hesalite crystal and graced by a small seconds sub-dial, 30-minute recorder and 12-hour recorder along with a central chronograph hand. The black bezel, with its tachymetric scale, is mounted on a 42 mm stainless steel case and presented on a matching bracelet. It also has OMEGA's mechanical calibre 1861, the legendary manual-winding movement worn on the Moon. And yes, how can one forget the "NATO" strap? This is a strap for astronauts!

May the Speedmaster have many more heavenly adventures!

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## EDITOR'S PICK

**H**ere is a co-creation by MB&F and L'Epée 1839, made especially for Only Watch, the world's most high-profile charity watch auction. Now we know that when these two brands get together, they create magic. This creation is more special because it is a previously unreleased piece. The simple display of hours and minutes can be taken to breathtaking design executions. Can you spot the rider of the T-Rex sitting atop the clock? This is Tom - a sculpture mounted atop the body of the hybrid beast, shaped like the figure of a young child.

And what is Tom looking at? Hand-blown in Murano glass, the complex hemitoroidal "eyeball" is in fact the clock's dial. Tom stares down into a matching transparent blue marble of Murano glass nestled in his cupped hands, perhaps imagining a different world...

Now for the technicalities of this unique piece. 201 finely finished components, a hand-wound mechanical movement conceived and manufactured entirely in-house by L'Epée 1839....Hours and minutes regulated by the balance wheel beating at 2.5Hz (18,000vph), powered by a single barrel offering 8 days of power reserve... ..is this not clock-making at its best?



# MB&F

## Tom & T-Rex

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# BREITLING

## Partnership with IRONMAN



**N**ow here is an exciting bit of news for all you Ironman fans! Breitling has partnered with IRONMAN, a Wanda Sports Group company, in launching the Breitling Superocean IRONMAN Limited Edition timepiece. As part of the partnership, Breitling becomes the Official Luxury Watch of IRONMAN and will also be present at several events, including the IRONMAN 70.3 World Championship in Nice, France, and the 2019 Vega IRONMAN World Championship in Kailua-Kona, Hawai'i.

A special event was held at the Breitling boutique in New York City in the end of July, to celebrate this announcement. The event was cohosted by Breitling USA President Thierry Prissert and Andrew Messick, President and CEO of The IRONMAN Group. Over 150 guests attended the event.

We're all excited to know about the special watch launched to mark the occasion. The Breitling Superocean Automatic 44 IRONMAN® Limited Edition celebrates the partnership with IRONMAN and its events. The watch is a member of Breitling's popular family of Superocean divers' watches. It has a 44-millimeter stainless-steel case and a black dial featuring the unmistakable IRONMAN logo. It is presented on a red Diver Pro III rubber strap with a pin buckle. Its ratcheted unidirectional rotating bezel is an essential feature for divers as it can be used to track the elapsed time underwater. The numerals, indexes, and hands are coated with Super-LumiNova, a luminescent material that allows optimal readability in any lighting conditions. The COSC-certified chronometer has central hour, minute, and second hands. This self-winding watch is powered by a Breitling Caliber 17, an automatic mechanical movement that offers a power reserve of 38 hours. It is water-resistant to an incredible 100 bar (1000 meters).

This Limited Edition has a caseback engraved with the IRONMAN logo and the legend "ONE OF 300", reflecting its coveted limited-edition status. The Breitling Superocean thus continues its incredible legacy!



# Alexandre Christie



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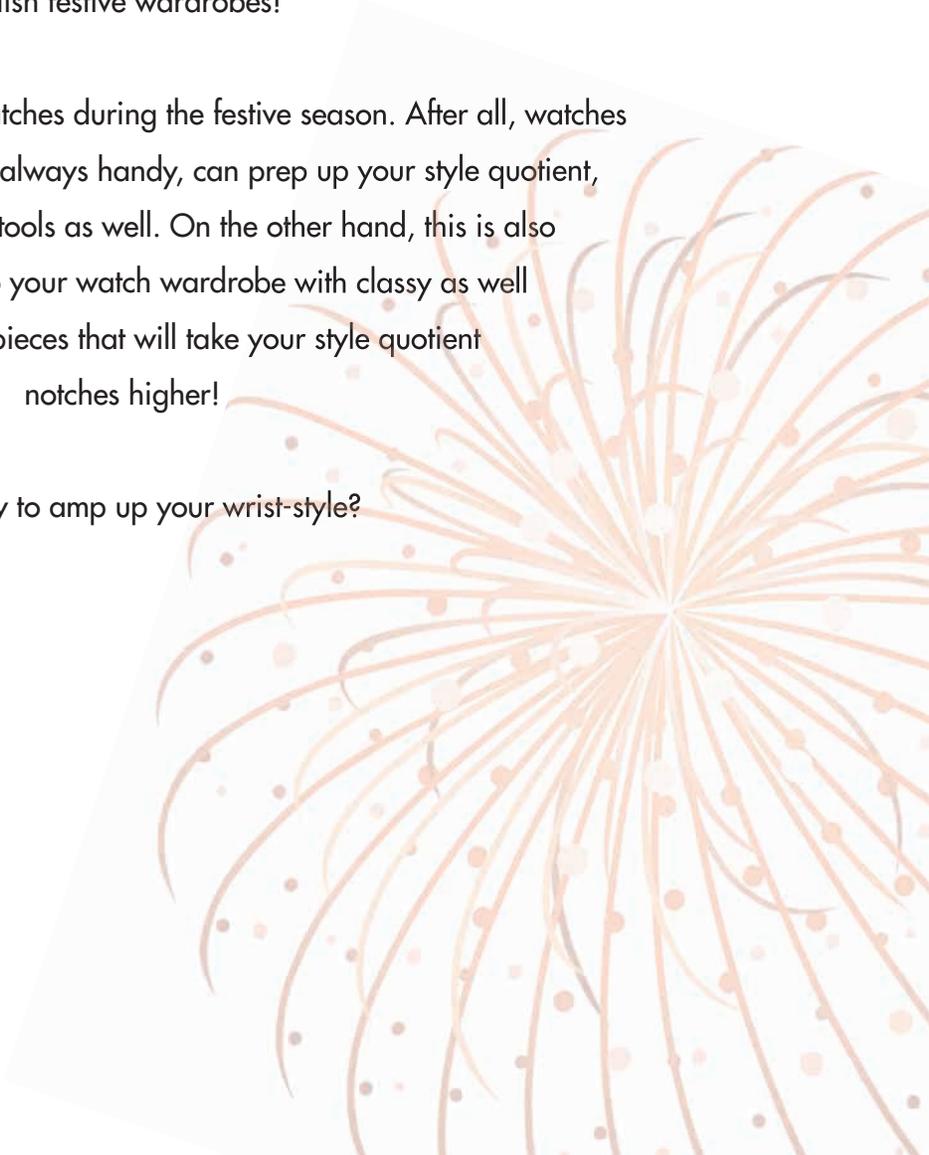
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**I**n India, the second half of the year is always on an upswing. It all starts off with the Raksha Bandhan festivities, culminating into a host of other festivals and occasions, coupled with the wedding season. This is a time when watch lovers watch out for new collections and launches. Watches are quite popular as gifts themselves, and also to complement the stylish festive wardrobes!

Many people prefer to gift watches during the festive season. After all, watches are timeless gifts...they are always handy, can prep up your style quotient, and be great functional tools as well. On the other hand, this is also the best time to add to your watch wardrobe with classy as well as contemporary pieces that will take your style quotient notches higher!

So, ready to amp up your wrist-style?





## GRAND SEIKO

### SPRING DRIVE GMT

The Spring Drive Calibre is perhaps as legendary as the brand that introduced it. The new Spring Drive GMT watch is undoubtedly turning heads. Visibly, it belongs to its sport collection. The watch uses 18k yellow gold in the rotating bezel, which is the first for Grand Seiko, and the contrast between the yellow gold of the bezel and the blue of the indicator ring is a new colour scheme within the sport collection. With an independently adjustable hour hand, this Spring Drive GMT watch is perfect for the international traveller.

## FENDI

### FENDIMANIA

This stylish piece is a modern take on FENDI's signature style. The highlight here is the bold square case. With the iconic FF logo on it, it seems enhanced. The contrast of polished and satin-brushed finishes adds to the subtle textural aspect of the design. Continuing with the linear aesthetic, the crown is seamlessly integrated into the case, as is the strap. The lacquered dial and the solid colour of the strap add to the contemporary look. The dial is embellished with two diamonds at 12 and 6 o'clock for an additional precious touch. Perfect for the festive season, this is a timeless investment!





## ELLE

### ALMA

The heart shape motif, mother-of-pearl dial and pavé crystal top ring... add to this a seductive brown colour and you've got a perfect winner! There is a touch of the ornate in this watch. It is simple but highly elegant. The colour perfectly gels in with most ethnic outfits that one tends to wear in the festive season. It is also a watch that can easily transition from day to night, and from a day-out to an elegant soiree!

## VERSACE

### PALAZZO EMPIRE

Now here is a playful watch that boldly experiments with Versace codes. The result? A fresh and youthful twist! The iconic IP golden Medusa seemingly floats and takes center stage – placed between the dial's glass crystal for a striking effect. The oversized IP gold case has the iconic Versace Greek key engraved on the bezel rehaut. The "rock" inspired look features a black leather cuff strap. Now that adds weight to the look for sure!





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## FREDERIQUE CONSTANT

### CLASSICS ART DECO

This beautiful oval watch is the perfect accompaniment to festive occasions and celebrations! There is something so feminine and graceful about an oval dial. The guilloché decoration in the centre of the dial draws one's eye right in. The two-tone metallic bracelet wraps beautifully around the wrist. The Roman numerals on the dial coupled with the diamond hour markers, are a wonderful mélange as well. The FC-200 quartz movement powers this watch. Here is a watch that emphasizes femininity in a subtle and accessible way.

## TAG HEUER

### AQUARACER

Who does not wish for a stylish laid-back lifestyle? Well, the Aquaracer line with its impeccable diving functionalities has since long been the epitome of an active lifestyle on land and at sea. The new 35 mm Aquaracer takes on one of the best hues - blue. The blue dial has a reflective sunray effect and engraved sand-wave pattern reminiscent of the gentle waves lapping on the sandy shores of a tropical beach. In contrast, the metallic bracelet adds tons of elegance. There is also a date window at 3 o'clock. Behind the sophisticated grace of the piece is very sound functionality as a veritable diving watch. Beauty and precision in a wonderful wrist-package!



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## CITIZEN

### BLUE ANGELS

The Blue Angels model is a part of the popular CITIZEN PROMASTER SKY series of authentic pilot watches. This watch has been inspired by the U.S. Navy's flight demonstration squadron. The dial is inspired by cockpit instrumentation, while the bold stainless-steel case line is reminiscent of a fuselage. The special edition has the Blue Angels name emblazoned on the dial. It is equipped with aviation scale and 43-city World Time functionality. With a distinctive blue colouring and Blue Angels case back insignia, this model is a must for those who like to fly high!

## CASIO

### ENTICER LADIES

A watch that lives up to its name! Yes, enticing it is, with the very much in rose gold colour, an elegant dial with neatly presented sub-dials and of course, the use of the deep blue for hands and hour markers. The bracelet glides gently around the wrist, giving it a very snug fit. The watch is quite versatile as it can be worn across a variety of occasions. A long lasting jewel, at a very accessible price indeed!



# QUARTZ CLOCK & ALARM MOVEMENTS



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PW4213



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RED



LS810  
BLACK



PW0561



PW8805



MA855  
BLACK



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