



A Report on Industrial Visit to "Titan Company Limited, Hosur"
Organized by School of Management
on 25.04.2026



Visit coordinated by: Dr. K. V. Geetha Devi, Associate Professor, School of Management and Mr. B. Sreekanth, Assistant Professor, School of Management.

Mode of Conduct: Offline

Report Received on 29.04.2026.

As part of the MBA program's objective to strengthen practical learning through industry exposure, a one-day industrial visit was organized on 25.04.2026 for I MBA students to Titan Company Limited's manufacturing facility at Hosur, Tamil Nadu. The visit was designed to introduce students to the core concepts of Production and Operations Management by observing real-time manufacturing processes, workflow design, capacity utilization, quality control systems, and supply chain integration in a live industrial setting.

In addition, the visit provided valuable insights into the Titan brand—part of the Tata Group—helping students understand its strong market positioning, brand strategy, and diversified product mix, including watches, eyewear, and accessories. By connecting theoretical concepts with practical exposure, the visit enabled students to gain a holistic understanding of how operations, product strategy, and brand management are integrated to achieve organizational excellence.

About Titan Company Limited

Established in 1984 as a joint venture between the Tata Group and Tamil Nadu Industrial Development Corporation (TIDCO), Titan Company Limited has evolved into one of India's most trusted lifestyle brands. While it initially gained prominence through its watch segment—particularly the Titan and Fastrack brands—the company has successfully diversified its product portfolio into jewellery (Tanishq), eyewear (Titan Eye+), fragrances (Skinn), and precision engineering components. This diversification reflects Titan's strong brand strategy, innovation capability, and focus on meeting evolving consumer preferences.

The manufacturing facility at Hosur is among the largest and most integrated units for watches and eyewear globally. The plant operates with advanced automation, lean manufacturing practices, and a highly skilled workforce, all within a well-planned industrial campus that adheres to stringent quality and environmental standards. It serves as an excellent example of efficient production and operations management in practice.

The primary purpose of the industrial visit was to expose MBA students to the manufacturing ecosystem of a world-class Indian organization. The visit aimed to help students understand how Titan seamlessly integrates production, design, quality assurance, and supply chain management to deliver high-quality products at scale. Additionally, it provided insights into the company's human resource practices and organizational culture, which play a vital role in sustaining its operational excellence and long-term success.

The visit began with a brief orientation session where Titan executives introduced the company's history, vision, and business verticals. Safety instructions were shared as part of the company's strict compliance procedures before we entered the production areas.

Due to the large batch size, the students were divided into two groups to facilitate an effective and well-organized factory tour. Each group was taken through the watch manufacturing unit in a structured manner, enabling them to clearly observe and understand the various stages involved in the production process.



Insights and Observations

At the watch manufacturing division, students were walking through the entire production line in a sequential manner, beginning from the fabrication of individual components to the final assembly of finished watches. They observed how different parts such as dials, cases, and movement components are manufactured using high-precision CNC machines, highlighting the importance of accuracy and standardization in production.

The process then moved to the electroplating section, where metallic components are treated to enhance corrosion resistance and ensure a consistent surface finish. A key highlight of the visit was the movement assembly area, which operates in a controlled cleanroom environment. Here, students witnessed the intricate assembly of watch movements through a combination of semi-automated systems and manual precision techniques. Throughout the process, quality checks were embedded at every stage, enabling the detection of micro-level defects and ensuring high standards of product excellence.

At the conclusion of the factory visit, both groups assembled in the meeting hall, where refreshments were served. This was followed by an interactive session conducted by a Titan executive, who provided an overview of the company's product mix and its current market position. The session also covered various aspects of Titan's business, including key marketing strategies, brand positioning, and consumer segments. In addition, the executive shared valuable career-oriented insights, guiding students on opportunities, required skill sets, and industry expectations.

Outcome of the Industrial Visit

The industrial visit to Titan Company Limited proved to be a highly enriching learning experience for the MBA students, offering a strong linkage between classroom concepts and real-world industry practices. Students gained a clear understanding of Production and Operations Management by observing the complete manufacturing cycle, including process flow, quality control mechanisms, and the application of lean manufacturing techniques.

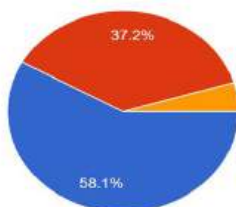
The visit also enhanced their knowledge of supply chain integration, product standardization, and the importance of precision in large-scale manufacturing. Exposure to Titan's diversified product mix and strong brand positioning helped students appreciate how marketing strategies are aligned with operational efficiency to deliver value to customers.

Furthermore, the interaction with industry professionals provided insights into organizational culture, human resource practices, and career opportunities in the manufacturing and lifestyle sectors. Overall, the visit contributed to developing practical awareness, analytical thinking, and a better understanding of how a leading brand like Titan sustains its competitive advantage in the market.

Feedback Analysis:

I would recommend this visit for future MBA batches

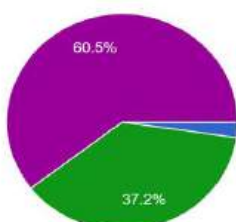
43 responses



- Strongly recommended
- Recommend
- May be
- Do not recommend
- Not at all recommended

The industrial visit was a valuable learning experience.

43 responses



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

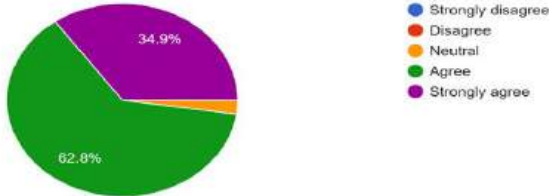
The visit enhanced my understanding of industry operations and management concepts.

43 responses



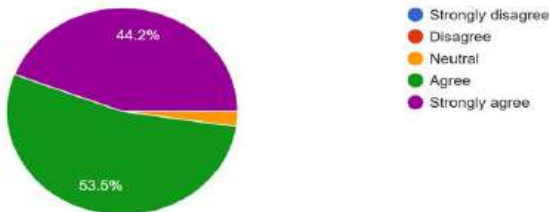
The visit was relevant to my MBA specialization and coursework.

43 responses



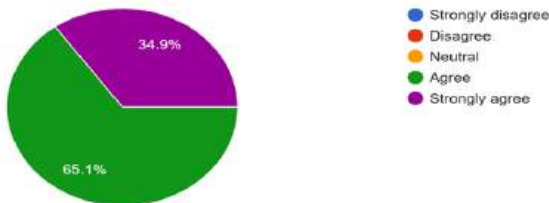
The interaction and Q&A sessions with company representatives were informative

43 responses



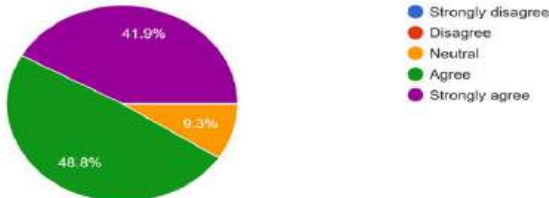
The visit provided a clear understanding of different business functions (Operations, Marketing, HR, Finance, etc.)

43 responses



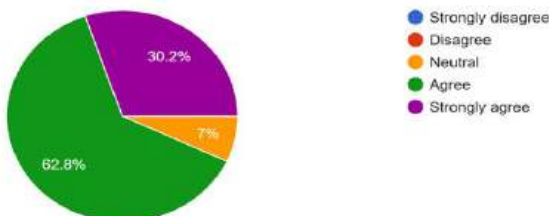
The visit was well-organized in terms of travel, coordination, and scheduling

43 responses



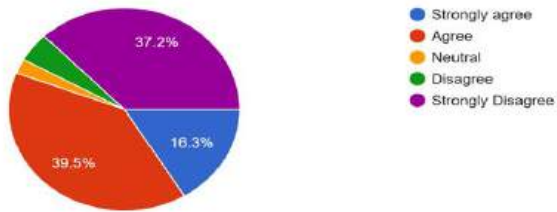
The duration of the visit was appropriate for learning and interaction.

43 responses



The visit provided some practical insights that complement classroom learning?

43 responses



I observed innovative business practices and new technologies during the visit.

43 responses

