



A Report on Industrial Visit to
"Titan Manufacturing entity, Hosur"
Organized by Department of Management Studies
on 21.06.2025



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Mode of Conduct: Offline

As part of our MBA program's objective to enhance practical learning through industry exposure, a one-day industrial visit was organized on 21.06.2025 for I MBA students to Titan Company Limited's manufacturing facility at Hosur, Tamil Nadu. This visit aimed to provide students with a comprehensive understanding of the real-time functioning of manufacturing systems, quality control, supply chain practices, operations management, and workplace culture. Titan, a Tata Group enterprise, is one of India's most respected lifestyle product manufacturers, known for its dominance in the watch and eyewear segments. The visit was a significant opportunity to bridge the gap between academic learning and industry practices.

About Titan Company Limited

Established in 1984 as a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO), Titan Company Limited has grown into a household name across India. While the brand is widely known for its watches, particularly the Titan and Fastrack ranges, it has diversified into various product categories such as jewellery (Tanishq), eyewear (Titan Eye+), fragrances (Skinn), and precision engineering components. Titan's Hosur facility is one of the largest and most integrated watch and eyewear manufacturing units in the world, featuring advanced automation, lean manufacturing processes, and a high-skilled workforce. The plant is spread across a vast industrial campus and operates under strict quality and environmental standards.

The primary purpose of the visit was to provide MBA students with exposure to the manufacturing ecosystem of a world-class Indian brand. The objectives included understanding how Titan integrates operations, design, quality assurance, and supply chain systems to deliver high-quality products at scale. Furthermore, the visit aimed to give students insights into the human resource practices and the organizational culture that contribute to Titan's long-standing success.

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

The visit was divided into two main segments: the Watch Manufacturing Unit and the Eyewear Manufacturing Unit. Both segments showcased modern technology, highly organized workflows, and consistent application of lean manufacturing principles.

Insights and Observations

At the watch manufacturing division, students witnessed the end-to-end production cycle of Titan watches. The process started from component manufacturing using high-precision CNC machines for dials, cases, and movement parts. This was followed by the electroplating section, where metallic parts are treated to ensure corrosion resistance and finish consistency.

A highlight of the tour was the movement assembly area, which operates under a cleanroom environment. Here, Students observed the intricate assembly of watch movements using semi-automated and manual precision techniques. Quality checks were integrated at each stage to detect micro-level defects and maintain product excellence.

The plant also demonstrated the implementation of Lean Manufacturing techniques, including 5S (Sort, Set in order, Shine, Standardize, Sustain), Kaizen (Continuous Improvement), and Just-In-Time (JIT) inventory systems. These practices significantly enhance operational efficiency while minimizing waste and downtime.

Eyewear Manufacturing Unit: Processes and Systems

Following the watch unit, the visit proceeded to the Titan Eye+ Eyewear Manufacturing Unit, which specializes in the production of prescription lenses and fashion eyewear frames. Students observed the lens surfacing and coating process, where lenses are shaped, polished, and coated using computer-controlled machinery. The lens processing section also included anti-reflective, UV-protection, and scratch-resistant treatments.

The frame production unit used injection moulding for plastic frames and precision shaping for metal ones. Each product underwent a rigorous quality inspection before being packed for distribution. The eyewear unit follows a vertically integrated model that supports both mass retail production and custom prescription orders for Titan's retail outlets.

Automation and robotics were evident throughout the facility, reducing manual intervention while enhancing accuracy and throughput. The unit also showcased how Titan leverages in-house manufacturing to maintain consistency in quality and supply control.

A key part of the visit was a structured interaction session with Titan's functional heads. The Operations Manager provided insights into plant scheduling, production targets, and how data analytics is being increasingly used to monitor operational KPIs. The Human Resource Manager discussed the company's strong emphasis on employee welfare, safety, training programs, and skilling initiatives like TITAN EDGE Academy.

The Marketing Manager shared how Titan has evolved as a brand—from traditional analog watches to smart wearables, and how they manage product positioning across varied customer segments. Students learned how Titan manages an omnichannel retail model with synchronized supply chain operations, including e-commerce and retail store integration.

Another major takeaway was Titan's ability to align innovation with tradition, maintaining its Tata values while embracing advanced manufacturing and customer-centric retail models.



Outcome of the visit

The industrial visit to Titan Company Limited's Hosur facilities was a valuable educational experience that provided deep insights into manufacturing excellence, strategic operations, and business leadership. It allowed students to experience real-time industrial practices, interact with experienced professionals, and understand how one of India's most trusted brands operates at a global standard. The visit not only reinforced academic concepts but also inspired students to think innovatively and ethically in their future management careers. A total of 26 students got benefited from the visit.