



SEC 164 / 2023-24

15th December 2023

The General Manager, DCS – CRD
BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort,
MUMBAI - 400 001
Scrip Code: **500114**

The General Manager, DCS – CRD
National Stock Exchange of India Ltd
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (East),
MUMBAI - 400 051
Symbol: **TITAN**

Dear Sir,

Sub: Intimation under Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) - Intimation regarding investment in CueZen, Inc. by the Company's Wholly Owned Subsidiary

With reference to the captioned subject, this is to inform you that TCL North America Inc., (TCL NA), a wholly owned subsidiary of the Company, has today signed a Series Seed Stock Purchase Agreement with CueZen, Inc., a Delaware Corporation, (CueZen), for subscription of Series Seed Preferred Stock in the Common Stock, which would result in TCL NA holding 10% in CueZen on a fully diluted basis.

The details as required under SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023 are given in **Annexure A** to this letter.

This is for your information and record.

Thank you.

Yours truly,
For TITAN COMPANY LIMITED

Dinesh Shetty
General Counsel & Company Secretary

Encl. As above

Titan Company Limited

INTEGRITY #193 Veerasandra Electronics City P.O. Off Hosur Main Road, Bangalore 560100 India. Tel: 9180 6704 7000 Fax: 9180 6704 6262
Registered Office 3, Sipcot Industrial Complex Hosur 635 126 TN India. Tel-91 4344 664 199 Fax 91 4344 276037, CIN: L74999TZ1984PLC001456
www.titancompany.in

A TATA Enterprise



Annexure A

Acquisition (including agreement to acquire)

Sr. No.	Details of Events that need to be provided	Information of such events (s)
a	Name of the target entity, details in brief such as size, turnover etc.	CueZen, Inc., (CueZen) is a corporation organised under the General Corporation Law of the State of Delaware, USA.
b	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	This investment of USD 3.5 Million in CueZen would be made by TCL North America Inc. (TCL NA), a wholly owned subsidiary of the Company, does not fall within the purview of Related Party Transaction. The promoter / promoter group / group companies of the Company does not have any interest in CueZen.
C	Industry to which the entity being acquired belongs	Hyper-Personalised Health and Wellness Technology
d	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of listed entity/ the Company)	This is a strategic investment to explore the potential technologies offered by CueZen in the Company's smart wearable business.
E	Brief details of any governmental or regulatory approvals required for the acquisition / incorporation	Not Applicable
f	Indicative time period for completion of the acquisition	By 31 st December 2023
g	Nature of consideration – whether cash consideration or share swap and details of the same	Cash
h	Cost of acquisition or the price at which the shares are acquired	USD 3.5 Million

Titan Company Limited

INTEGRITY #193 Veerasandra Electronics City P.O. Off Hosur Main Road, Bangalore 560100 India. Tel: 9180 6704 7000 Fax: 9180 6704 6262
Registered Office 3, Sipcot Industrial Complex Hosur 635 126 TN India. Tel-91 4344 664 199 Fax 91 4344 276037, CIN: L74999TZ1984PLC001456
www.titancompany.in

A TATA Enterprise



i	Percentage of shareholding / control acquired and / or number of shares acquired	10% of Series Seed Preferred Stock in CueZen on a fully diluted basis.										
J	Brief background about the entity acquired in terms of products/ line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>CueZen, Inc., is a Delaware Corporation mainly engaged in Hyper-Personalised Health and Wellness Technology.</p> <p>Incorporation Date: 8th March 2021</p> <p>The details of turnover of last three years are as follows:</p> <table border="1" data-bbox="863 667 1362 846"> <thead> <tr> <th colspan="2" style="text-align: right;">Amt in USD</th> </tr> <tr> <th>Year</th> <th>Gross Revenue</th> </tr> </thead> <tbody> <tr> <td>2020</td> <td>Not applicable</td> </tr> <tr> <td>2021</td> <td>Nil</td> </tr> <tr> <td>2022</td> <td>346,458</td> </tr> </tbody> </table>	Amt in USD		Year	Gross Revenue	2020	Not applicable	2021	Nil	2022	346,458
Amt in USD												
Year	Gross Revenue											
2020	Not applicable											
2021	Nil											
2022	346,458											

Titan Company Limited

‘INTEGRITY’ #193 Veerasandra Electronics City P.O. Off Hosur Main Road, Bangalore 560100 India. Tel: 9180 6704 7000 Fax: 9180 6704 6262
 Registered Office 3, Sipcot Industrial Complex Hosur 635 126 TN India. Tel-91 4344 664 199 Fax 91 4344 276037, CIN: L74999TZ1984PLC001456
www.titancompany.in

A TATA Enterprise