

ABOUT THE BRAND:

HISTORY

- ✓ Launched in 1998 as a sub-brand of TITAN
- ✓ Main Product: Watches
- ✓ Spun off as an independent brand in the year 2005
- ✓ Eventually extended footprint to sunglasses, bags, belts and wallets

BACKGROUND

- ✓ The brand targets the 'urban youth'
- ✓ Brand Mantra of Fastrack is '**affordable fashion for the youth**'
- ✓ The brand has around 300+ stores over 79 cities in India
- ✓ The brand is popular among the youth, provides value for money and is trusted for quality.
- ✓ Brand has a diverse portfolio
- ✓ Products are available through stores, supermarkets and even e-commerce site.

Preview from Notesale.co.uk
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BAGS.
WATCHES.
SUNGLASSES.
MORE!