



Creatigies makes Timex tick with distance running in India

New Delhi, India

Global watch giant Timex today announced its association with 3 Gold Label Marathons as the timing partner and official watch for all races in India: Standard Chartered Mumbai Marathon, the TCS World 10 K Bangalore race and the Airtel Delhi Half Marathon.

This association kick-starts with the **TCS World 10K Bangalore** race and continues for the **Airtel Delhi Half Marathon** and the **Standard Chartered Mumbai Marathon**.

Mr V D Wadhwa, Managing Director Timex India said, "We are truly delighted with this opportunity and partnership brought to us by Creatigies, as Timex has a long-standing association with marathons internationally as well. Associating with the 3 prestigious Gold Label Events of the country, exemplifies Timex's dedication towards promoting sports not just globally but specifically in India. Marathons and races have been part of the Timex brand DNA and Timex watches reflect cutting edge technology, precision and great styling that will greatly appeal to runners and watch aficionados alike."

Timex has a history of sporting associations and has always chosen to associate with events where split-second timing and precision is of the essence. The global watch major has been the principal sponsor and the exclusive Official Timing Partner of the prestigious ING New York City Marathon and the Trusted Training Partner of the New York Giants. Over the years, TIMEX has always encouraged running and has been closely involved with Marathons and been the global sponsor for Triathlons internationally with the Timex Multisport Team competing in Triathlon competitions worldwide. Ironman is a classic case of a long-term TIMEX association which has fuelled extreme sports and the concept of racing against time for years now. Timex also bagged the official product licensee ship of ICC World Cup 2011 and had launched a special edition ICC World Cup collection.

"Brand Timex has always stood for high energy and youthfulness, especially with an out-doorsy and sporty outlook. This was a perfect opportunity for the brand to dominate a segment, and move it into racing and lifestyle. The fact that the Timex team felt excited by the opportunity was the perfect kickoff" said **Navroze D Dhondy, Managing Director Creatigies Communications**, that tied up the partnership.

According to **Anil Singh, Managing Director Procam**, which promotes the races in India, " we are truly happy with TIMEX coming on board as the official timing partner and watch of all the 3 races in India. The fact that all 3 races are Gold Label, we feel doubly happy that a brand with the heritage of Timex has joined hands with running in India."

Along with bagging the official watch title, Timex is looking at bringing a slew of specialised sporting watches into the country. With more than half a million serious runners in the main markets, this would be another guided missile in the Timex's marketing armoury, making it the clear leader in this segment.

The watches are not just stop watches or times, but actually help the runner in many more ways. Measuring heart rates, BP, pulse, and other important parameters these are not mere watches on your wrists. It also plans to organise Running Clinics, and get the true running fan to meet with International Running Stars at all the races, encouraging the sport and the new converts to running.

About Timex Group

Timex Group is the one of the world's largest watch maker that designs, manufactures and markets innovative timepieces and jewelry globally. Timex was founded in 1854 and has a rich heritage of making the finest timepieces.

Timex Group has a portfolio of 10 brands spread across various segments from mid premium to luxury segment with Brands like, Timex, Opex, Guess, Gc, Marc Ecko, Nautica, Salvatore Ferragamo, Versace, Versus and Valentino with selling channels in more than 100 countries. The Group has a design centre based out of Milano and a manufacturing base spread across various countries.

Over the years, TIMEX Group India Ltd. has grown to become one of the leading brands in the organized watch market. Brand TIMEX is well-known in India for its youth appeal, sporty, fashionable and technologically advanced product offering. TIMEX group also has set standards of high quality watch-making through excellent technology and innovative product development. TIMEX has been a pioneer in inventing several landmark technologies to its credit including the Indiglo®. TIMEX Group has also diversified and has plans of launching a host of international brands within the premium and luxury segments in the country.

Yes, it's time to lace up those running shoes, strap on that watch.....and run to make life complete.

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