

Timex Group Taps Premium Segment with Aston Martin Watch Launch

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TIMEX



Timex Group India is **stepping up its premiumisation strategy** with the launch of an **Aston Martin wristwatch collection** in the Indian market, targeting annual revenue of about **₹50 crore within the next two years**. The move aims to capitalise on rising consumer interest in design-led, premium timepieces and burgeoning motorsports culture in India.

Bridging Motorsports and Luxury Watches

Timex India is introducing around **65 unique models** of Aston Martin-branded watches, spanning two distinct lines — a **sportier range** priced roughly between **₹12,000 and ₹25,000**, and a **heritage-inspired segment** priced up to **₹60,000**. The sportier pieces draw on motorsports energy, while the higher-end series channels the British marque's classic automotive design language.

According to **Deepak Chhabra, Managing Director of Timex India**, the partnership fills a “white space” for a **true motorsports-centric brand** in India's watch market, where interest in Formula One and performance-inspired lifestyles has grown sharply in recent years.

Ambitious Sales and Distribution Plans

The company plans to sell the Aston Martin collection both **online and offline**. E-commerce platforms such as **Myntra, Tata Cliq and Ajio Luxe** will host the range, alongside premium physical retail partners including **Just in Time, Shoppers Stop, The Collective, Kamal Watches, Zimson Watches, Swiss Time House, Sethi Watch Company** and **Ganga Ram Gallery**. Timex foresees over **100 points of sale offline** for the collection.

Initially, the watches will be **imported** as part of a global licence held by the Timex parent company; future localisation will depend on consumer demand and performance.

Targeting Premiumisation Trends

The Aston Martin launch is part of a broader shift by Timex Group India toward the “**bridge to luxury**” segment, complementing its existing licensed brands, including **Guess Collection and Philipp Plein**, and leveraging a trend of Indian consumers increasingly viewing watches as **style and lifestyle accessories** rather than mere functional items.

With this expanded portfolio, the company aims to **deepen its presence across more affluent consumer segments** and solidify its standing in the fast-evolving premium and aspirational watch market in India.

Sales Target and Market Outlook

Timex Group is targeting about **USD 3 million (around ₹25 crore)** of direct revenue from the Aston Martin line in two years, which — with typical retail mark-ups — translates to a **₹50 crore brand value** in India by 2027.

This launch underscores the company's confidence in a **growing demand for premium timepieces** among Indian consumers, supported by expanding motorsport fandom and rising disposable incomes.

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