

Helios Luxe Introduces Auguste Reymond to India

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Helios Luxe, the luxury watch retail arm of Titan Company Ltd., has officially launched the Swiss watch brand **Auguste Reymond** in India, marking the first time the 127-year-old independent maison has entered the country's market. The debut was unveiled in Mumbai and is positioned to appeal to connoisseurs of traditional mechanical watchmaking in the rapidly evolving Indian luxury segment.

Founded in **1898**, Auguste Reymond is known for its handcrafted, hand-assembled mechanical timepieces that emphasize heritage, artisanal craftsmanship and limited production. The move strengthens Helios Luxe's portfolio of heritage-led global brands and aims to cater to Indian consumers seeking authenticity and deep narratives behind their watches.

Heritage and Craftsmanship at the Forefront

Auguste Reymond's India launch includes **23 timepieces** spread across four distinct collections — **Origin, Unity, Heritage 1898** and **Magellan**. Many of these watches are featured in limited numbers, each individually numbered to reflect exclusivity. The core range spans prices from roughly **₹1.3 lakh to ₹2.5 lakh**, while select flagship models in the Origin line are priced up to around **₹7.5 lakh**. All are designed with fine mechanical movements, including timepieces powered by the classic hand-wound UNITAS calibre.

A standout launch piece, the **Origin Lunar**, features intricate lunar-surface engraving and a Super-LumiNova-treated bezel, blending traditional watchmaking with contemporary aesthetic details.

Strategic Expansion in the Luxury Watch Market

The entry of Auguste Reymond into India aligns with **Helios Luxe's broader growth strategy**, which aims to expand its footprint and deepen its presence in the accessible luxury watch segment. The retailer is working toward a **₹2,000 crore turnover goal** and plans to expand its boutique network nationwide over the next few years.

Commenting on the milestone, **Rahul Shukla**, Vice President and Chief Sales & Marketing Officer of Titan's Watches Division, emphasised that modern Indian consumers are increasingly drawn to **authentic craftsmanship and meaningful stories behind luxury purchases**, making brands like Auguste Reymond a natural fit for the evolving market.

From the Swiss side, **Sundar Klingenberg**, Chief Information Officer and Deputy CEO of Auguste Reymond, described India as a "significant milestone" for the maison, highlighting a shared vision with Helios Luxe to connect with enthusiasts who value tradition, innovation and fine mechanical watchmaking.

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