

Titan Company | BUY

beYon launch: Titan expands diamond portfolio to LGDs

Titan announced the launch of *beYon* from the House of Titan on 26 Dec'25, and opened its first exclusive store in Mumbai on 29 Dec'25. This marks Titan's calibrated entry into the lab-grown diamond (LGD) jewellery space. Management highlighted that LGDs currently account for only 2-4% of the overall studded jewellery market, but noted that diamond penetration in India is relatively low at 12-15%, thereby underscoring the opportunity to expand the consumer base rather than compete for share. With *beYon*, Titan is targeting younger, first-time and early-stage diamond consumers through everyday, fashion-forward and accessible offerings with LGD pricing broadly at INR 23-25k per carat (versus ~INR 30k for competition). Management reiterated they view LGDs in India as an "and" market, not an "or" market and that *beYon* aims to expand the diamond category, not substitute natural diamonds, and will co-exist alongside Titan's core precious jewellery franchises *Tanishq*, *Mia* by Tanishq and *Zoya*, which are anchored in natural diamonds and occasion-led consumption. The initial rollout shall be measured with 8-10 pilot stores to test assumptions around demand, pricing and unit economics, with the current phase focused on learning, category development and long-term portfolio building within the Titan Company ecosystem. We retain 'BUY' on Titan with a TP of INR 4,730 (earlier INR 4,400) as we raise the target PE a shade to 60x (from 59x) and roll over the valuation to Dec'27E.

- **Market context:** Management noted that while the media narrative on LGDs is large, the ground reality is still evolving. Besides, price erosion in both wholesale and retail prices of LGDs has been notable due to excess supply and capacity. Titan expects prices to continue to trend down because LGDs are man-made technology products, eventually leading to potential commoditisation. Moreover, the LGD market is estimated to be rather small, representing only 2-4% of the entire studded market.
- **Titan's value proposition:** Titan views LGDs as an opportunity to increase diamond penetration in India, which is currently only 12-15% of the jewellery market versus 100% for gold. Hence, *beYon*'s primary goal is to drive the adoption of diamonds by offering accessible price points, particularly for younger customers. *beYon* offers a 30-day return window. Notably, no exchange is permitted on the LGD component, reinforcing the brand's positioning as a style-first, fashion proposition rather than a value-retention product.
- **Target consumer & brand positioning:** *beYon* is positioned as a fashion-forward and everyday diamond brand aimed at expanding diamond adoption in India by addressing a younger, first-time and early-stage diamond consumer seeking self-expression and/or indulgence rather than investment or occasion-led purchases.
- **Product design:** Design language of the product is contemporary and expressive, and it is intentionally distinct from Tanishq and other traditional jewellery brands, focusing on daily fashion wear rather than occasion-based jewellery. This reinforces *beYon*'s role as an everyday, wearable brand rather than a ceremonial or heirloom product.
- **Pricing:** Affordability is a core pillar with LGDs priced attractively (typically INR 23-25k per carat), further supported by transparent policies such as no exchange value on the stone, thereby clearly differentiating it from natural diamond propositions. Management noted that competitors' pricing is closer to INR 30k per carat. That said management wants to focus on bringing consumers to category first, rather than optimising profitability.



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Recommendation and Price Target

Current Reco.	BUY
Previous Reco.	BUY
Current Price Target (12M)	4,730
Upside/(Downside)	15.0%
Previous Price Target	4,400
Change	7.5%

Key Data – TTAN IN

Current Market Price	INR4,112
Market cap (bn)	INR3,650.4/US\$40.5
Free Float	40%
Shares in issue (mn)	887.8
Diluted share (mn)	887.8
3-mon avg daily val (mn)	INR3,472.0/US\$38.5
52-week range	4,121/2,925
Sensex/Nifty	85,063/26,179
INR/US\$	90.2

Price Performance

%	1M	6M	12M
Absolute	7.8	11.5	18.5
Relative*	8.7	9.4	8.6

* To the BSE Sensex

Financial Summary

(INR mn)

Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	510,840	604,560	735,282	853,543	982,530
Sales Growth (%)	25.9	18.3	21.6	16.1	15.1
EBITDA	52,920	56,940	80,428	94,270	111,130
EBITDA Margin (%)	10.4	9.4	10.9	11.0	11.3
Adjusted Net Profit	34,960	33,370	48,689	59,676	72,613
Diluted EPS (INR)	39.4	37.6	54.8	67.2	81.8
Diluted EPS Growth (%)	7.6	-4.5	45.9	22.6	21.7
ROIC (%)	25.0	20.4	25.1	27.0	29.3
ROE (%)	32.8	31.8	36.0	33.5	31.3
P/E (x)	104.4	109.4	75.0	61.2	50.3
P/B (x)	38.9	31.4	23.7	18.0	13.9
EV/EBITDA (x)	69.7	65.3	46.0	39.0	32.7
Dividend Yield (%)	0.3	0.3	0.3	0.3	0.4

Source: Company data, JM Financial. Note: Valuations as of 06/Jan/2026

JM Financial Research is also available on: Bloomberg - JMFR <GO>, FactSet, LSEG and S&P Capital IQ.

Please see Appendix I at the end of this report for Important Disclosures and Disclaimers and Research Analyst Certification.

Additional conference call highlights

- **Cannibalisation risk:** Management highlighted limited cannibalisation risk, viewing India as an “and” market and not an “or” market, i.e. both natural diamonds and LGDs can co-exist as they serve distinct cohorts of consumers. Also, as consumers mature over time, *beYon* can potentially act as a feeder into other Titan jewellery brands such as Tanishq, Mia and Caratlane.
- **Unit economics:** Unit economics is evolving as the current pilot foray is focused on learning and category development rather than near-term profitability optimisation. Pricing is expected to evolve as the category remains competitive, with on-going rationalisation across wholesale and retail lab-grown diamond prices.
- **Store expansion:** The rollout will continue to be measured. The next store opening is planned for the Delhi-NCR region and the initial pilot of 8-10 stores will largely be concentrated in metro markets to validate assumptions.
- **Supply chain:** Titan is currently partnering reputable external suppliers, and does not plan backward integration at this stage.

Competitive landscape

- Even though Titan is a late entrant in the LGD jewellery space, we view this as a strategic advantage rather than a constraint, allowing the company to enter with sharper consumer insights, clearer positioning and a differentiated value proposition.
- The LGD market is already populated by early-movers such as Senco Gold through its “*Sennes*” range (launched in Oct’24, largely in 14-18 carat gold), Kalamandir via the “*Rishta*” brand offering lifetime exchange/buyback, Goldiam International with “*Origem*”, and Trent Limited through “*Pome*” under Westside. In addition, several unlisted players such as Solitario have scaled up meaningfully.
- Even so, most existing offerings have largely positioned LGDs as substitutes for natural diamonds, competing on buyback assurances or price arbitrage. Titan’s approach with *beYon* is structurally different, anchored in fashion-forward design, everyday indulgence and transparent economics rather than resale value. This differentiates its strategic pivot and reduces direct comparability with incumbent models.

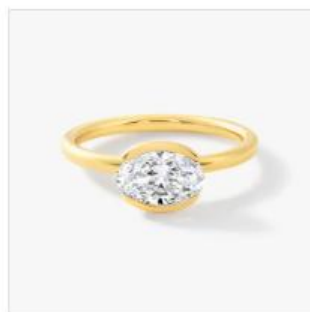
Product portfolio & pricing and returns & exchanges

- *beYon*’s assortment spans rings, earrings, bracelets and necklaces, catering to daily adornment needs. Products are crafted in 14-18 carat gold with LGDs, with the majority of the range priced in the INR 10k to INR 1 lakh band.
- *beYon* offers a 30-day return window. Notably, no exchange is permitted on the LGD component, reinforcing the brand’s positioning as a style-first, fashion proposition rather than a value-retention product.

Annexure

Product portfolio – Presence across daily wear ornament needs

Exhibit 1. Rings



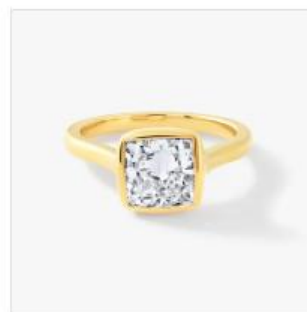
ELYSIA OVAL HALF BEZEL RING



LINEAR SPARK DIAMOND BANGLE



CELESTINE FLOW PEAR RING







FRAMED CUSHION SOLITAIRE




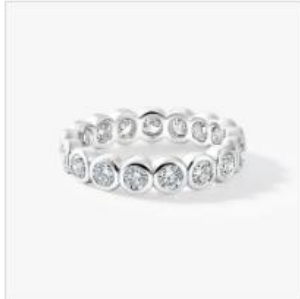


Source: Company, JM Financial

Exhibit 2. Bangles

			
LUMINA DIAMOND BANGLE	AURELIA CASCADE DIAMOND BANG...	LUMINAIRE TIERED DIAMOND RING	CELESTIA LATTICE DIAMOND BANGLE





Source: Company, JM Financial

Exhibit 3. Earrings

			
CELESTE ORANGE PEEL HOOP	ETERNAL GLOW DIAMOND RING	REGALIA CREST DIAMOND STUDS	ARDENT MARQUISE CASCADE RING

Source: Company, JM Financial

Exhibit 4. Necklace and bracelets

			
DESTINY HALO MANGALSUTRA	BRIDGE DIAMOND BANGLE	CIRALIA BEZEL DIAMOND BRACELET	BAGUERA SHINE LINE RING

Source: Company, JM Financial

Exhibit 5. beYon website to be launched in near future, making the brand an omni-channel play

beYon

HOUSE OF TITAN

JEWELLERYCOLLECTIONSWEEKLYdrops

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Home > Product > Celestia Lattice Diamond Bangle

JUSTDROPPED









Read more about this product

Read more about this product

CELESTIA LATTICE DIAMOND BANGLE

Indulge in stores NOW. Available online starting Jan 26

18KT GOLD

1.608 Carat

More Product Details +

HOUSE OF TITAN

No exchange on diamonds

📧

LOVE IT? SEND A HINT

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Source: Company, JM Financial

JM Financial Institutional Securities Limited

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Financial Tables (Consolidated)

Income Statement (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Sales	510,840	604,560	735,282	853,543	982,530
Sales Growth	25.9%	18.3%	21.6%	16.1%	15.1%
Other Operating Income	0	0	0	0	0
Total Revenue	510,840	604,560	735,282	853,543	982,530
Cost of Goods Sold/Op. Exp	394,320	474,560	565,628	655,270	751,190
Personnel Cost	18,640	21,560	25,854	29,586	33,565
Other Expenses	44,960	51,500	63,371	74,417	86,645
EBITDA	52,920	56,940	80,428	94,270	111,130
EBITDA Margin	10.4%	9.4%	10.9%	11.0%	11.3%
EBITDA Growth	8.5%	7.6%	41.3%	17.2%	17.9%
Depn. & Amort.	5,840	6,930	7,657	8,365	9,117
EBIT	47,080	50,010	72,771	85,906	102,013
Other Income	5,330	4,860	5,030	4,970	4,927
Finance Cost	6,190	9,530	11,642	9,783	8,264
PBT before Excep. & Forex	46,220	45,340	66,160	81,093	98,676
Excep. & Forex Inc./Loss(-)	0	0	0	0	0
PBT	46,220	45,340	66,160	81,093	98,676
Taxes	11,260	11,980	17,481	21,427	26,073
Extraordinary Inc./Loss(-)	0	0	0	0	0
Assoc. Profit/Min. Int.(-)	0	10	10	10	10
Reported Net Profit	34,960	33,370	48,689	59,676	72,613
Adjusted Net Profit	34,960	33,370	48,689	59,676	72,613
Net Margin	6.8%	5.5%	6.6%	7.0%	7.4%
Diluted Share Cap. (mn)	887.8	887.8	887.8	887.8	887.8
Diluted EPS (INR)	39.4	37.6	54.8	67.2	81.8
Diluted EPS Growth	7.6%	-4.5%	45.9%	22.6%	21.7%
Total Dividend + Tax	9,766	9,766	10,653	11,541	13,317
Dividend Per Share (INR)	11.0	11.0	12.0	13.0	15.0

Source: Company, JM Financial

Cash Flow Statement (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Profit before Tax	46,220	45,350	66,170	81,103	98,686
Depn. & Amort.	5,840	6,930	7,657	8,365	9,117
Net Interest Exp. / Inc. (-)	860	4,670	6,612	4,813	3,337
Inc (-) / Dec in WCap.	-25,360	-52,260	-18,978	-20,564	-20,896
Others	1,120	790	100	0	0
Taxes Paid	-11,730	-10,890	-17,481	-21,427	-26,073
Operating Cash Flow	16,950	-5,410	44,079	52,289	64,171
Capex	-6,710	-4,700	-4,044	-4,481	-4,913
Free Cash Flow	10,240	-10,110	40,035	47,808	59,259
Inc (-) / Dec in Investments	2,330	7,280	-10	-10	-10
Others	2,490	2,880	5,030	4,970	4,927
Investing Cash Flow	-1,890	5,460	976	479	5
Inc / Dec (-) in Capital	0	0	0	0	0
Dividend + Tax thereon	-8,880	-9,760	-10,653	-11,541	-13,317
Inc / Dec (-) in Loans	56,290	22,210	-8,360	-34,500	-30,000
Others	-60,700	-12,520	-16,355	-14,739	-13,578
Financing Cash Flow	-13,290	-70	-35,369	-60,781	-56,894
Inc / Dec (-) in Cash	1,770	-20	9,687	-8,013	7,281
Opening Cash Balance	13,490	15,860	15,840	25,527	17,514
Closing Cash Balance	15,260	15,840	25,527	17,514	24,795

Source: Company, JM Financial

Balance Sheet (INR mn)					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Shareholders' Fund	93,930	116,240	154,275	202,410	261,706
Share Capital	890	890	890	890	890
Reserves & Surplus	93,040	115,350	153,385	201,520	260,816
Lease Liabilities	20,320	23,180	24,604	26,089	27,642
Minority Interest	0	0	0	0	0
Total Loans	78,380	102,860	94,500	60,000	30,000
Def. Tax Liab. / Assets (-)	-1,840	-1,680	-1,680	-1,680	-1,680
Total - Equity & Liab.	190,790	240,600	271,699	286,819	317,668
Net Fixed Assets	38,060	41,670	44,094	46,653	49,314
Gross Fixed Assets	27,330	30,360	34,404	38,885	43,798
Intangible Assets	4,370	4,450	4,450	4,450	4,450
Less: Depn. & Amort.	9,950	11,810	14,854	18,262	22,065
Capital WIP	16,310	18,670	20,094	21,579	23,132
Investments	23,450	19,880	19,890	19,900	19,910
Current Assets	252,120	343,220	418,815	460,162	518,756
Inventories	190,510	281,840	342,460	385,848	430,698
Sundry Debtors	10,180	10,680	11,080	12,628	14,267
Cash & Bank Balances	15,260	15,840	25,527	17,514	24,795
Loans & Advances	23,470	22,610	27,499	31,922	36,746
Other Current Assets	12,700	12,250	12,250	12,250	12,250
Current Liab. & Prov.	122,840	164,170	211,100	239,895	270,313
Current Liabilities	67,510	97,730	130,941	147,324	164,204
Provisions & Others	55,330	66,440	80,160	92,571	106,109
Net Current Assets	129,280	179,050	207,715	220,267	248,444
Total - Assets	190,790	240,600	271,699	286,819	317,668

Source: Company, JM Financial

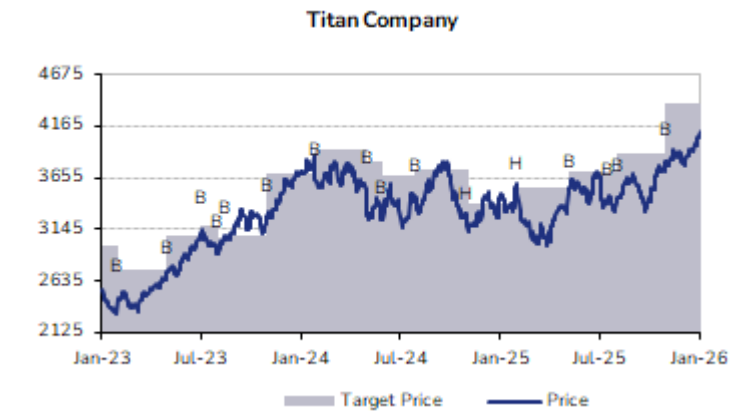
Dupont Analysis					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
Net Margin	6.8%	5.5%	6.6%	7.0%	7.4%
Asset Turnover (x)	2.9	2.7	2.8	3.0	3.2
Leverage Factor (x)	1.7	2.1	1.9	1.6	1.3
RoE	32.8%	31.8%	36.0%	33.5%	31.3%
Key Ratios					
Y/E March	FY24A	FY25A	FY26E	FY27E	FY28E
BV/Share (INR)	105.8	130.9	173.8	228.0	294.8
ROIC	25.0%	20.4%	25.1%	27.0%	29.3%
ROE	32.8%	31.8%	36.0%	33.5%	31.3%
Net Debt/Equity (x)	0.4	0.6	0.3	0.1	-0.1
P/E (x)	104.4	109.4	75.0	61.2	50.3
P/B (x)	38.9	31.4	23.7	18.0	13.9
EV/EBITDA (x)	69.7	65.3	46.0	39.0	32.7
EV/Sales (x)	7.2	6.2	5.0	4.3	3.7
Debtor days	7	6	6	5	5
Inventory days	136	170	170	165	160
Creditor days	48	59	65	63	61

Source: Company, JM Financial

History of Recommendation and Target Price

Date	Recommendation	Target Price	% Chg.
4-May-22	Hold	2,410	
5-Aug-22	Hold	2,620	8.7
7-Oct-22	Hold	2,900	10.7
5-Nov-22	Hold	2,980	2.8
3-Feb-23	Buy	2,745	-7.9
3-May-23	Buy	3,090	12.6
7-Jul-23	Buy	3,190	3.2
3-Aug-23	Buy	3,070	-3.8
19-Aug-23	Buy	3,085	0.5
3-Nov-23	Buy	3,705	20.1
1-Feb-24	Buy	3,940	6.3
4-May-24	Buy	3,825	-2.9
31-May-24	Buy	3,685	-3.7
2-Aug-24	Buy	3,730	1.2
6-Nov-24	Hold	3,400	-8.9
5-Feb-25	Hold	3,550	4.4
9-May-25	Buy	3,725	4.9
21-Jul-25	Buy	3,725	0.0
8-Aug-25	Buy	3,900	4.7
4-Nov-25	Buy	4,400	12.8

Recommendation History



APPENDIX I

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New Rating System: Definition of ratings	
Rating	Meaning
BUY	Expected return \geq 15% over the next twelve months.
ADD	Expected return \geq 5% and $<$ 15% over the next twelve months.
REDUCE	Expected return \geq -10% and $<$ 5% over the next twelve months.
SELL	Expected return $<$ -10% over the next twelve months.

Note: For REITs (Real Estate Investment Trust) and InvIT (Infrastructure Investment Trust) total expected returns include dividends or DPU (distribution per unit)

Previous Rating System: Definition of ratings	
Rating	Meaning
BUY	Total expected returns of more than 10% for stocks with market capitalisation in excess of INR 200 billion and REITs* and more than 15% for all other stocks, over the next twelve months. Total expected return includes dividend yields.
HOLD	Price expected to move in the range of 10% downside to 10% upside from the current market price for stocks with market capitalisation in excess of INR 200 billion and REITs* and in the range of 10% downside to 15% upside from the current market price for all other stocks, over the next twelve months.
SELL	Price expected to move downwards by more than 10% from the current market price over the next twelve months.

* REITs refers to Real Estate Investment Trusts.

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