

## **SEIKO marks entry into the Indian market**

On June 7, 2007, SEIKO WATCH India Private Limited was officially inaugurated at a well-attended press ceremony hosted by the President and CEO of SEIKO Watch Corporation, Mr. Shinji Hattori in Mumbai.

While the SEIKO name is already widely known in India and service centers have long been maintained, SEIKO WATCH India Private Limited is SEIKO's first full investment in India.

The new company will bring the very best and latest of SEIKO's international collections to India and will be the vehicle for important new investments in marketing, customer service and in the development of a strong retail presence for the brand.



**Mr. Shinji Hattori, President and CEO, SEIKO Watch Corporation  
Mumbai, India**

At the inauguration ceremony, Mr Hattori said,

"SEIKO has reached a significant milestone today with the launch of our new company in India. To a land that has given so much to the world, we proudly offer our best collections, and we stand ready to support them with the very highest level of service and care. Our goal is to satisfy the evolved needs of the sophisticated consumers in this sophisticated of markets."



**Mr. Atsushi Kaneko  
Managing Director  
SEIKO WATCH India Private Limited.**

**Mr. Shinji Hattori  
President and CEO  
SEIKO WATCH CORPORATION**

SEIKO WATCH India Private Limited's office is located in Bangalore and it is starting to establish a new network of retail partners. It will seek in the coming years to open flagship

stores in India's most prestigious locations to showcase all SEIKO's Elite collections as well as Spring Drive. A total of 110 watches comprise the inaugural SEIKO collection, with retail prices ranging from Rs. 6,700 to Rs. 170,000.

Mr Atsushi Kaneko, Managing Director of SEIKO Watch India Private Limited, spoke of the company's mission: 'Our aim is to develop a strong, long-term business association with leading retailers in India and to offer SEIKO watches properly in tune with its international image with the correct message and very best service to discerning consumers.'



Models wearing SEIKO watches

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