

When Affordability Scales, So Does Growth. **Titan Is Proof.**

Snapmint turned aspiration into conversion.



Swipe right →

Premium collections, **new audiences**



With Snapmint, we've seen a real shift in how people shop. **Almost 65% of our orders now come from Tier 3 cities**, and it's been amazing to watch smaller towns embrace digital commerce. **Tier 1 hubs still add strong numbers**, but the real momentum is coming from emerging markets.

Santosh Gupta

Ecommerce Manager, Titan



More than a watch. **A milestone made possible by Snapmint.**



Snapmint has significantly accelerated our digital performance - driving a **20% increase in AOV**, a **17% uplift in both website conversion and add-to-cart rates**, and capturing a **13% wallet share in overall GMV**. It's been a key growth lever for Titan.

Kuldeep Modh

Business & Product, Titan



The **challenge** that held shoppers back

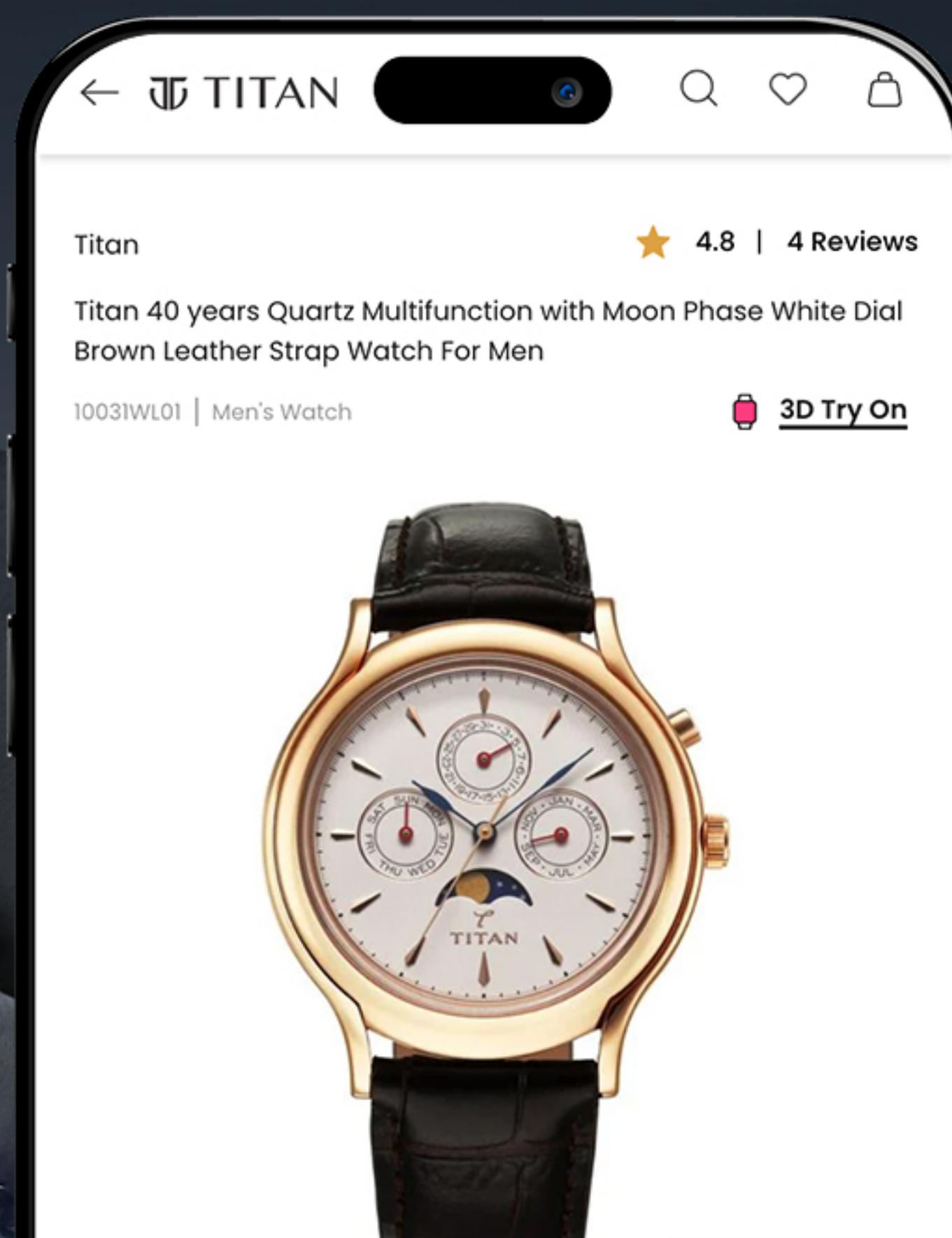
High-intent shoppers,
stalled at checkout.

- ↓ EMI's limited to credit cards
- ↓ High COD returns
- ↓ Low conversions



Snapmint made premium buying effortless

- ↑ UPI EMIs, no cards, instant approval
- ↑ Prepaid EMIs reduced COD returns
- ↑ Flexible EMI tenures drove ₹10–25K cart conversions.



Pay ₹10499 now, rest in 3/6/9/12 Monthly Payments
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Flat 10% cashback up to ₹2000. T&C

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Snapmint's Effect on Titan's Product Page & Checkout

Average Order
Value up

20%

Add-to-cart up

17%

Conversions up

17%

13%

of GMV
via Snapmint.

Titan's Just Getting Started.
Are You?

Join 1,200+ Brands
converting better with Snapmint.

