



snapmint x TITAN
COMPANY

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

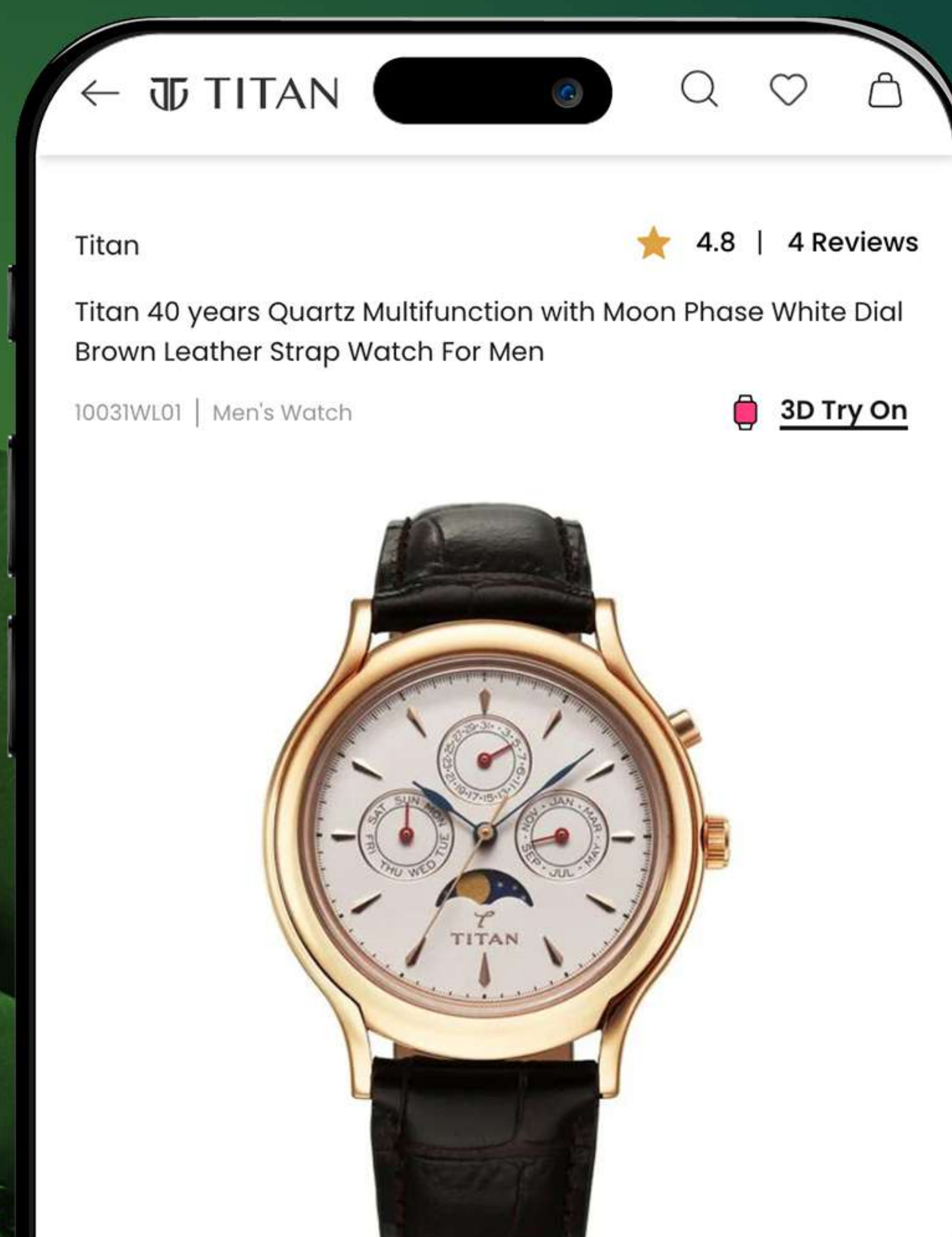
High-intent shoppers,
stalled at checkout.

- ↓ EMIs limited to credit cards
- ↓ High COD returns
- ↓ Low conversions



Snapmint made premium buying effortless

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



Pay ₹10499 now, rest in 3/6/9/12 Monthly Payments
0% EMI on UPI • Instant Approval • snapmint
Flat 10% cashback up to ₹2000. T&C

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.

