



*Alexis Sarkissian
Area Manager*

Watch Market Review

On the finer implications of participating in the Swiss Watch Exhibition:

"For me it was not just that hundreds of people have passed by and looked at our watches. It was also looking at Piaget's presence in this country as a whole. Right now we are finalising orders for spare parts and tools so that our watches can be serviced in this country. It is a togetherness with our potential partners that is more important. How they perceive the market and what they can do for our brand. We also need to get a taste of the Indian market as to white gold, yellow gold, mechanical, quartz, watch?"

On the trade and customer response:

"I think the important thing to consider is, does the product match the Indian mentality? Indians want quality, they want gold. We are the last manufacturers in the world who do only gold watches, nothing else but gold and platinum.

Even in gold, every part of the watch is gold. This quality, this beauty, this technique matches the Indian's expectations. They have something genuine without fluff. Our watches retail from S.Fr 4,500/- to 2.5 million."

On Piaget's production and worldwide markets:

"We produce anywhere around 18,000 watches annually. We cannot produce more because we are manufacturers and we insist that everything be produced in our factory including the movement. Right now we have the world's flattest mechanical movement which is only 2 mm. We have been doing it from '56 and it's working fine. In quartz we have innovated with a chrono perpetual slim movement of 2.25 mm. We started off as movement manufacturers, selling to other brands. This year we celebrate our 120th Anniversary.

"We are a global company represented everywhere. In America Middle East, Europe, Asia. Of course, being a Geneva brand we are also strong in Geneva."

On Piaget's philosophy and future plans for India:

"When I was down here in India in January this year to see and feel the market, my expectations were overcast. I discovered the need for quality and service which I don't think existed. When I saw this I understood there is a match between what we offer and what Indians want. After all our company motto is 'to always be better than necessary.'

"Apart from our existing service centre Marcks & Co. Bombay who are very good we are negotiating with others to cover the whole territory. So our customers are satisfied."

On the Swiss Watch Exhibition and Watch Market Review's supplement:

"I think the exhibition is a good form for presenting our products. It is well put together and people seem very enthusiastic. All my colleagues who have come here have liked it very much.

"I am amazed by the high quality of the supplement. I was charmed to see the writing matter put in the form of a Swiss Cross. It was an excellent idea and very beautiful."



Seulement l'œil à Bombay: le stand Piaget à Bombay a attiré les foules.

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