

RAYMOND WEIL strengthens India operations through new openings

RAYMOND WEIL, the Geneva-based family-run Swiss [watchmaking company](#), launched its second exclusive boutique in India at Express Avenue, Chennai on 15 October, and a special shop-in-shop corner at the Mantri Square Mall in Bangalore on 16 October.

Strengthening the brand's renown in the country through a strategic presence in the cities of Chennai and Bangalore, the exclusive RAYMOND WEIL boutique and the shop in shop were inaugurated by Mr. Olivier Bernheim, RAYMOND WEIL President & CEO. Each of the occasions was graced by a particularly charming celebrity guest: the leading lady of Tamil cinema, Shriya Sharan, for the Chennai opening; and well-known cinestar Jennifer Kotwal in Bangalore, where Mr Sushil Mantri, Chairman, Mantri Developers and owner of the mall also officiated in the opening of the Zimson shop-in-shop.

RAYMOND WEIL, which was amongst the first Swiss Brands to enter India, had recently revamped its Indian operations with the creation of its own 100% subsidiary company in Bangalore. The [luxury watch](#) Brand has also initiated its first exclusive boutique in India – in Delhi – along with shop-in-shops in Hyderabad and Pune earlier this year.

Inaugurating these new points of sale, Mr Olivier Bernheim said, "India has long been part of [RAYMOND WEIL](#)'s history; having established a distribution network 30 years ago. The country's extremely rapid development, along with the emergence of a clientele that is extremely well-informed in watchmaking matters, make India a priority today among the Brand's international developments. Today, our family, along with our distribution affiliate RW India Distribution Pvt. Ltd, is committed to strengthening this association by enhancing the brand's presence and market visibility while offering refined luxury timepieces at attractive prices that reflect the evolution and creativity of RAYMOND WEIL."

Chennai and Bangalore are fast-moving markets and have shown enormous appetite for luxury products. RAYMOND WEIL has been well anchored for many years in India and the Brand looks forward to benefiting in the market from the highest brand-recall among major luxury watchmakers. These new prestigious openings mark a new step in the brand's developments in the India, and come during a special year for the Brand, which is also celebrating the 20th anniversary of its iconic collection: [parsifal](#).

Mr T. Chitty Babu, Chairman, Akhaya Homes and renowned real estate magnate in Chennai, became the first customer of the boutique when he purchased a watch from the RAYMOND WEIL parsifal collection, and Mr Mantri enjoyed the same privilege in the Bangalore shop-in-shop by acquiring a special edition RAYMOND WEIL watch. Mr. Bernheim presented watches to Shriya Saran and Jennifer Kotwal, who were happy to be part of the celebrations. The VIP guests at the launch events also signed the work by the winner of the RW Club 2009 photography competition – <http://www.raymond-weil.com>.

Photo captions :

- 1- Chennai - Dignitaries at the RW boutique
- 2- Chennai - Shriya Sharan being presented a RW watch by Mr Bernheim
- 3- Chennai - RAYMOND WEIL boutique
- 4- Bangalore - Mr Mantri along with Mr Bernheim and Jennifer Kotwal

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RAYMOND WEIL Geneva

Stéphanie Joire

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