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Titan's Happy Eyes in collaboration with India Vision Institute to benefit 37,000 Drivers, making Indian roads safer

Titan Company Ltd & India Vision Institute (IVI), in collaboration with various stakeholders like Tata Motors, Namma Yatri, Tata Steel, and National Highway Infra Trust, have been leading a vision screening campaign since February 2025 for commercial vehicle drivers, enhancing road safety and improving vision health across India. The initiative has already benefited 25,000 drivers across states and is expected to reach 37,000 drivers soon.

To mark the impact of this initiative, Titan Company Limited's Managing Director, Mr. C K Venkataraman, distributed corrective glasses to beneficiaries at Bengaluru's Attibelle RTO camp today. He was joined by Mr. Raghavan NS, CEO Eyecare Division; Mr. Sridhar NE, Chief Sustainability Officer, Titan Company Limited; Maj JJ Dominic, Head of CSR, Titan Company Limited; Mr. Vinod Daniel, CEO of India Vision Institute; and Capt. Baldev Singh, Head of Bangalore Elevated Tollway Private Limited (BETPL).

The program provides free vision screenings, prescription glasses, and referrals for further medical examinations where necessary. It is being implemented in Jharkhand, Karnataka, and Tamil Nadu, including sites within Tata Group companies.

Raghavan N S shared, "For World Sight Day 2024, our goal was to make Indian roads safer. Following the successful launch of our campaign, we are committed to continuing this impact and reaching even more drivers. At Titan, we believe in driving meaningful change, and our partnership with IVI reinforces our commitment to supporting commercial drivers, the backbone of our economy. By providing them with essential eye care, we are working towards a safer and more secure driving environment for all."

Vinod Daniel said. "With over 200 million Indians living with uncorrected refractive errors and studies showing that 60% of road accidents are linked to poor vision, ensuring clear eyesight is critical. Over 90% of driving decisions rely on good eyesight, making vision correction crucial to reducing fatalities and injuries on our roads."

"This collaboration with Titan Company Ltd will contribute to improving drivers' vision and making our roads safer," he added.

About Titan Company Ltd:

About Titan Company: Titan Company Limited ("Titan"), a joint venture between the Tata Group and the Tamilnadu Industrial Development Corporation (TIDCO), commenced its operations in 1987 under the name Titan Watches Limited. In 1994, Titan diversified into jewellery (Tanishq) and subsequently into EyeCare. Over the last three decades, Titan has expanded into underpenetrated markets and created lifestyle brands across different product categories including fragrances (SKINN), accessories and Indian dress wear (Taneira) and thoughtfully

designed Women's Bags (IRTH). Titan is widely known for transforming the watch and jewellery industry in India and for shaping India's retail market by pioneering experiential retail. Learn more about Titan on: www.titancompany.in

Happy Eyes: Project Happy Eyes (HE), a Titan CSR initiative, aims to eliminate preventable blindness in adults and children. Launched in 2014, it operates in Tamil Nadu, Karnataka, Uttarakhand, and Uttar Pradesh, providing screenings, support for refractive errors, and surgeries through multiple partners. The various projects under Happy Eyes are

Project Nanna Kannu: A Comprehensive Paediatric Eye Care Program for children is aimed at giving them a bright future, by diagnosing their visual defects (in school) and then providing them with timely remedial measures / medical and surgical care.

Gift of vision is the rural community outreach program that aims to address the barriers leading to asymmetry of utilization of eye care services.

MRVP (Mobile Rural Vehicle Project): The project is aimed at giving a bright future to adults, by diagnosing their visual defects on site and then providing them with required remedial measures / spectacles and surgical care.

Cataract/Visual Impairment Back log free Block: The Happy Eyes program is now expanded. The program titled "Cataract/Visual Impairment Back log free Block" has been launched in Annur & Arrupukottai, TN in the year 2022-23 and scaled in Mettupalayam and Rajapalayam in 2024-25. The program will support for screening of all beneficiaries in the villages and support for surgeries, spectacles, capacity building and awareness in the block

Segment approach: Vision screening of commercial vehicle drivers in collaboration with other Corporates and Government bodies and the weavers' communities in Uttar Pradesh

About India Vision Institute

India Vision Institute works to eliminate preventable vision impairment and promote better eye health across India. Through innovative programs and strategic partnerships, IVI has provided vision screenings and corrective glasses to those in need. To date, over 1.7 million individuals across 24 states have benefited from IVI's initiatives, bringing the gift of clear sight to communities nationwide. IVI's Vision and Road Safety initiatives have benefited more than 250,000 commercial vehicle drivers and allied transport workers. For more information on India Vision Institute's programs and activities, or to learn how to support this cause, visit www.indiavisioninstitute.org or write to communications@indiavisioninstitute.org.