



T.T. LIMITED

(CIN: L18101DL1978PLC009241)

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PRESS NOTE

Brand T.T. officially recognised & included in exclusive list of “Well Known Trade Mark”



Proud moment for **Legacy T.T. Brand** for being recognised and added to the exclusive list of **Well Known Trade Mark in the Trade Mark Journal on April 14th, 2025** along with 4 other Brands – Star Bucks, Economic Times, Matrix, NDTV. Brand T.T. has been selling in multiple classes since 1964 all across India and till date the Brand products have been exported from India to over 60 countries covering 5 continents.

The concept of well-known trademark is rooted in international trademark law, notably the Paris Convention and TRIPS Agreement, where well-known marks are safeguarded based on factors like public recognition, geographic scope, and commercial impact, without needing formal registration in every jurisdiction. It receives broader legal protection against unauthorized use, even in unrelated goods or services, to prevent consumer confusion or dilution of its value.

India is estimated to have over 30 lakh active trademarks, however till date only 334 are recognised as Well Known Trademark till 10th Feb 2025. Brand T.T. has been included u/s 11 r/e Section 2(z)(g) of Trade Mark Act 1999 as a Well Known brand on 14th April 2025.

In India, the Trade Marks Act, 1999 defines a well-known trademark as a mark that has become so well-known to the public i.e. use in relation to other goods or services would likely indicate a connection with the original mark. The Trademark Rules 2017 outlines the criteria and process for determining and applying for well-known mark status.

The benefits can be summarised as follows:

- **Higher degree of protection:** Stronger protection than ordinary registration;
- **Widespread Recognition:** The mark is known and recognized by a substantial segment of the public;
- **Strong Reputation:** The mark has a positive and established reputation in the market;
- **Easy Identifiability:** The mark is easily recognizable and associated with a specific company or brand;
- **Protection Beyond Direct Competition:** Well-known trademarks can be protected even in unrelated industries to prevent dilution of the brand's reputation.

Notable to add that the **Brand recently signed Bollywood celebrity Rajkumar Rao as its brand ambassador** and sells its products through multiple channels like B2C Ecommerce Platforms (Amazon, Flipkart, SnapDeal, Myntra etc), Organised Retail Chains (VMart, Vishal, Reliance, Nysaa, V Retail etc.), B2B Ecommerce Platforms (AJIO, Solv), Institutional customers like Army CSD, BSF, CRPF, Police Canteens and over 30000 MBOs/EBOs spread across the country.

Place: New Delhi
Date: 21ST APRIL, 2025

Sanjay Kumar Jain
Managing Director
T.T. Limited, New Delhi

