

# **A Study on Marketing Strategies Adopted by Fastrack in Global Brand Positioning**

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**Abstract:** *This study examines the global brand positioning strategies of Fastrack, a leading Indian watch and lifestyle brand. Analysing data from surveys, interviews, and industry reports, the research explores how Fastrack uses its youthful target audience, product innovation, and multi-channel marketing to achieve a global presence. Key findings highlight the brand's strengths in understanding its demographic, product design, and digital marketing efforts. However, areas for improvement are identified, such as brand positioning clarity, product differentiation, and targeted audience segmentation. The research concludes by emphasizing the importance of digital innovation and strategic collaborations for Fastrack's continued success in the international market.*

**Keywords:** Fastrack

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