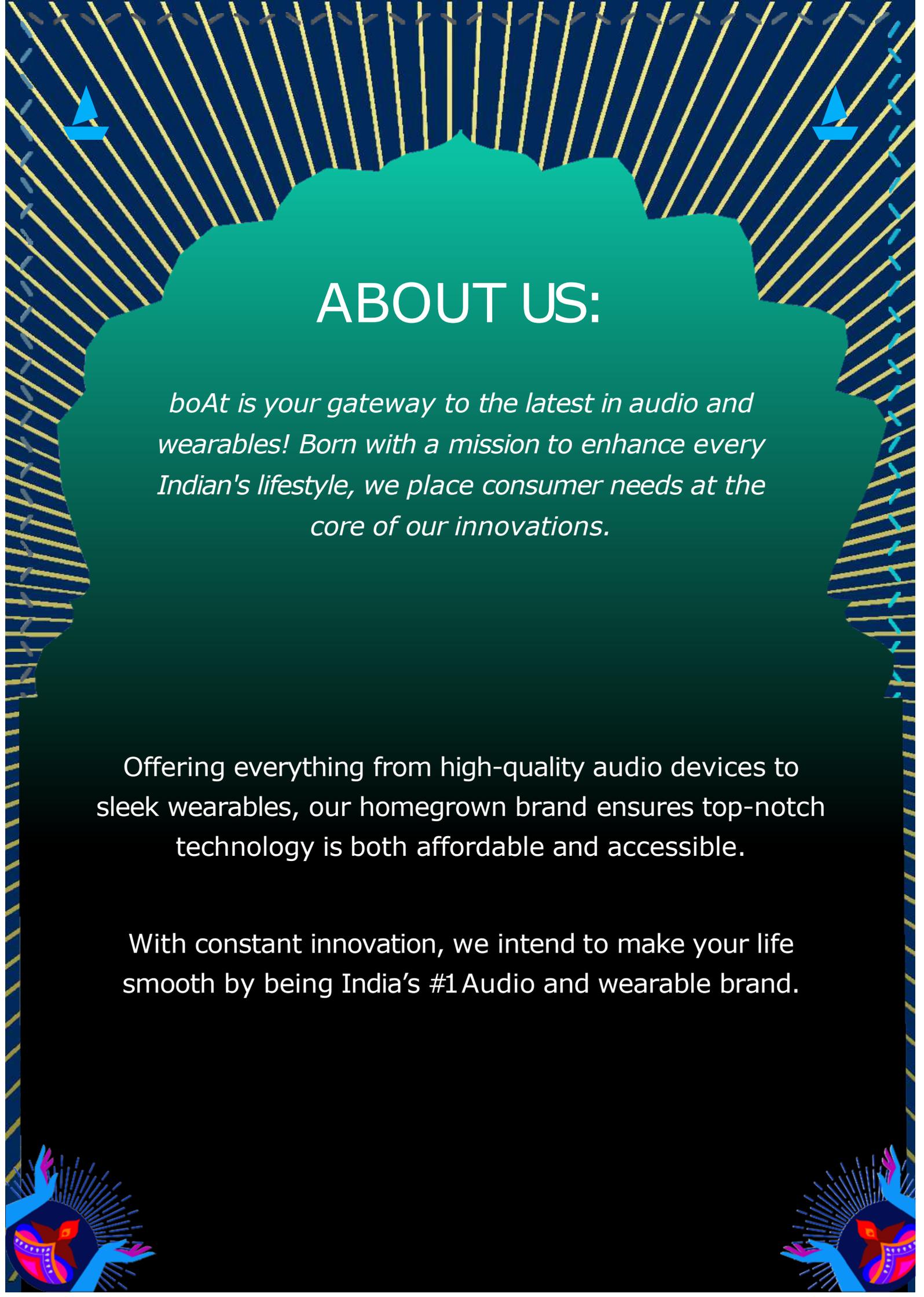


boAt

Festive Gifting Catalog





ABOUT US:

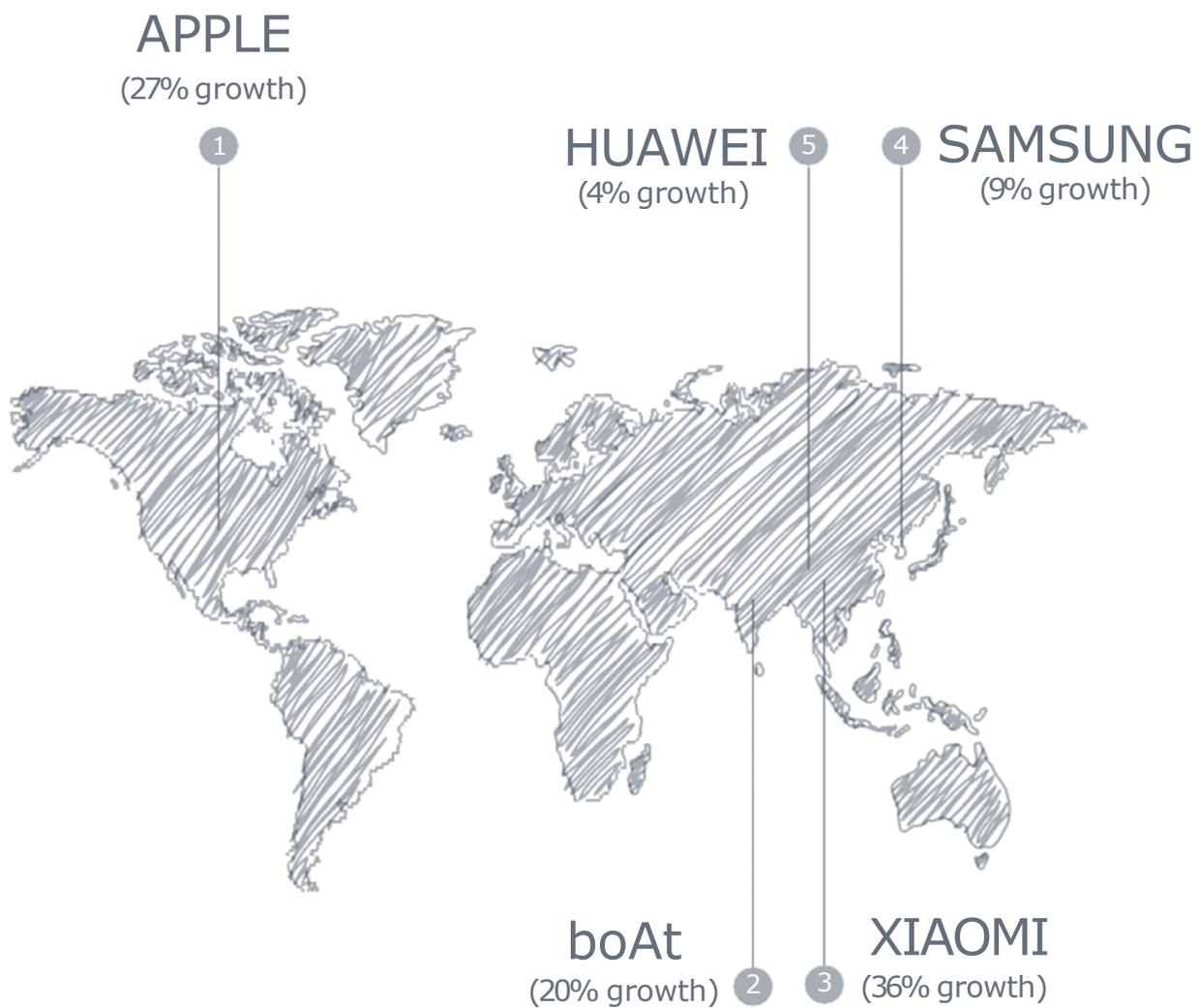
boAt is your gateway to the latest in audio and wearables! Born with a mission to enhance every Indian's lifestyle, we place consumer needs at the core of our innovations.

Offering everything from high-quality audio devices to sleek wearables, our homegrown brand ensures top-notch technology is both affordable and accessible.

With constant innovation, we intend to make your life smooth by being India's #1 Audio and wearable brand.

#2 Wearables brand globally*

Only Indian brand in top 5



*Wearables includes audio (earwear) products and smartwatches
Source: IDC Worldwide Wearables Tracker Q3 2023 (by volume)

#1 Wearables

brand in India for

the 3rd consecutive year

boAt is a clear market leader across categories



True Wireless Brand

34% market share, 3 times the size of #2 player



Neckband Brand

market share, market leader for last 4 yrs



True Wireless Brand

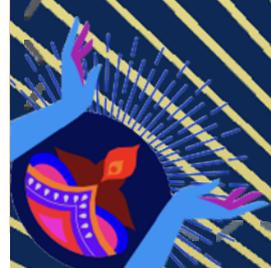
14% market share, growing at >50% rate

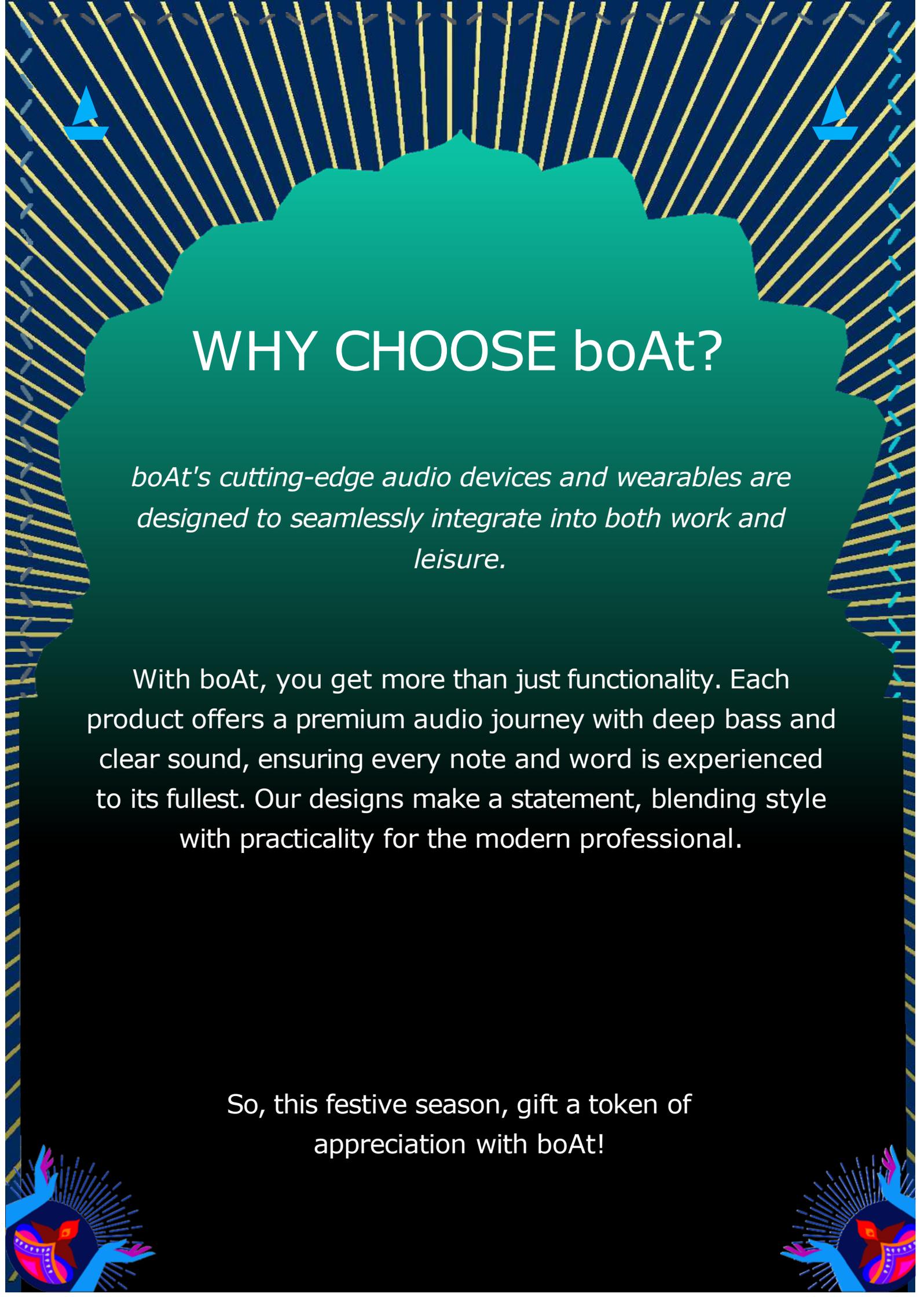


ROCK IN INDIA
ROCK IN INDIA
ROCK IN INDIA
ROCK IN INDIA



Join us in celebrating
5 CRORE
UNITS MADE IN INDIA



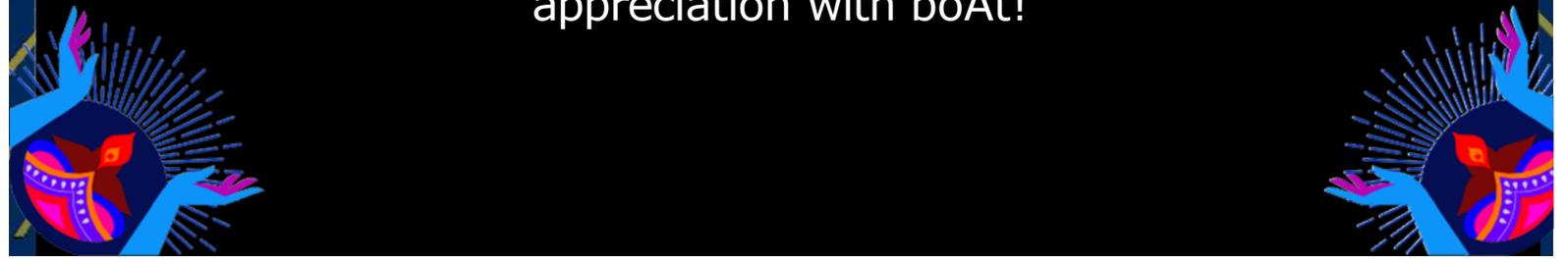


WHY CHOOSE boAt?

boAt's cutting-edge audio devices and wearables are designed to seamlessly integrate into both work and leisure.

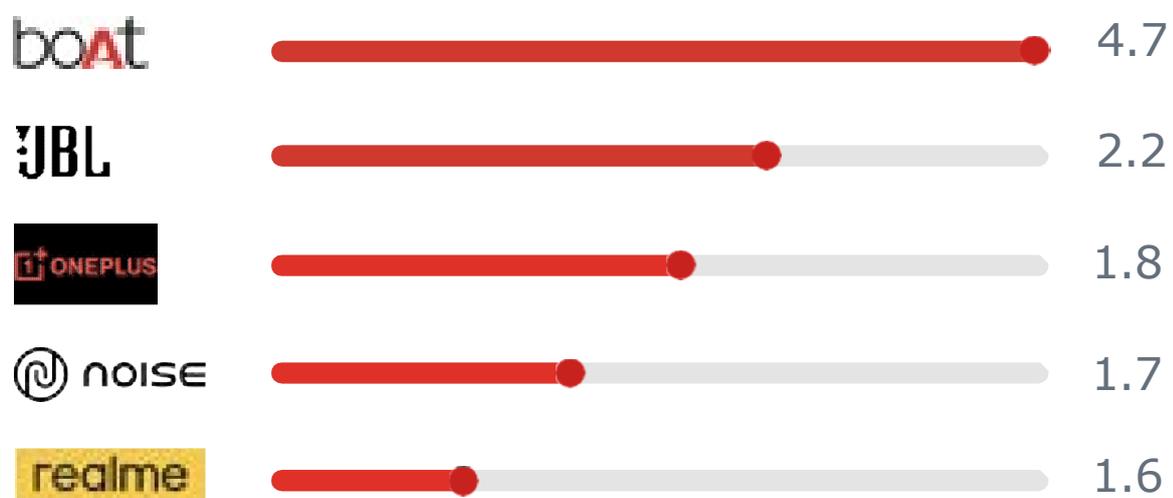
With boAt, you get more than just functionality. Each product offers a premium audio journey with deep bass and clear sound, ensuring every note and word is experienced to its fullest. Our designs make a statement, blending style with practicality for the modern professional.

So, this festive season, gift a token of appreciation with boAt!

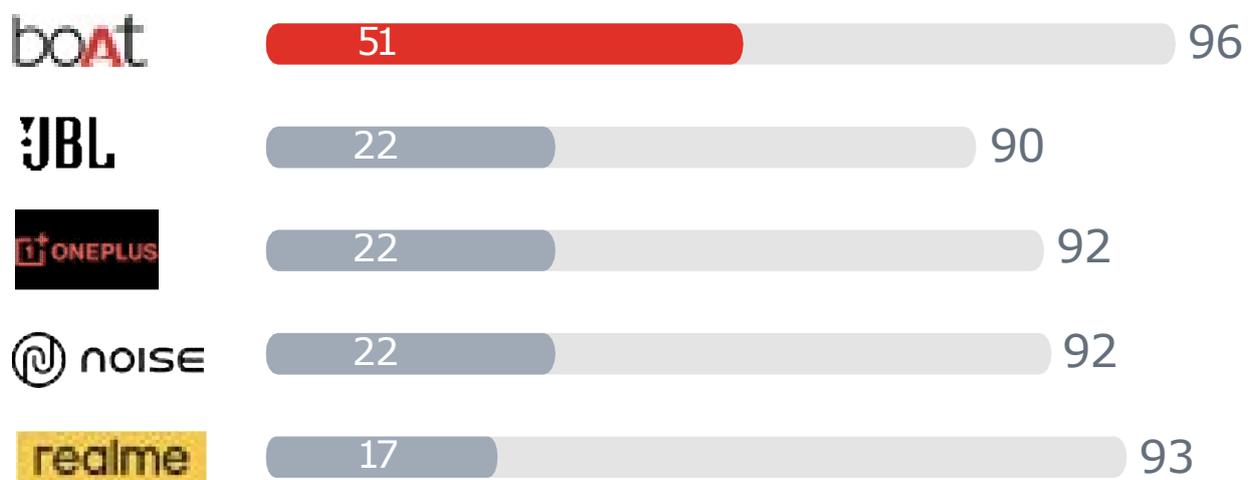


We have incredibly strong brand equity, coupled with highest awareness & consideration levels amongst the competitors

Brand Equity Index



Brand awareness and consideration levels



Brand equity index is calculated based on consumers' response to their (1) favorite brand, (2) brand they would recommend and (3) willingness to pay a price premium.
 Source: Nielsen Brand Track: Personal Audio (Q3-Q4 CY22, N = 850 respondents)

AIRDOPES JOY



Total Playback 35Hrs



BEAST™ Mode
Low Latency (50ms)

13mm Drivers

₹4,999



ROCKERZ SUMMIT

Up to 30 Hours Playback

Magnetic Earbuds

Dual Pairing

₹4,490



AIRDOPES 141 ANC

 42 Hours Playback

 IPX5 Sweat Resistance

 ANC upto 32dB



₹5,990

AIRDOPES 161 ANC

 BEAST™ Mode 50ms Latency

 Dual EQ (boAt Signature Sound & Balanced Mode)

 32 dB Active Noise Cancellation



₹5,999

ROCKERZ 425



25 Hours
Playback



ASAP™
Charge



40mm
Drivers

₹2,990



ROCKERZ 400 PRO

 30 Hours Playback

 boAt Signature Sound

 BEAST™ Mode

₹2,499



AAVANTE BAR 600

 25W RMS Stereo Sound

 2.0 Channel Soundbar

 Total Playback:
Up to 6Hrs

₹3,990



AAVANTE BAR **ASPIRE**

10W RMS boAt
Signature Sound



2.0 Channel
Portable Soundbar



Bluetooth 5.1



₹3,490

WAVE **MAGMA**

1.96" HD Display



100+ Sports Modes



IP68 Dust & Water Resistance



₹6,999



PREMIUM SEGMENT



ION ANC PRO



4 Mics with ENX™
Technology



Upto 32dB Active
Noise Cancellation



Up to 120 Hours
Total Playback

₹13,990



W

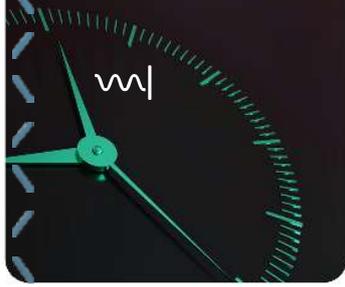
Lightweight Design

Padded Earcushions

3



6 Hours
Playback



2.0 Channel
Soundbar

16W RMS
Stereo Sound



Aavante Bar
Groove

₹3,990



Dual Passive
Radiators



Portable
Design



Multi
Connectivity



USB



Bluetooth



Aux

40mm
Drivers

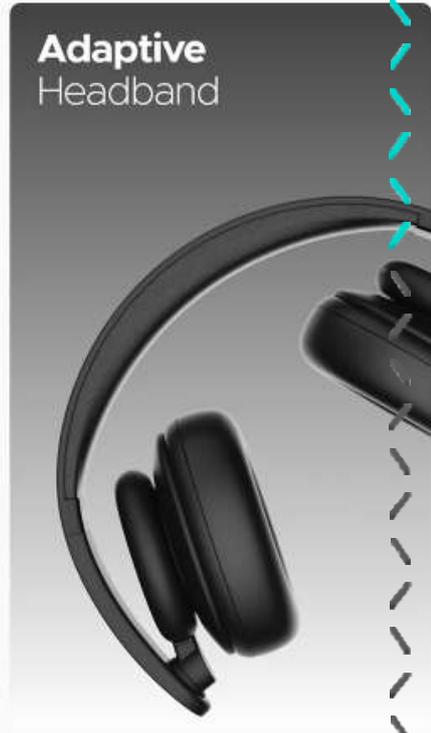


15 Hrs
Playtime

₹3,990



Adaptive
Headband



Easy Operational
Controls



300 mAh
Battery

ROCKERZ 450



EnergyShroom PB300 Lite

Powerbank with 10000mAh battery capacity with Smart IC protection, 22.5W fast charging

12-Layer Smart IC Protection

Protect your device with the 12-Layer Smart IC Protection that includes safety against, battery overcharge, over-discharge, short circuits, and more.

₹2,999



PREVIOUS CLIENTS



