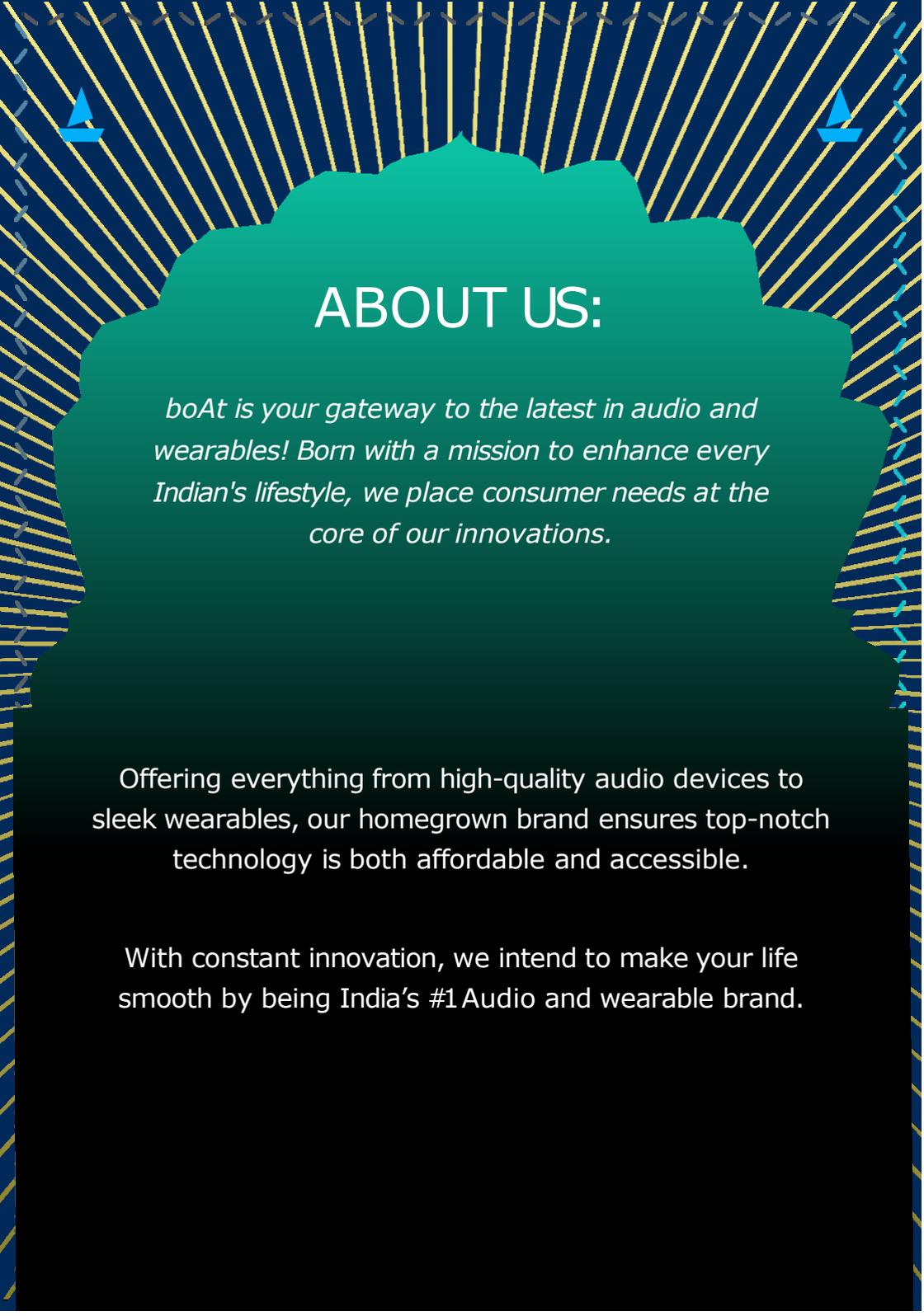


boAt

Catalogue
(Airdopes)





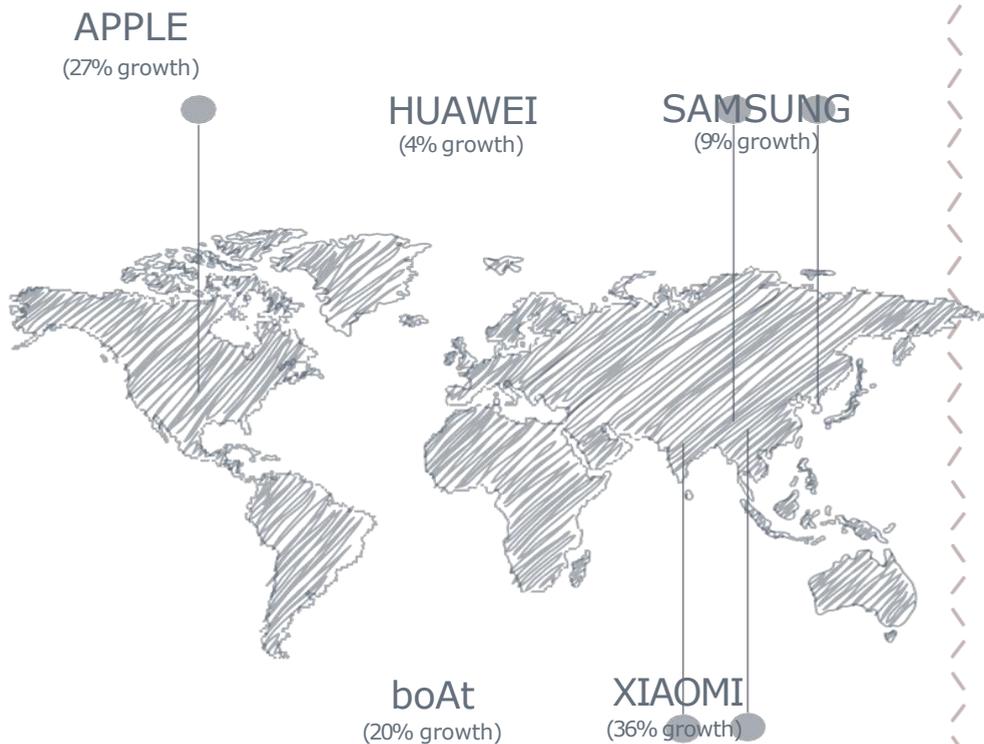
ABOUT US:

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*



*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

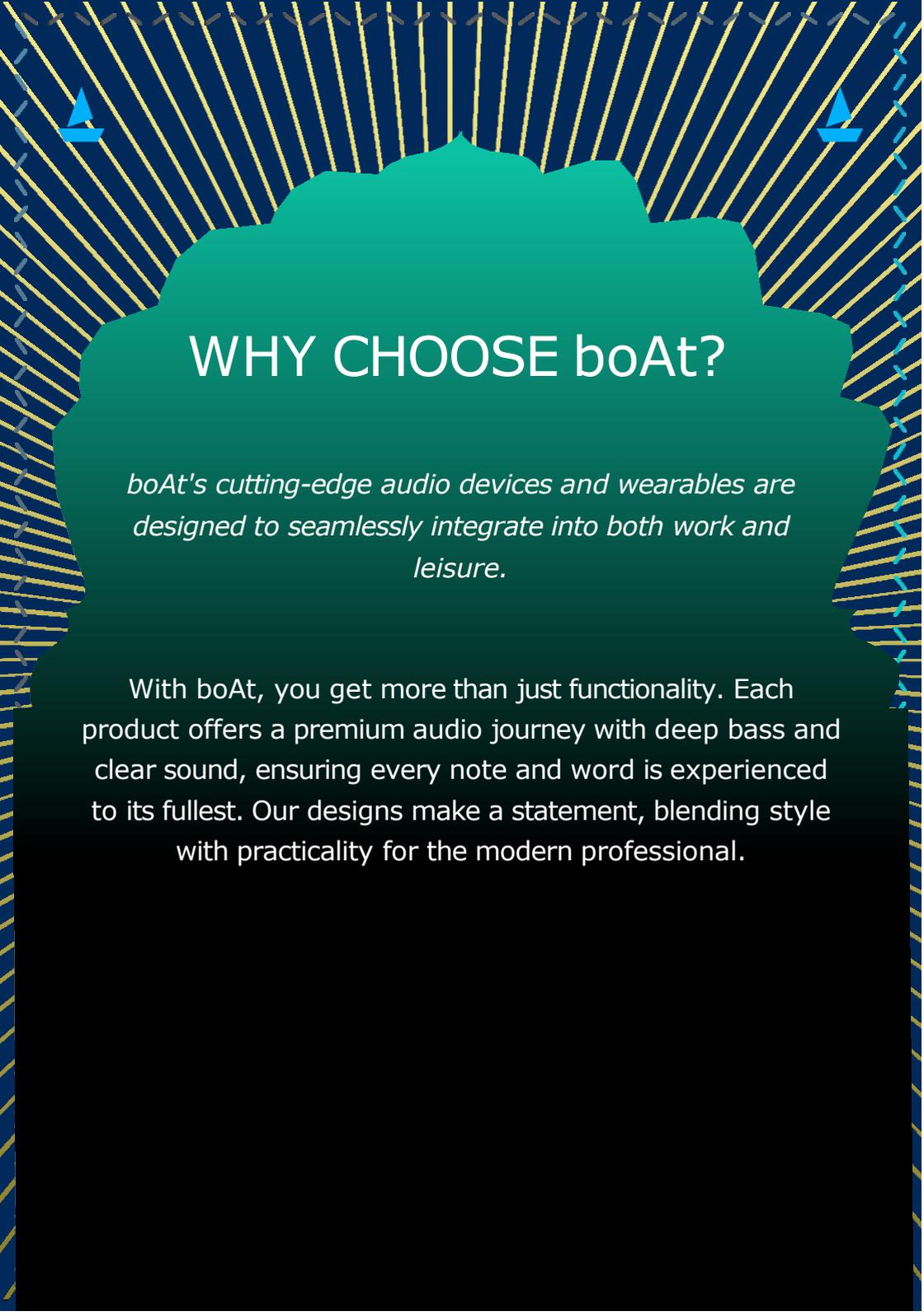


Neckband Brand

market share, market leader for last 4 yrs

True Wireless Brand

14% market share, growing at >50% rate



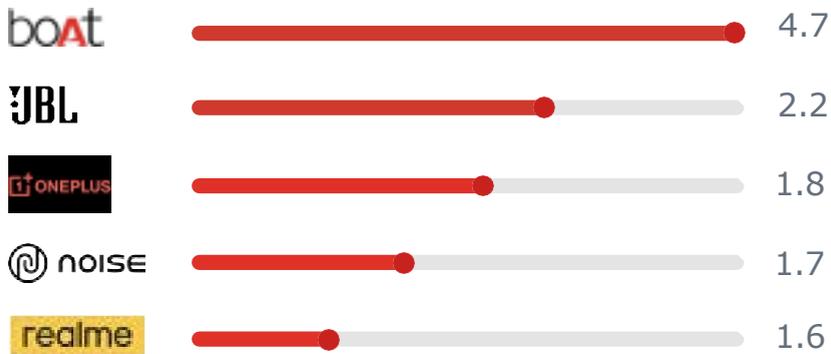
WHY CHOOSE boAt?

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

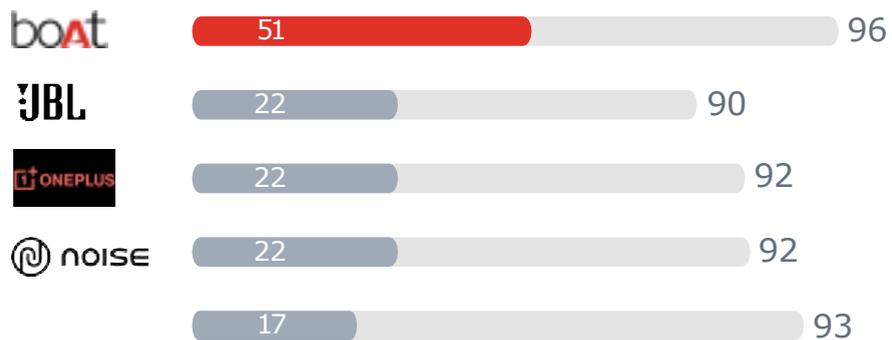
With boAt, you get more than just functionality. Each product offers a premium audio journey with deep bass and clear sound, ensuring every note and word is experienced to its fullest. Our designs make a statement, blending style with practicality for the modern professional.

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)

boAt Airdopes Joy

Wireless Earbuds with 35 Hours of Playback, 13mm Drivers, ENx™ Technology, BEAST™ Mode, ASAP™ Charge

Read more at: <https://www.boat-lifestyle.com/products/airdopes-joy-wireless-earbuds>



₹2,990

₹4,990.00



boAt Airdopes Primo

Wireless Earbuds with 45 Hours Playback, ENx™ Tech, BT v5.3, BEAST™ Mode, ASAP™ Charge

Read more at: <https://www.boat-lifestyle.com/products/boat-airdopes-primo-with-45-hours-playback>

₹4,490.00

boAt Airdopes 138

Wireless Earbuds with 13mm Drivers, Bluetooth V5.0+EDR, IWP Technology, 650mAh Pocket friendly Charging Case, 60 Hours nonstop music

Read more at: <https://www.boat-lifestyle.com/products/boat-airdopes-138-wireless-earbuds-1>

₹4,999

₹2,990



boAt Airdopes 138 Pro

Wireless Earbuds with 11mm Drivers, ENx™ Technology, BEAST mode, 45 Hours of battery life

Read more at: <https://www.boat-lifestyle.com/products/airdopes-138-pro-bluetooth-earbuds>

₹2,990

boAt Airdopes 148

Wireless Earbuds with 8mm Drivers, IWP & ENx™ Technology, ASAP Fast Charge, Upto 42 hours Playback, IPX4 Sweat & Water Resistance

Read more at: <https://www.boat-lifestyle.com/products/boat-airdopes-148>



₹4,490



boAt Airdopes 800

Wireless Earbuds with 40 Hours Playback, Dolby Audio, BEAST™ Mode, ASAP™ Charge, ENx™ Technology

Read more at: <https://www.boat-lifestyle.com/products/boat-airdopes-800-wireless-earbuds-with-dolby-audio-asap%E2%84%A2-charge-iwp%E2%84%A2-tech>

₹6,490



PREMIUM SEGMENT



boAt Airdopes Loop

Wireless Earbuds with 50 Hours Playback, ENx™ Tech, BT v5.3, BEAST™ Mode, ASAP™ Charge

Read more at: <https://www.boat-lifestyle.com/products/airdopes-loop>



₹7,990



boAt Airdopes 191 ANC

Wireless Earbuds with ANC up to 32dB, Quad Mics ENx™ Tech, Bluetooth v5.3

Read more at: <https://www.boat-lifestyle.com/products/boat-airdopes-191-anc-wireless-earbuds-with-anc-up-to-32db-quad-mics-enx%E2%84%A2-tech-bluetooth-v5-3>

₹6,990.00

boAt Airdopes 141 ANC

Wireless Earbuds with Active Noise Cancellation up to 32dB, 42 Hours Playback, BEAST™ Mode

Read more at: <https://www.boat-lifestyle.com/products/airdopes-141-anc-earbuds>



₹5,990



boAt Airdopes 161 ANC

Wireless Earbuds with Active Noise Cancellation up to 32dB, ENx™ Technology, ASAP™ Charge

Read more at: <https://www.boat-lifestyle.com/products/airdopes-161-anc-wireless-earbuds>

₹5,999

boAt Nirvana Ion

Bluetooth Wireless Earbuds with Crystal Bionic Sound powered by HiFi® DSP, 120 Hours Playback, Dual EQ Modes, Quad Mics with ENx™ Technology

Read more

at: <https://www.boat-lifestyle.com/products/nirvana-ion-bluetooth-wireless-earbuds>

₹7,990



boAt Nirvana Ion ANC

Wireless Earbuds with Active Noise Cancellation, ENx™ Technology, 120 Hours Playback, BEAST™ Mode

Read more at: <https://www.boat-lifestyle.com/products/nirvana-ion-anc-earbuds>

₹9,990



boAt Nirvana Ivy

Wireless Earbuds, 50 Hours Playback, 50dB ANC, 360 Spatial Audio with Head Tracking, App Support, Adaptive EQ powered by Mimi, Google fast pair, ASAP Charge, boAt Signature Sound

Read more at: <https://www.boat-lifestyle.com/products/nirvana-ivy-wireless-earbuds>

₹17,999



PREVIOUS CLIENTS



