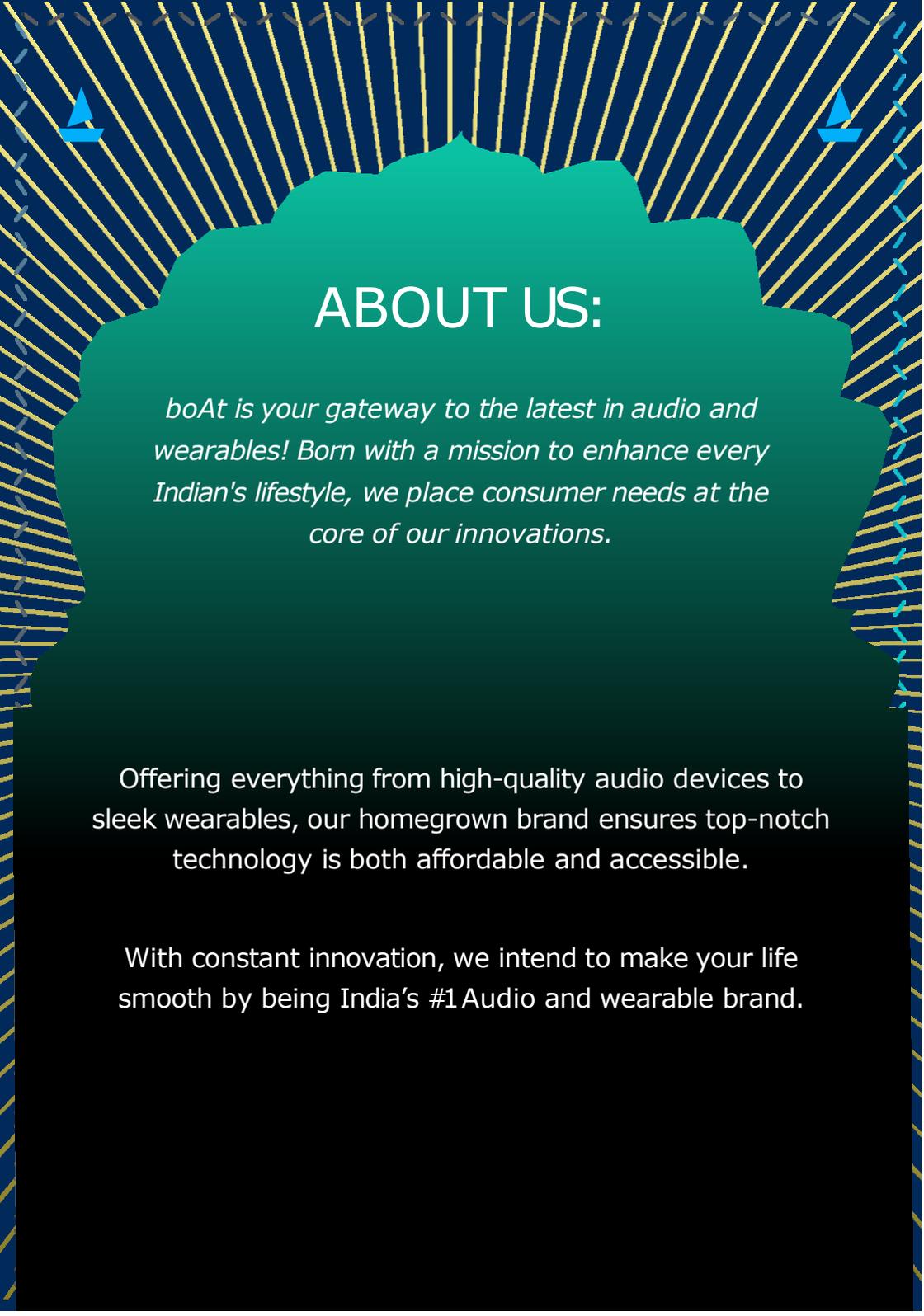


boAt

Catalogue
(Neck Bands And Headphones)





ABOUT US:

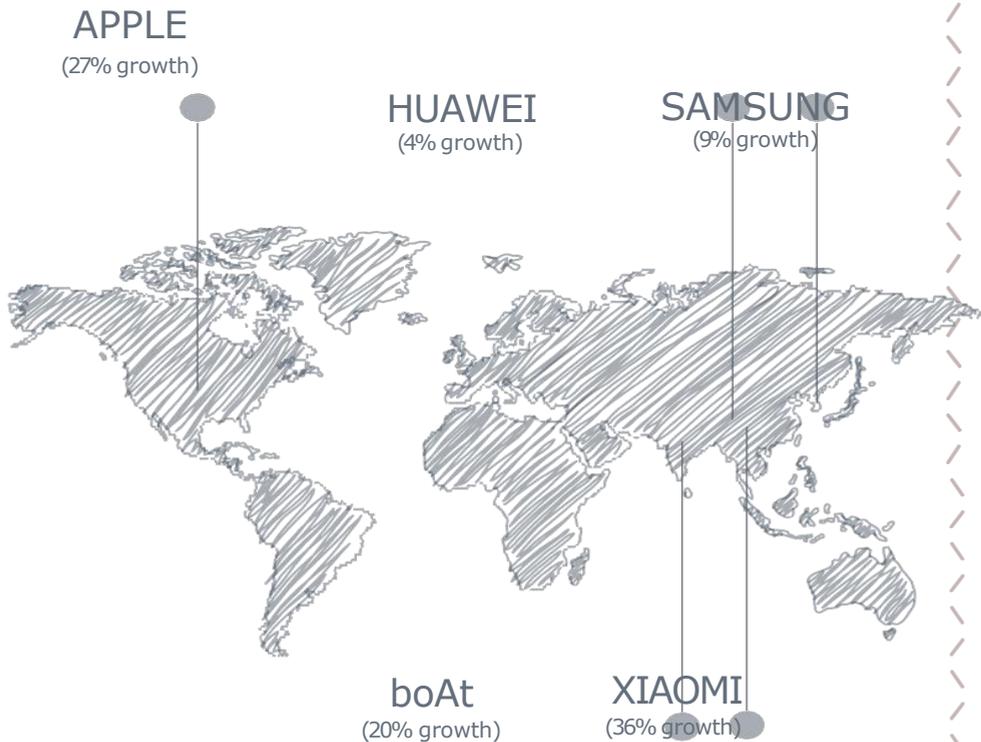
boAt is your gateway to the latest in audio and wearables! Born with a mission to enhance every Indian's lifestyle, we place consumer needs at the core of our innovations.

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

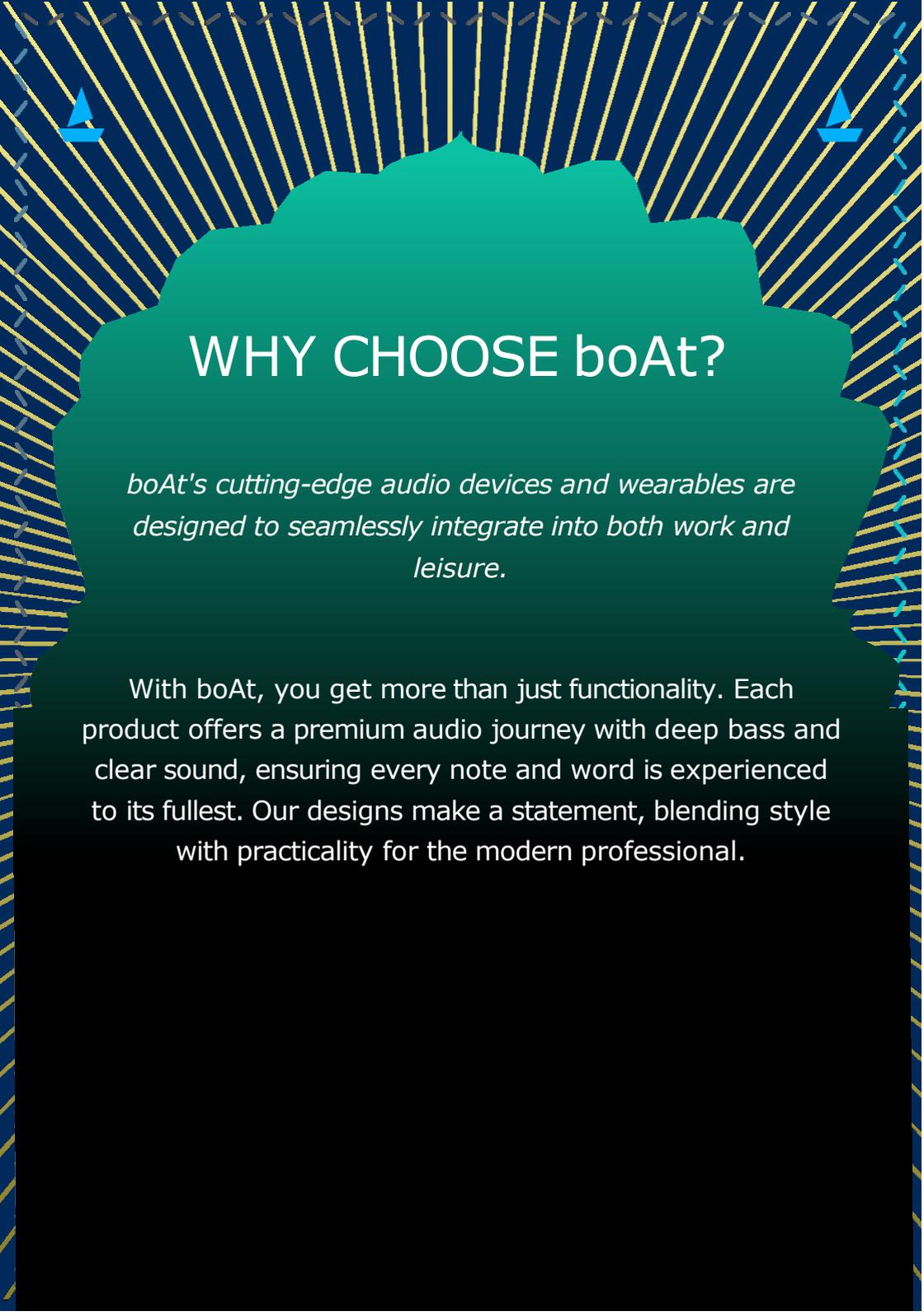


Neckband Brand

market share, market leader for last 4 yrs

True Wireless Brand

14% market share, growing at >50% rate



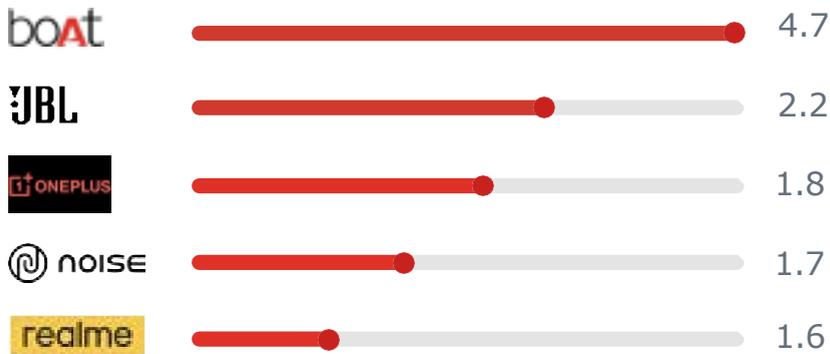
WHY CHOOSE boAt?

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

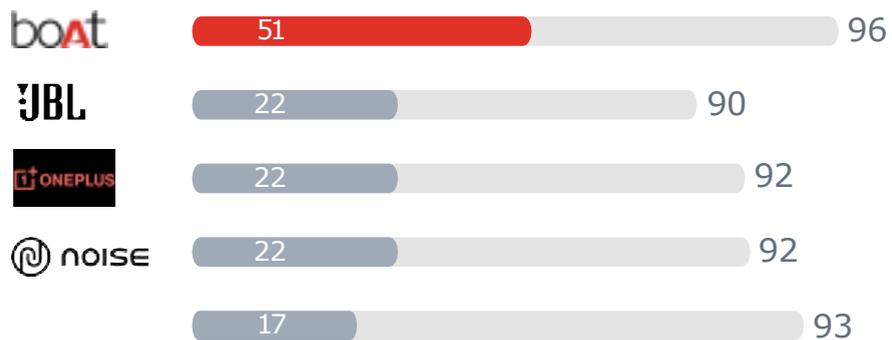
With boAt, you get more than just functionality. Each product offers a premium audio journey with deep bass and clear sound, ensuring every note and word is experienced to its fullest. Our designs make a statement, blending style with practicality for the modern professional.

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 Rockerz Summit

Wireless Earphone with 30H Playback, ASAP™ Charge, Dual Pairing, ENx™ Technology, BEAST™ Mode

Read more at: <https://www.boat-lifestyle.com/products/boat-rockerz-summit-wireless-earphone-with-30h-playback>

₹4,490.00



boAt Rockerz 109

Wireless Earphone with 40H Playback, ASAP™ Charge, BEAST™ Mode, ENx™ Technology

Read more at: <https://www.boat-lifestyle.com/products/rockerz-109-wireless-earphone>

₹2,490.00



boAt Rockerz Trinity

Wireless Neckband Earphones with Crystal Bionic Sound powered by HiFi® DSP, 10mm Drivers, Upto 150 Hours Playback, ASAP™ Charge, ENx™ Technology

Read more at: <https://www.boat-lifestyle.com/products/rockerz-trinity-wireless-neckband>

₹4,999

₹2,499



boAt Rockerz 258 Pro+

Read more at: <https://www.boat-lifestyle.com/products/boat-rockerz-258-pro?variant=39934904205410>

₹3,990



boAt Rockerz 450

Over Ear Bluetooth Headphones with Upto 15 Hours Playback, Adaptive Headband, 40mm Dynamic Driver, 300 mah Battery

Read more at: <https://www.boat-lifestyle.com/products/rockerz-450>

₹3,990



boAt Rockerz 550/558

Over Ear Bluetooth Headphones with Upto 20H Playback, 50mm Dynamic Driver, 500mAh Battery

Read more at: <https://www.boat-lifestyle.com/products/rockerz-550>

₹4,999

boAt Rockerz 425

Wireless Bluetooth Headphone with 25 Hours Playback, ASAP Charge, 40mm Drivers

Read more at: <https://www.boat-lifestyle.com/products/rockerz-425-wireless-bluetooth-headphone>

₹2,990



boAt Rockerz 370

Wireless Headphone with 40mm Dynamic Driver, Bluetooth & AUX Connectivity, Upto 8HRS Playback

Read more at: <https://www.boat-lifestyle.com/products/rockerz-370>

₹2,499



PREMIUM SEGMENT



boAt Rockerz 255 ANC

Wireless Earphone with 100H
Playback, ASAP™ Charge, BEAST™
Mode, Active Noise Cancellation

Read more at: <https://www.boat-lifestyle.com/products/rockerz-255-anc-earphone?variant=40729207079010>



₹6,990.00



boAt Rockerz 551 ANC Pro

Wireless Headphone with 42dB
Hybrid Adaptive ANC, 72 Hours
Playtime, Dual Mics with ENx™ Tech

Read more at: <https://www.boat-lifestyle.com/products/rockerz-551-anc-pro-wireless-headphone>

₹8,990.00

PREVIOUS CLIENTS



