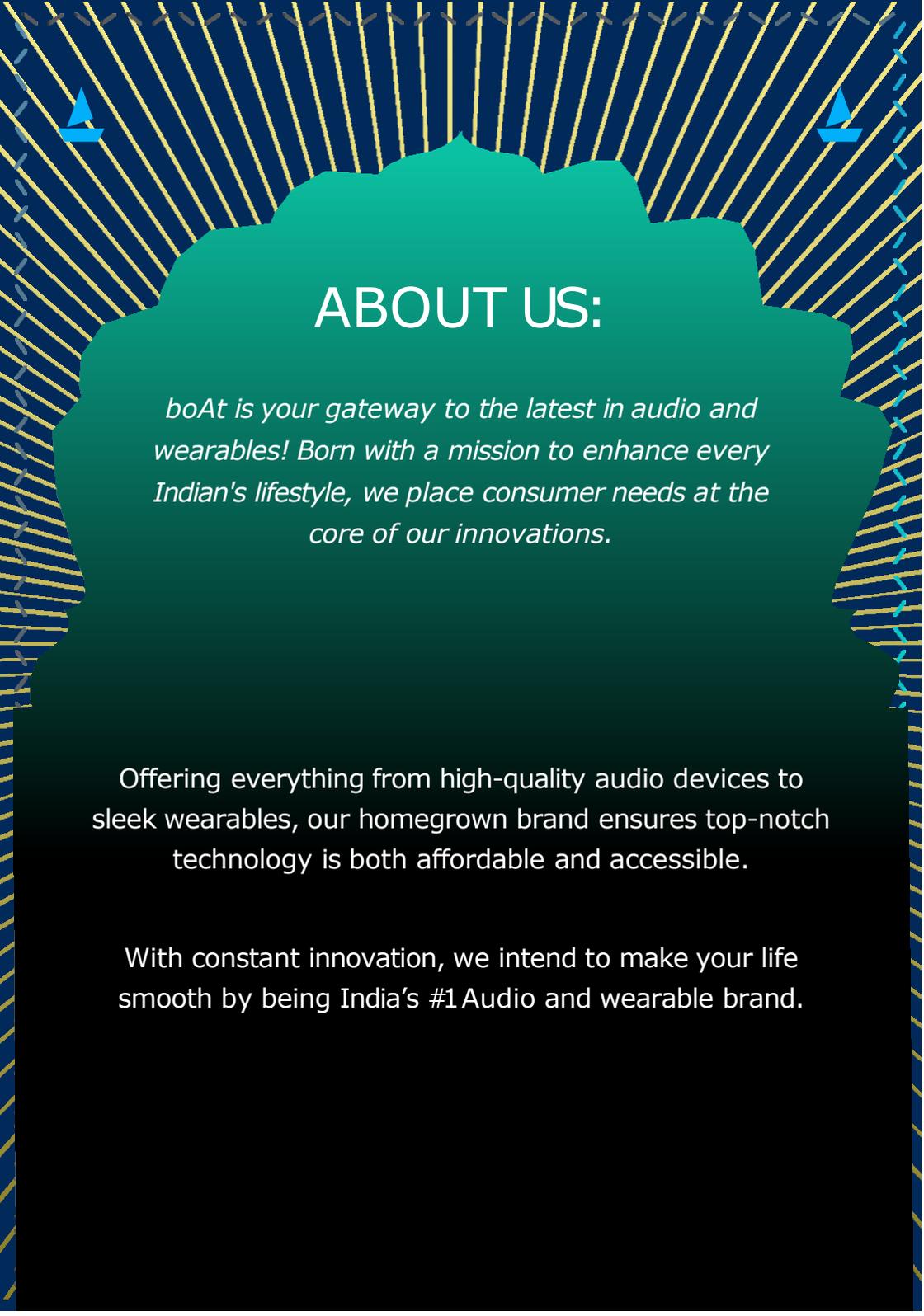


boat

Catalogue
(Smartwatches , Power bank and Smart Ring)





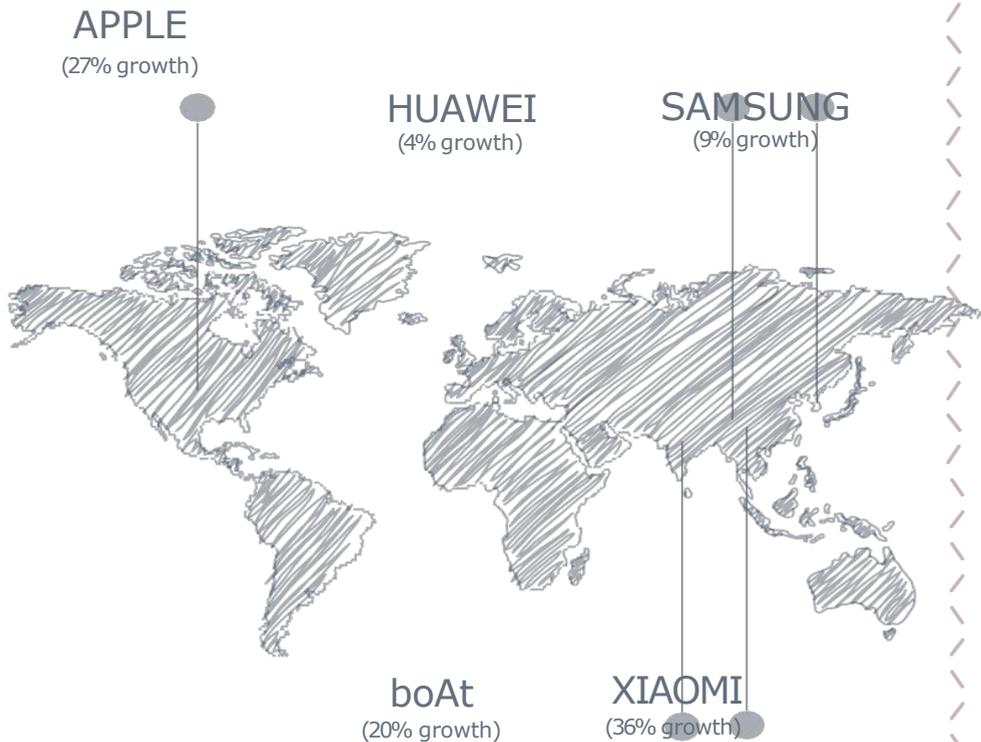
ABOUT US:

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

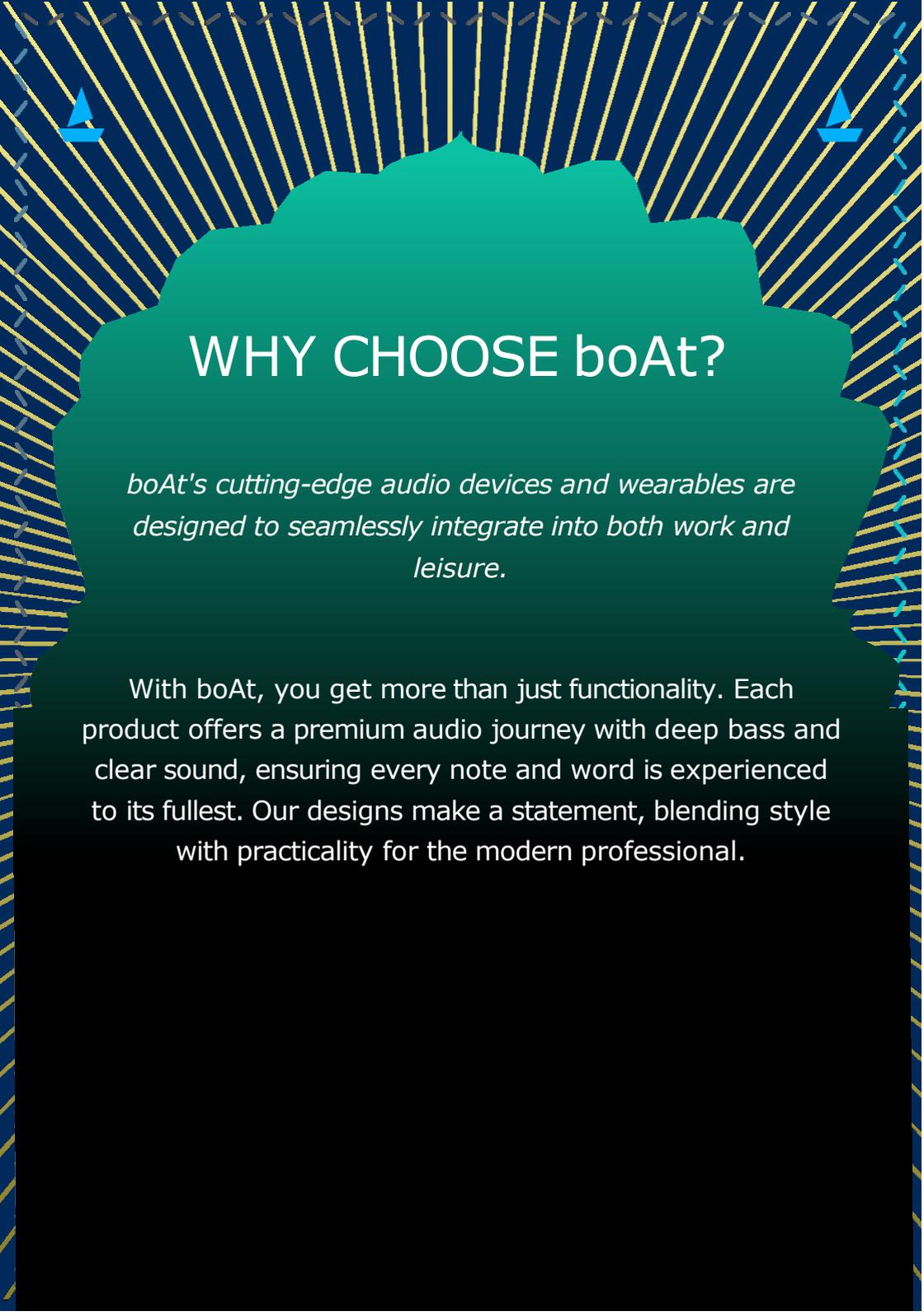


Neckband Brand

market share, market leader for last 4 yrs

True Wireless Brand

14% market share, growing at >50% rate



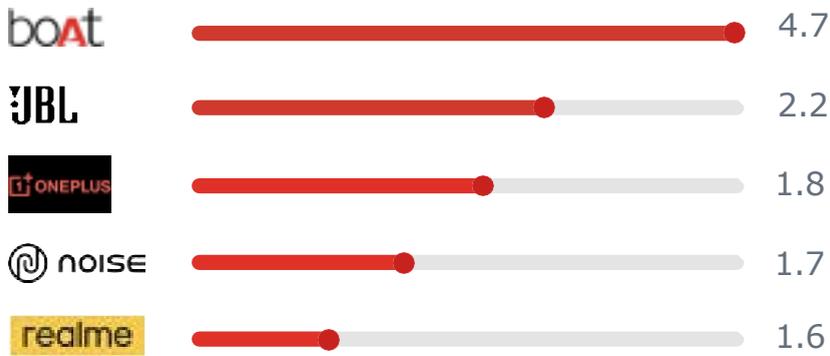
WHY CHOOSE boAt?

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

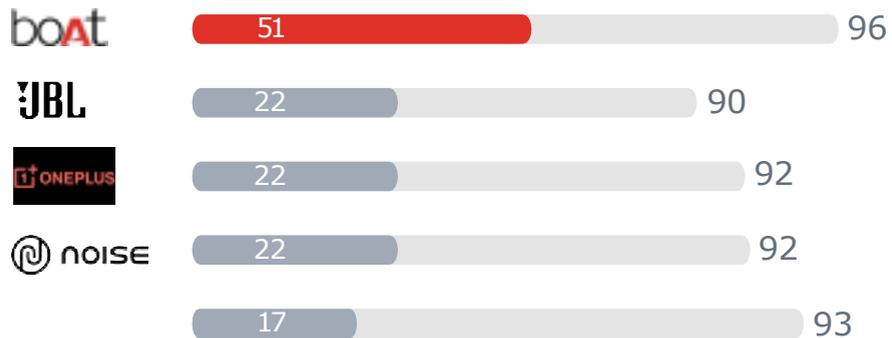
With boAt, you get more than just functionality. Each product offers a premium audio journey with deep bass and clear sound, ensuring every note and word is experienced to its fullest. Our designs make a statement, blending style with practicality for the modern professional.

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 Wave Magma

Smartwatch with 1.96" HD Display,
100+ Sports Modes, IP68 Dust &
Water Resistance

Read more at: <https://www.boat-lifestyle.com/products/wave-magma-bluetooth-calling-smartwatch>

₹6,999.00



boAt Wave Astra 3

Smartwatch with built-in Map
Navigation 1.83" HD Display, BT
Calling, Powered by Crest+ OS,
700+ Active Mode

Read more at: <https://www.boat-lifestyle.com/products/wave-astra-3-bluetooth-calling-smartwatch>

₹8,499.00

boAt Wave Sigma 3

Smartwatch with 2.01" Display, BT Calling, 700+ Active Modes, Emergency SOS, Live Sports Updates

Read more at: <https://www.boat-lifestyle.com/products/wave-sigma-smartwatch>

₹4,999

₹8,999



boAt Lunar Discovery

Premium Smartwatch with 1.39" Display, QR Code Hub, 700+ Active Modes, Crest Fitness Challenge

Read more at: <https://www.boat-lifestyle.com/products/lunar-discovery-hd-display-smartwatch>

₹8,999



boAt Primia Curv

Smartwatch with 1.45" (3.68cm) AMOLED Display, BT Calling, 700+ Active Modes, Watch Face Studio

Read more at: <https://www.boat-lifestyle.com/products/primia-curv-amoled-display-smartwatch>



₹8,999



boAt Primia Ace

Smartwatch with 1.43" (3.63cm) AMOLED Display, BT Calling, 100+ Sports Modes, Up to 10 Days Battery

Read more at: <https://www.boat-lifestyle.com/products/wave-primia-ace-smartwatch>

₹9,499

boAt EnergyShroom PB300

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

Read more

at: <https://www.boat-lifestyle.com/products/energysroom-pb300-10000mah-power-bank>



₹2,999



boAt EnergyShroom PB300 Lite

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

Read more

at: <https://www.boat-lifestyle.com/products/energysroom-pb300-lite>

₹3,990



PREMIUM SEGMENT



boAt EnergyShroom PB330 Magna Charge

10000mAh magnetic wireless power bank with 15 W wireless charging, LED battery display, 12 Layer Smart IC Protection

Read more at: <https://www.boat-lifestyle.com/products/energyshroom-pb310-wireless-pro-powerbank-with-15w-wireless-charging-22-5w-wired-fast-charging-12-layer-smart-ic-protection-copy>

₹4,999



boAt EnergyShroom PB400 Pro

20000 mAh Power bank with 2-way 22.5W fast charging, Pass-Through Charging, 12-Layer Smart IC Protection, Aluminum Casing & Compact

Read more at: <https://www.boat-lifestyle.com/products/boat-energyshroom-pb400-pro-20000-mah-powerbank>

₹4,999.00

boAt EnergyShroom PB400

Powerbank with 20000mAh battery capacity with Smart IC protection

Read more at: <https://www.boat-lifestyle.com/products/energyshroom-pb400-powerbank-with-20000mah-battery-capacity-with-smart-ic-protection>



₹4,499

boAt Ultima Vogue

Smartwatch with 1.96" (4.97cm) AMOLED Display, BT Calling, 100+ Watch Faces, 100+ Active Modes

Read more at: <https://www.boat-lifestyle.com/products/ultima-vogue-amoled-display-smartwatch?variant=40459308073058>

₹11,999



boAt Ultima Regal

Smartwatch with 2.01" AMOLED Display, BT Calling, boAt Crest App, Multiple Sports Modes

Read more at: <https://www.boat-lifestyle.com/products/ultima-regal-smartwatch>



₹9,999



boAt Enigma Gem

Smartwatch with 1.19" AMOLED Display, SOS with Location Tracking, Single Chip BT Calling

Read more at: <https://www.boat-lifestyle.com/products/enigma-gem-amoled-display-smartwatch?variant=41657790398562>

₹8,499

boAt Lunar Embrace

Smartwatch with 1.51" (3.83 cms) round AMOLED Display, Functional Crown, 100+ Sports Modes, IP68 rating

Read more at: <https://www.boat-lifestyle.com/products/lunar-embrace-bluetooth-calling-smartwatch>

₹13,999



boAt Lunar Oasis

Smartwatch with 1.43" AMOLED Display, Turn-By-Turn Navigation, Dynamic User Interface, QR Tray

Read more at: <https://www.boat-lifestyle.com/products/lunar-oasis-amoled-display-smartwatch>

₹13,999

boAt Smart Ring Active

Smart Ring with Stainless Steel Design,
90% Lighter, Health Monitoring,
Magnetic Charging Case

Read more at: <https://www.boat-lifestyle.com/products/smart-ring-active>

₹9,999



PREVIOUS CLIENTS



