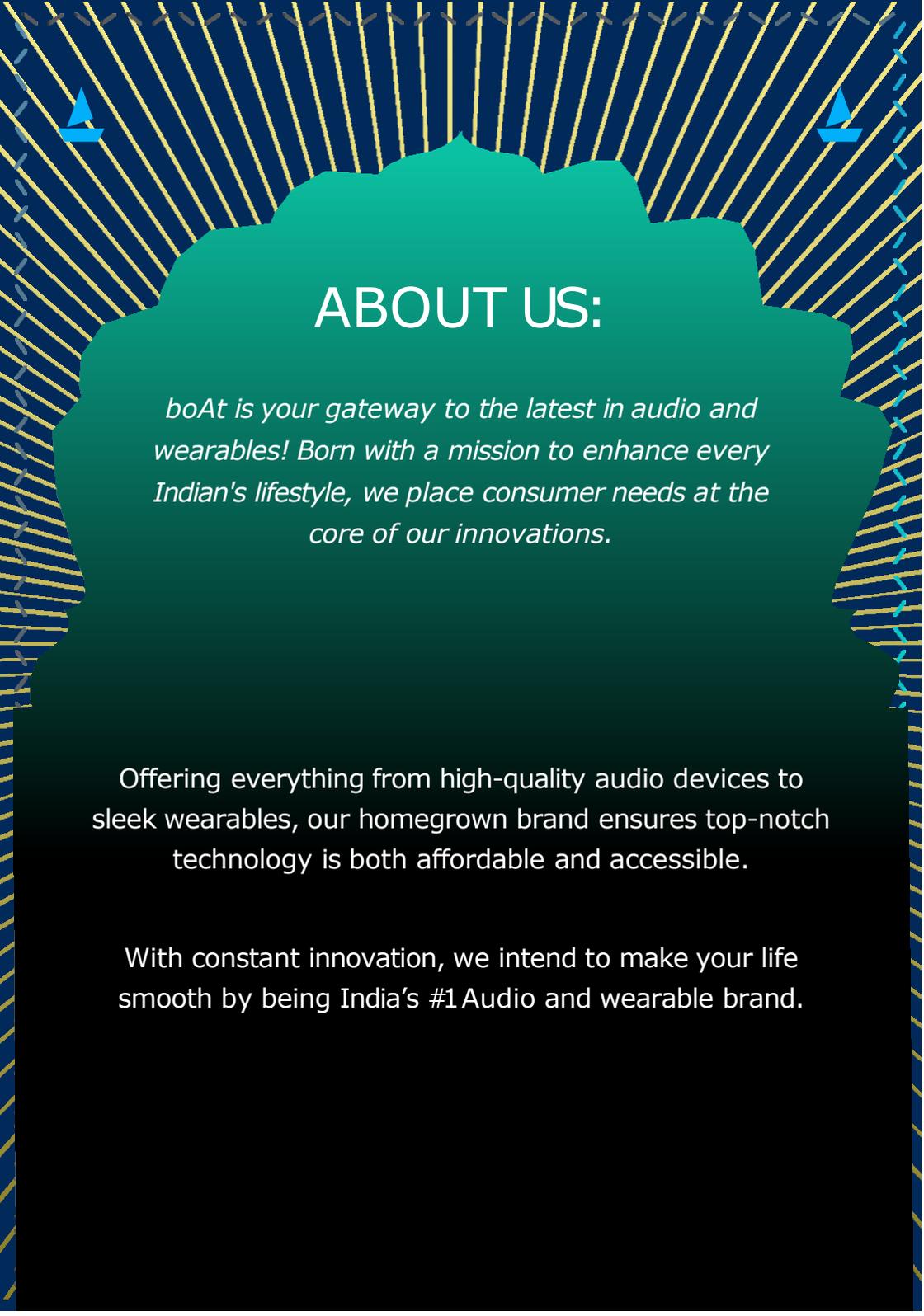


boAt

Catalogue
(Speakers, Soundbar & Party Pal)





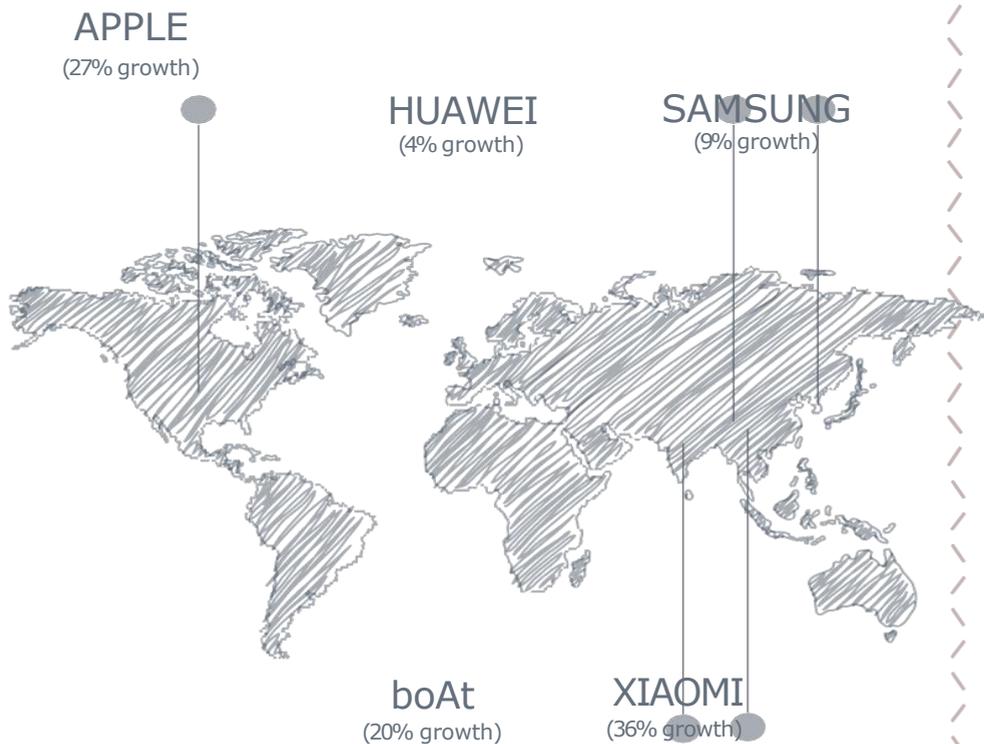
ABOUT US:

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

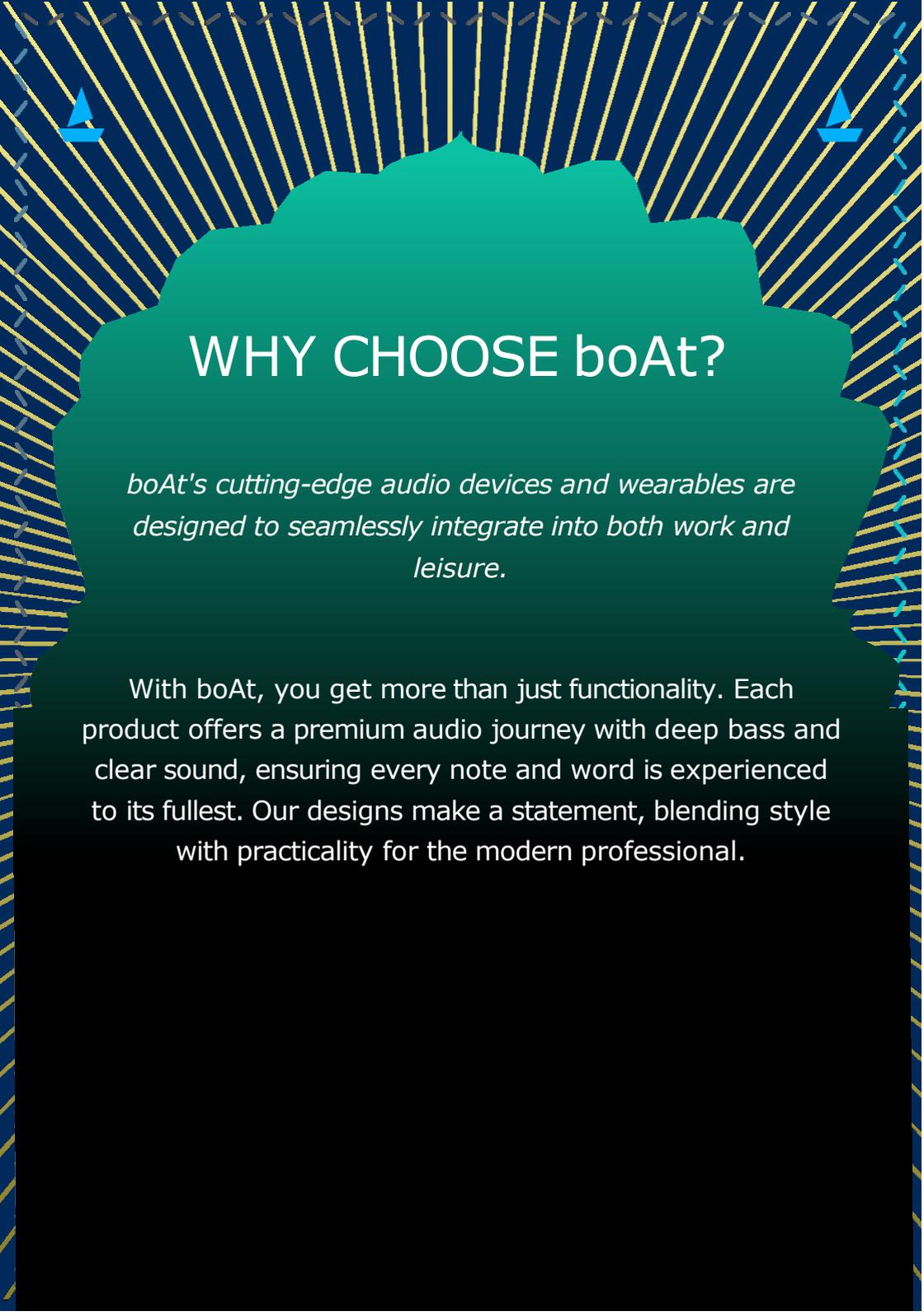


Neckband Brand

market share, market leader for last 4 yrs

True Wireless Brand

14% market share, growing at >50% rate



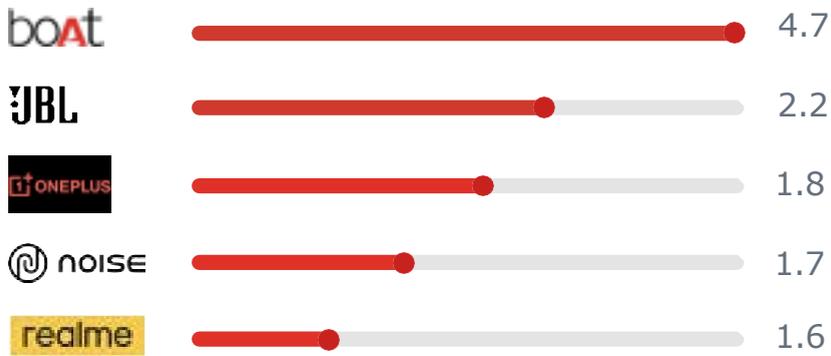
WHY CHOOSE boAt?

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

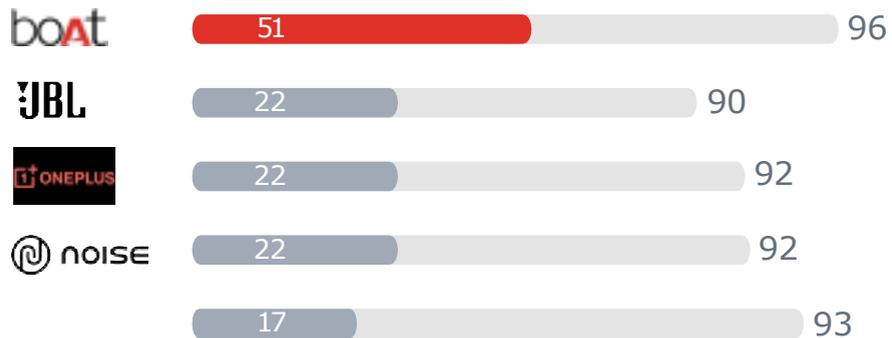
With boAt, you get more than just functionality. Each product offers a premium audio journey with deep bass and clear sound, ensuring every note and word is experienced to its fullest. Our designs make a statement, blending style with practicality for the modern professional.

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 Stone Uno

Portable Bluetooth Speaker with 3W
boAt Signature Sound, 6 Hours
Playback

Read more at: <https://www.boat-lifestyle.com/products/boat-stone-uno-portable-bluetooth-speaker-with-3w-boat-signature-sound-10-hours-playback-copy>

~~₹2,990~~

₹1,990.00



boAt Stone 135

Portable Bluetooth Speaker with
up to 11 Hours Playback & 5W
RMS Immersive Sound, IPX 4
Water Resistant

Read more at: <https://www.boat-lifestyle.com/products/stone-135-portable-bluetooth-speaker>

₹1,990.00



boAt Stone 190 Pro

Portable Bluetooth Speaker with 5W boAt Signature Sound, 12 Hours Playback, TWS Functionality

Read more at: <https://www.boat-lifestyle.com/products/stone-190-pro-bluetooth-speaker?srsId=AfmBOoqfDX22UbXUK9GgagXMUZYNxfamFeT3RAIKDp2GfmEKPBKwWWPJ>



₹2,990



boAt Stone 352/358

Wireless Portable Bluetooth Speaker with 10W boAt Signature Sound, Up to 12 Hours Nonstop Playback

Read more at: <https://www.boat-lifestyle.com/products/stone-352?variant=39736365613154>

₹3,490

boAt Stone 358/352 Pro

Portable Bluetooth Speaker with
14W boAt Signature Sound, RGB
LED Design, 12 Hours Playback

Read more at: <https://www.boat-lifestyle.com/products/boat-stone-358-pro-portable-bluetooth-speaker-with-14w-boat-signature-sound-rgb-led-design-12-hours-playback>



₹4,990



boAt Aavante Bar Aspire

Bluetooth Soundbar with 10W
RMS Signature Sound, 2.0
Channel with 7 Hours Playback,
TWS Feature

Read more
at: <https://www.boat-lifestyle.com/products/aavante-bar-aspire-bluetooth-soundbar>

₹3,490

boAt Aavante Bar 600

25W RMS Bluetooth Stereo Soundbar, Up to 6 Hours Long Playback, 2.0 Channel, Dual Passive Radiators, BT, AUX

Read more

at: <https://www.boat-lifestyle.com/products/boat-aavante-bar-600-25w-rms-bluetooth-stereo-soundbar-with-7-hours-playback>



₹5,990

boAt Aavante Bar Groove

Soundbar with 16W RMS boAt Signature Sound, 2.0 Channel Sound, Bluetooth v5.0

Read more

at: <https://www.boat-lifestyle.com/products/aavante-bar-groove-bluetooth-soundbar?variant=40427400429666>



₹3,990



PREMIUM SEGMENT



boAt Stone Lumos

Portable Bluetooth Speaker with 60W boAt Signature Sound, Hearables App Support, LED Projection Show

Read more at: <https://www.boat-lifestyle.com/products/stone-lumos?variant=41235842138210>



₹14,990

boAt Stone 1200

14W Portable Wireless Speaker with RGB LEDs, Up to 9 Hours of Playtime, AUX, USB and FM modes

Read more at: <https://www.boat-lifestyle.com/products/stone-1200>



₹6,990.00

boAt Stone Ignite

Portable Bluetooth Speaker with 90W boAt Signature Sound, RGB Light, Broadcast Feature, EQ Modes

Read more at: <https://www.boat-lifestyle.com/products/stone-ignite-portable-bluetooth-speaker?variant=40446218797154>



₹21990

boAt Stone 1010

Party Speaker with 14W Output, 10 Hours of Playtime, IPX5 Water Resistant, 3000mah Battery

Read more at: <https://www.boat-lifestyle.com/products/stone-1010?variant=40025337430114>



₹6,990

boAt Stone 1800

Portable Bluetooth Speaker with 90W boAt Signature Sound, 5 Hours Playback, Bluetooth v5.3

Read more at: <https://www.boat-lifestyle.com/products/stone-1800-portable-bluetooth-speaker?variant=40457036628066>



₹21,990



boAt Stone Majestic

Portable Bluetooth Speaker with 90W boAt Signature Sound, 6 Hours Playback, Dual Full Range Drivers

Read more at: <https://www.boat-lifestyle.com/products/stone-majestic-portable-speaker?variant=41037755547746>

₹21,990

boAt Aavante Bar Raga

Aavante Bar Soundbar with
100W RMS

Read more

at: <https://www.boat-lifestyle.com/products/aavante-bar-raga-aavante-bar-soundbar-with-100w-rms>



₹15,990

boAt Aavante Bar Opera

70W 2.0 Channel Bluetooth
Soundbar, Entertainment EQ
Modes, USB, AUX, or
HDMI(ARC)

Read more

at: <https://www.boat-lifestyle.com/products/aavante-bar-opera-bluetooth-soundbar?variant=40442291814498>



₹7,990

boAt Aavante Bar 1160

60W RMS Sound Bar with 2.0
Channel Surround Sound, EQ Modes,
Sleek & Lightweight Design



Read more at: <https://www.boat-lifestyle.com/products/aavante-bar-1160?variant=31455001116770>

₹9,990

boAt Blitz 2000 Pro

Bluetooth Speaker with 160W
RMS boAt Signature Sound, 4.1
Channel Surround Sound,
Dynamic RGB Lights



Read more at: <https://www.boat-lifestyle.com/products/blitz-2000-pro-bluetooth-speaker>

₹12,990

boAt Aavante Bar Mystiq

100W RMS boAt Signature Sound, 2.1 Channel Soundbar with Wired Subwoofer, Entertainment EQ Modes, Bluetooth v5.3, USB, AUX, HDMI (ARC)

Read more at: <https://www.boat-lifestyle.com/products/boat-aavante-bar-mystiq-100w-rms-2-1-channel-soundbar-with-wired-subwoofer?variant=40281099206754>



₹15,990

boAt Aavante Bar Aroha

Bluetooth Soundbar with Wired Subwoofer, 100W RMS Sound, 2.1 channel, Multiple EQ Modes, Bluetooth v5.3, USB, AUX, HDMI (ARC)

Read more at: <https://www.boat-lifestyle.com/products/boat-aavante-bar-aroha-2-1-channel-100-w-boat-signature-sound-bluetooth-soundbar-with-wired-subwoofer?variant=40271606841442>



₹15,990

boAt Aavante Bar Tune

60W RMS boAt Signature Sound,
2.0 channel, Multiple
Entertainment EQ Modes,
Customized Bass & Treble
Settings, USB, AUX, HDMI

Read more at: <https://www.boat-lifestyle.com/products/aavante-bar-tune-bluetooth-soundbar-for-home>

₹7,990



boAt Aavante Bar 1160

60W RMS Sound Bar with 2.0
Channel Surround Sound, EQ
Modes, Sleek & Lightweight
Design

Read more at: <https://www.boat-lifestyle.com/products/aavante-bar-1160?variant=31455001116770>

₹9,990



boAt Party Pal 195

Bluetooth Speaker with 50W RMS
Stereo Sound, 6 Hours Playback,
Multi-Compatibility

Read more at: <https://www.boat-lifestyle.com/products/party-pal-195-bluetooth-speaker?variant=40466918735970>



₹17,990

boAt Party Pal 63 pro

Bluetooth Speaker with 30W boAt
Signature Sound, TWS Mode for 2X
Impact, RGB LED Lights

Read more at: <https://www.boat-lifestyle.com/products/boat-party-pal-63-bluetooth-speaker-with-30w-boat-signature?variant=41440119193698>



₹12,990



boAt Party Pal 390

Party Speaker with
160W RMS Stereo
Sound, 6 Hours
Playback, 2 Mics for
Karaoke & Guitar Input

Read more

at: <https://www.boat-lifestyle.com/products/party-pal-390-bluetooth-party-speaker>

₹34,990

PREVIOUS CLIENTS



