

boAt

Catalogue
(Airdopes)





ABOUT US:

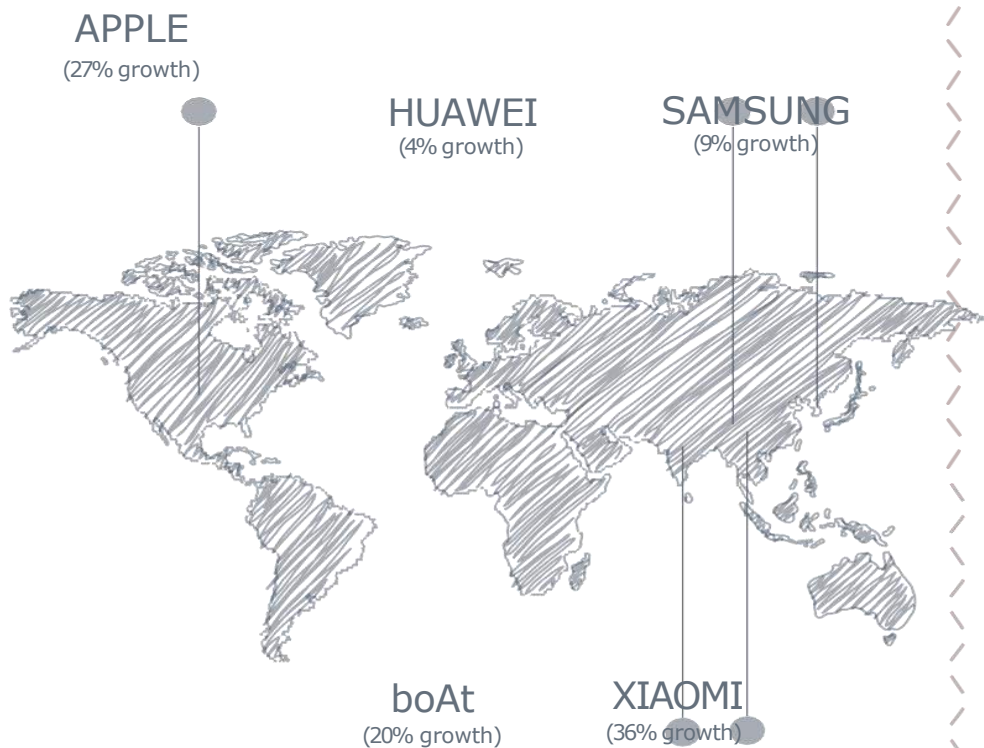
boAt is your gateway to the latest in audio and wearables! Born with a mission to enhance every Indian's lifestyle, we place consumer needs at the core of our innovations.

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



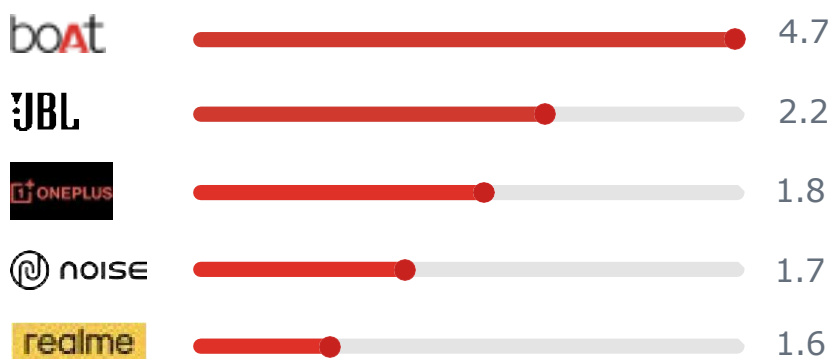
WHY CHOOSE boAt?

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

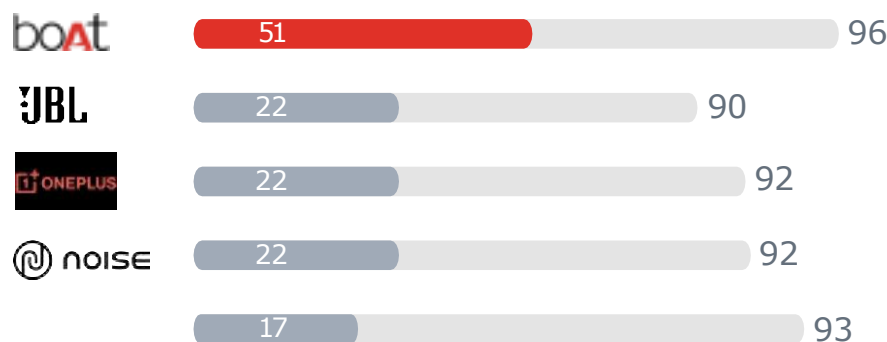
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coupled with highest awareness & consideration
levels amongst the competitors

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





boAt

Catalogue
(Neck Bands And Headphones)





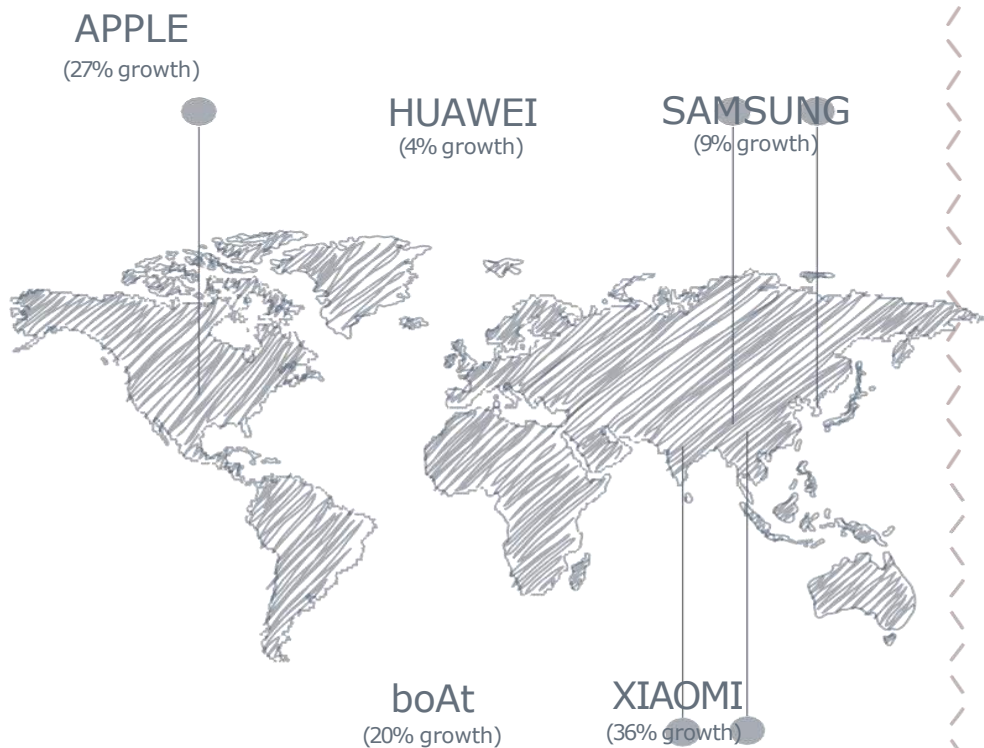
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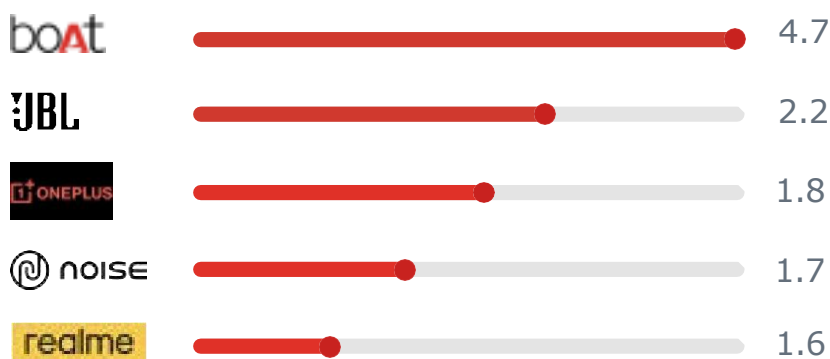
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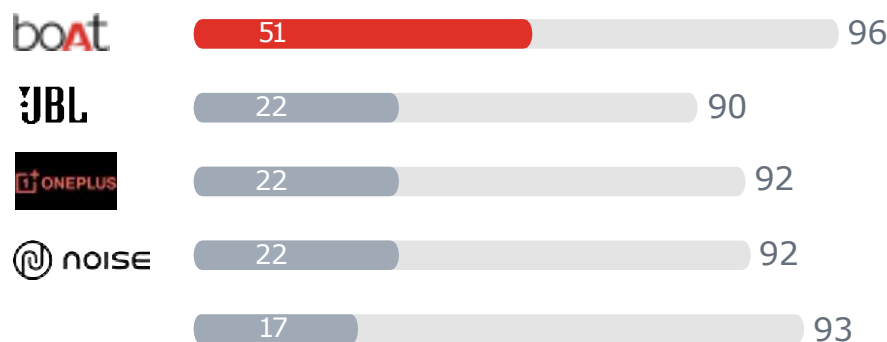
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boAt Rockerz Summit

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





boAt

Catalogue
(Smartwatches , Power bank and Smart Ring)





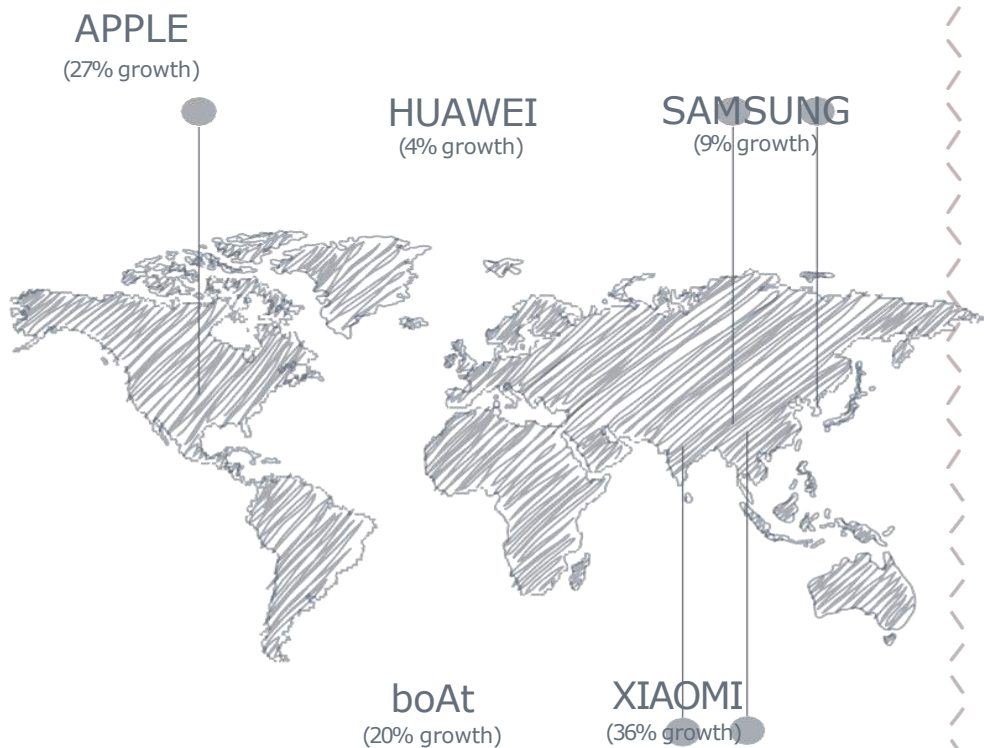
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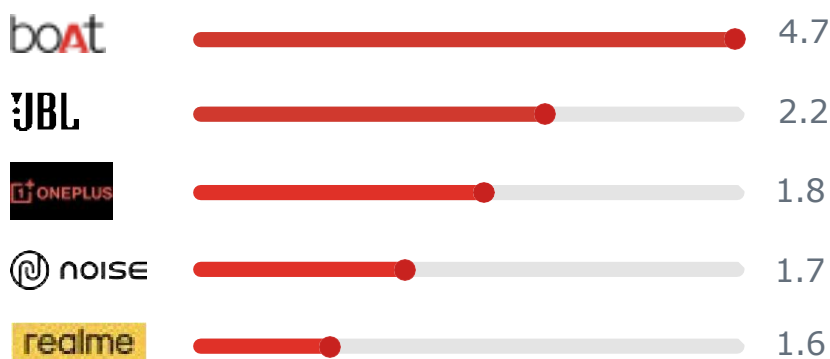
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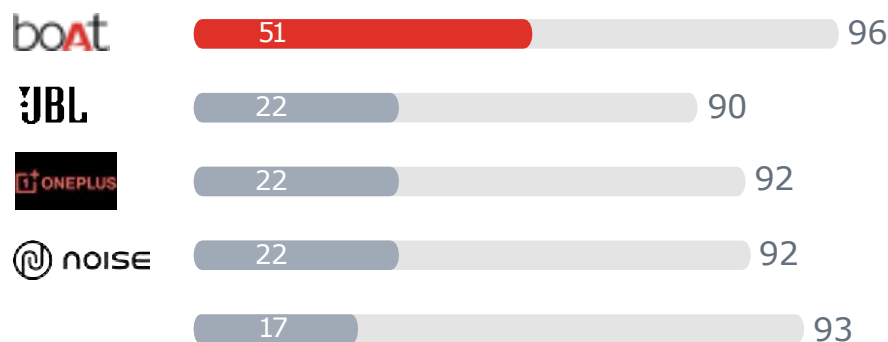
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boAt Wave Magma

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/energysroom-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-energysroom-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





boAt

Catalogue
(Speakers, Soundbar & Party Pal)





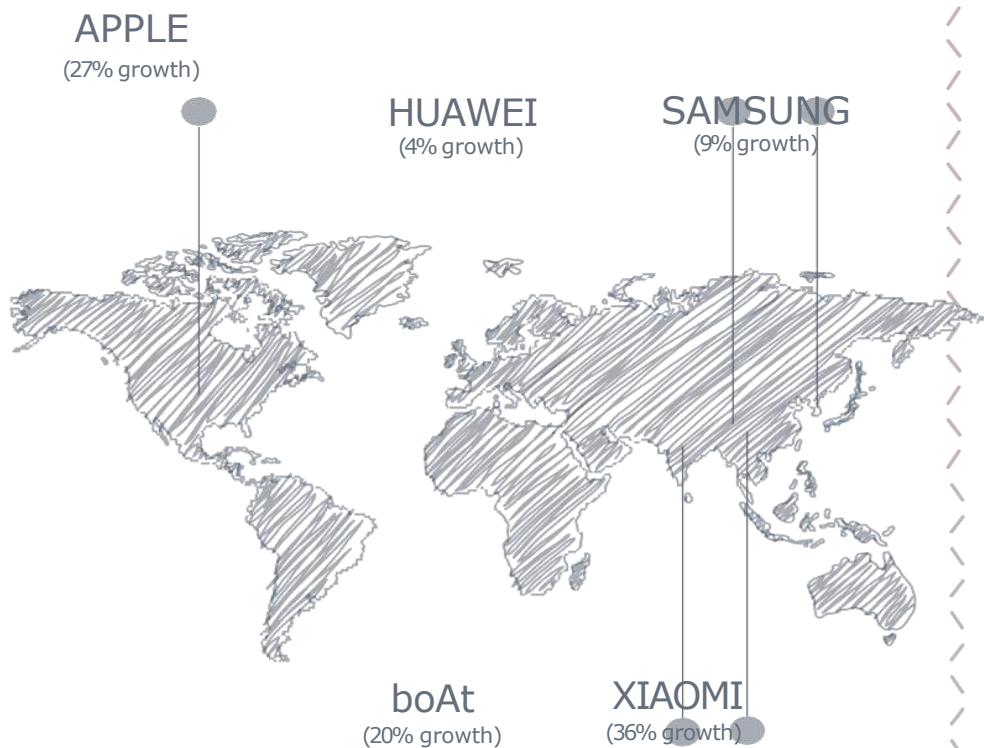
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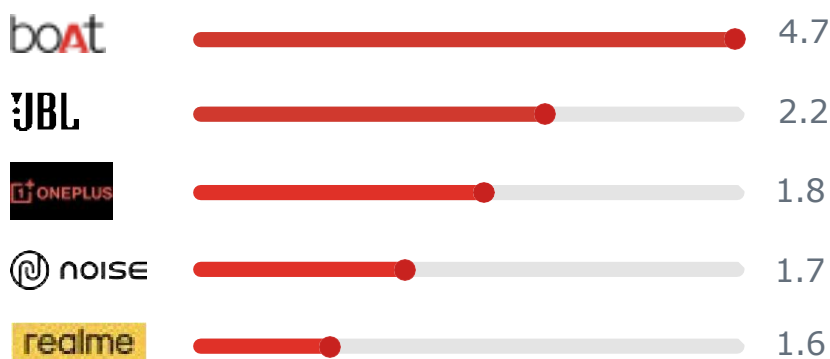
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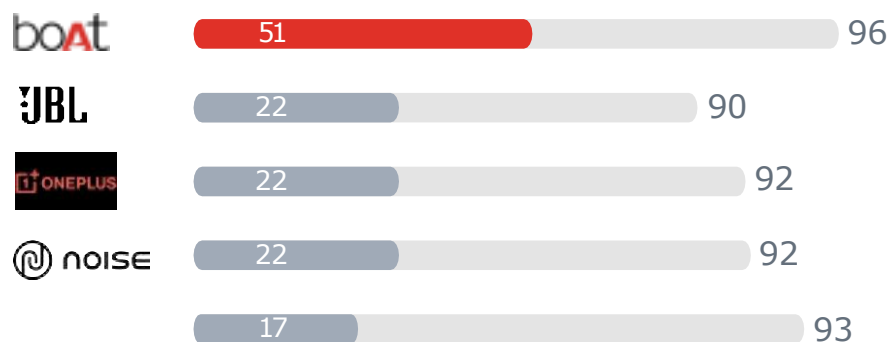
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boAt Stone Uno

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>

₹2,990.00

₹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

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