



FOUNDERS

AMAN GUPTA

- Being a commerce graduate from DU, he joined **The Institute of Chartered Accountants of India**.
- Pursued MBA in General Management & Marketing as an Exchange student at the **Kellogg School of Management from Northwestern University**.
- Then he went for an MBA in Finance, and Strategy at the **Indian School of Business**.
- He also co-founded Imagine Marketing India, which became the parent of boAt in 2014.

SAMEER MEHTA

- Co-founder, CPO of boAt and ED of Kores
- he pursued a bachelor's degree in commerce from **Narsee Monjee College of Commerce and Economics**.
- In the initial stage of his career, Sameer Mehta was the owner of a company named "**Redwood Interactive**"

Website

✉ www.boat-lifestyle.com

boAt

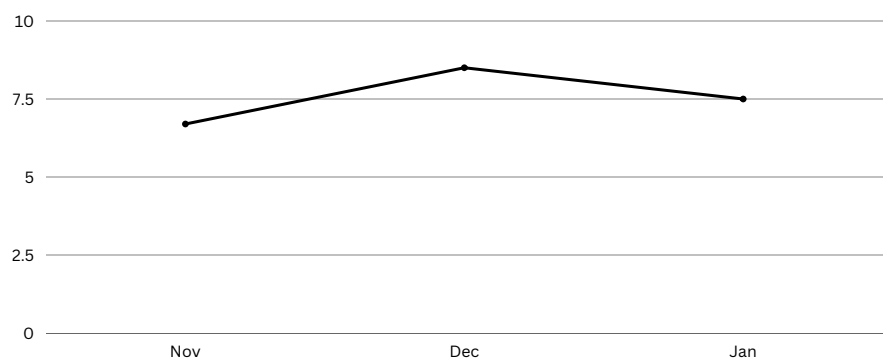
plug into nirvana

ABOUT

- The boAt is a consumer electronics brand specializing in audio and wearables manufacturing.
- It was started in November 2016, by Sameer Mehta and Aman Gupta.
- Headquartered in Delhi and have offices in Mumbai & Delhi.
- The company has a size of 201-500 now.
- Competitors of boAt include JBL, Realme, OnePlus, Noise, and Mivi.
- The company began as a cable manufacturer and seller company.
- It is globally the fifth largest wearable brand and India's number one earwear brand.

Analytics

• Traffic overview



source: similarweb.com

• Website Rankings

-**Global Rank:** 8585

-**India Rank:** 627

-**Category (Computer electronics & technology):** 27

Marketing Strategies

boAt used different methods of marketing to be in trending always.

Private label Business:

- Initially, they purchased their products from Chinese manufacturers, did the branding.
- And sold them in India under the name of “BoAt products”.
- But it did not yield much results.

Designer Electronic Devices:

- Till 2014, audio devices were sold as simple electronic devices.
- The boAt started launching electronic products which grabbed the attention of the audience due to their unique designs.
- It launched spunky headphones at the Lakme Fashion Week 2020.

Digital Marketing:

- The founders turned their focus around e-commerce.
- They used
 - Email Marketing
 - Mobile Marketing
 - Social Media Marketing
 - Hashtag Marketing

Influencer Marketing:

They struck deals with celebrities, cricketers, singers and content creators.

Engagement Marketing:

The company uses a two-way communication method using photo booths, and nirvana zones and asks its customers to participate.

The Growth

- The company’s tagline is “**Plug Into Nirvana**”.
- Nirvana means attaining complete peace and freedom, which the company aims to extend to the audiophiles of the country and other users.
- The **boAt** company started as a cable manufacturer and seller.
- Apple chargers and cables were the very first products launched by **boAt**.
- Initially, the company was selling its products and devices on Amazon, Flipkart, Myntra, and Jabong.
- Later, the company started its retailing at several Croma outlets and on the official website.
- now it has leveraged its brand into also selling men's grooming products, too.

Some Popular Products of boAt

the boAt has wide range of products available for every individual.

- Wireless earbuds
- Tethered wireless earbuds
- Wireless headphones
- Earbuds and wired earphones
- boAt smartwatch
- boAt wireless speakers
- Indoor theatre soundbars
- Mobile accessories
- boAt limited edition

Revenue Generated

- It earned a revenue of ₹1,531 crores & the profit was around ₹127.1 crores in FY2021
- Its earnings grew by 61% from ₹48.85 crores in FY20 to ₹78.6 crores in FY21.