

BUSINESS ANALYSIS ON

BOAT

**who  
are  
we?**

**boAthead**

**We're young & wild explorers out on  
a journey who loves to groove, are  
always on the move, and are crazy  
about reaching their goals!**

*It's you & me*

**Aman Raj Prasad**



**Sneak Peek  
into how this  
great voyage  
in Indian  
consumer  
waters  
started**



**Aman Gupta and Sameer Mehta set sail in 2014 on Imagine Marketing India-They launched a lifestyle brand from the Legend Bob Marley in India- House of Marley**

**Later in 2016, they discovered that the dopest people of India were in search of affordable, durable, and ultra-fashionable audio products to groove to.**

**Thus, they steered the boAt to make it India's finest homegrown Lifestyle brand.**



# Early Days

**The early days of Boat were challenging. The company was bootstrapped and had to compete with established brands like Sony and Bose. However, Boat's products were well-received by consumers, and the company quickly gained a loyal following.**



# Marketing Strategy

- **Digital marketing:** The company has a strong presence on social media, and it regularly runs online advertising campaigns.
- **Celebrity endorsements:** Boat has partnered with a number of celebrities to endorse its products.
- **Community building:** Boat has created a strong community of users around its products.



## 2019

- A social media campaign called #BoatHeads
- Boat collaborated with T-Series, to launch a range of audio products inspired by T-Series' music.

## 2020

- Boat launched a new campaign called #SoundOfYou, which celebrated the diversity of Indian music.
- Boat collaborated with Lakme Fashion Week, to launch the collection, called "Boat X Lakme Fashion Week".

## 2021

- Boat collaborated with Marvel, to launch the collection, called "Boat X Marvel".

## 2022

- Boat collaborated with Bira 91, to launch the collection, called "BOOM".
- Boat collaborated with Dixon Technologies. The joint venture will focus on the design and manufacturing of wireless audio solutions in India.
- Boat collaborated with Dirac, a Swedish digital audio processing company, to include Dirac's audio optimization technology in its next-generation audio products.



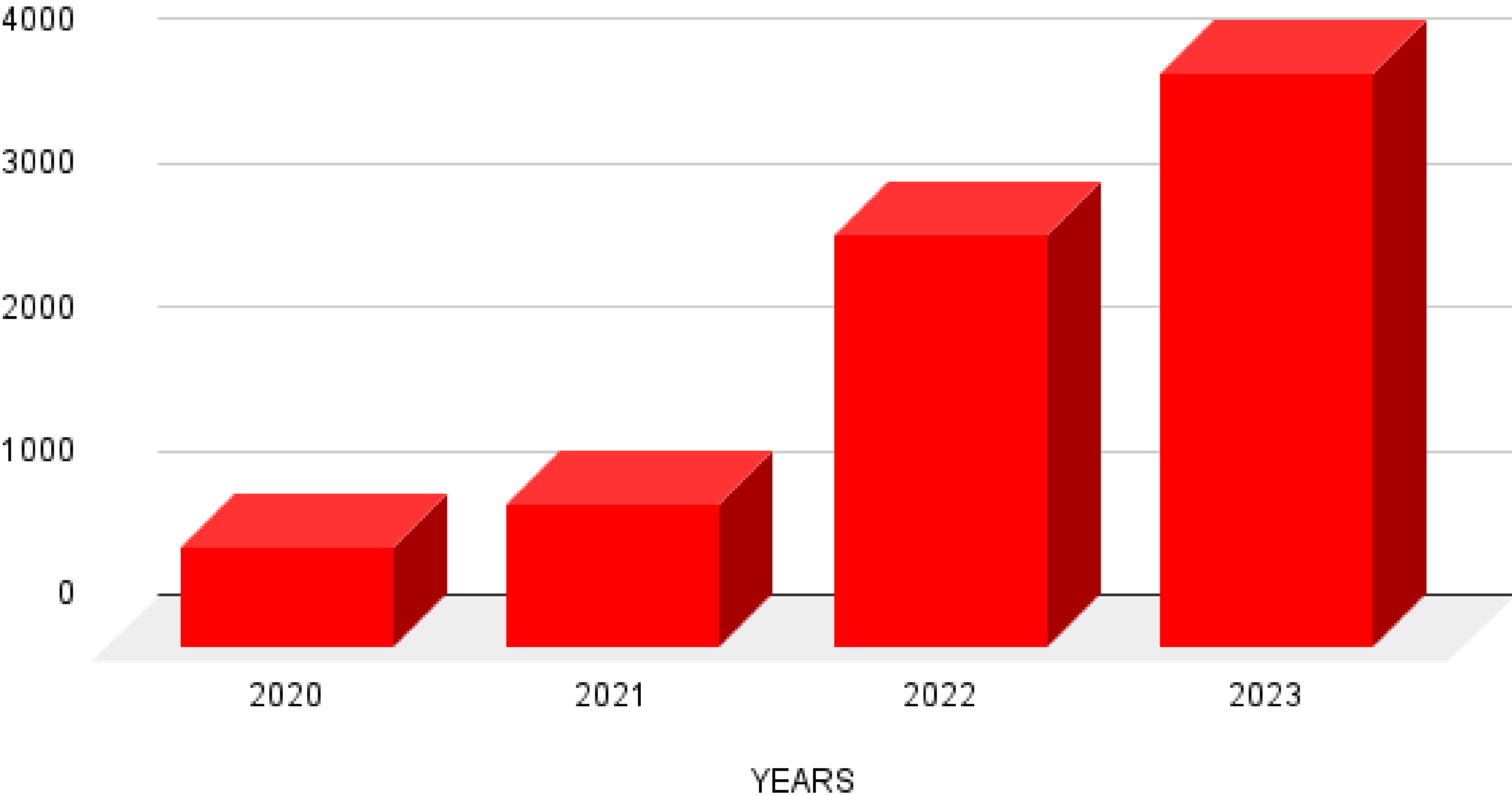


# Financial Condition

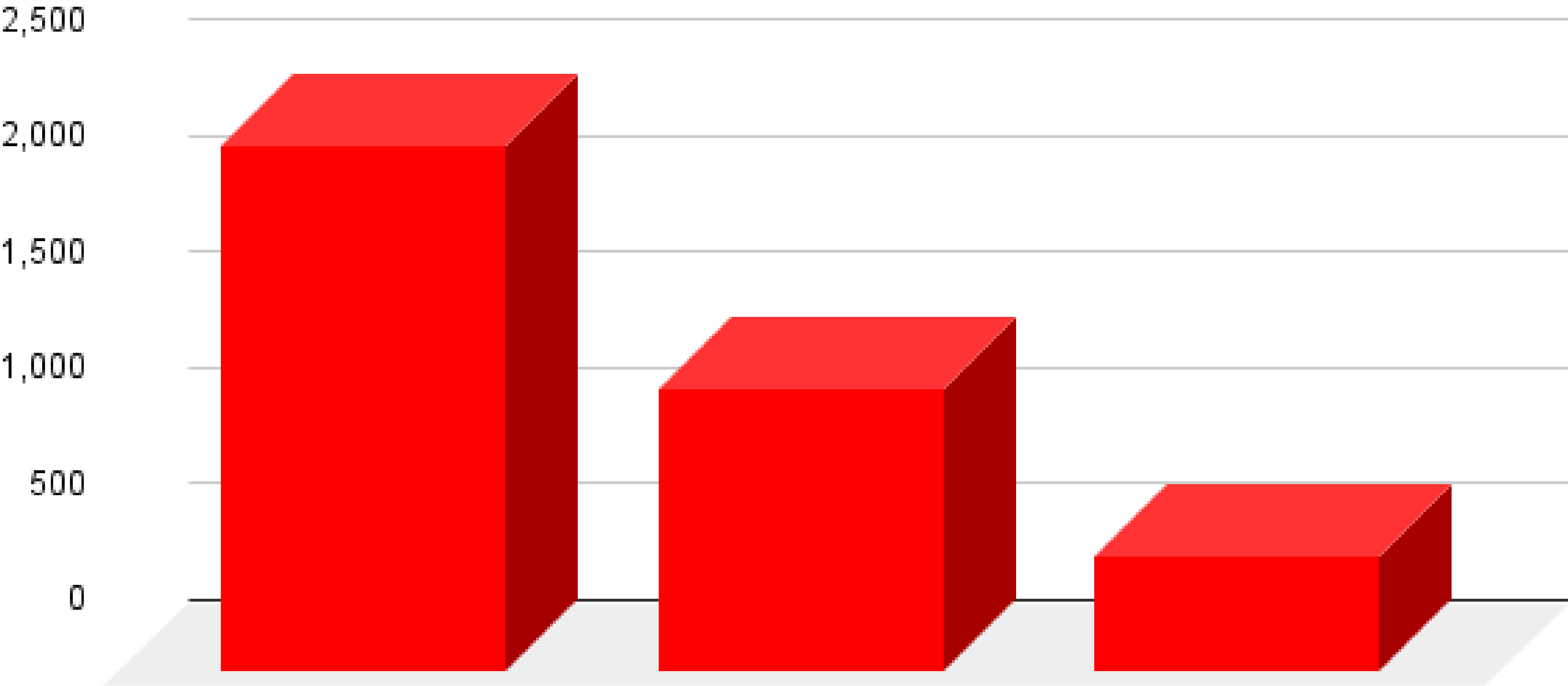
Boat has been growing rapidly in recent years. Boat's financial condition is strong, and the company is well-positioned for continued growth in the years to come.



# Revenue (crore)



# Revenue (crore)



Audio products

Wearables

Other products

Categories



# Challenges

- **Competition:** The audio and wearables market is a very competitive market, with many established brands
- **Manufacturing:** Boat's products are manufactured in China, and the company is exposed to the risk of supply chain disruptions.
- **Changing consumer preferences:** If the company fails to adapt to changing consumer preferences, it could lose market share.



# Achievements



## 2019

- The company was awarded the "Brand of the Year" award by the Indian Marketing Academy.

## 2020

- Boat was named the "Best Consumer Electronics Brand" by the Economic Times.
- Listed on the National Stock Exchange of India

## 2021

- Official audio partner for six Indian Premier League (IPL) teams

## 2022

- Number 1 brand in India in the audio segment by Counterpoint Research.

## 2023

- Boat was invited to participate in the Indo-French CEO Forum. The forum was held in Paris, and Boat was one of only a few Indian companies that were invited to attend.



# Indo-French CEO Forum 2023

**The Forum consisted of a group of leading Indian and French CEOs from diverse sectors addressed by our PM and the President of France on 14 July 2023 in Paris.**

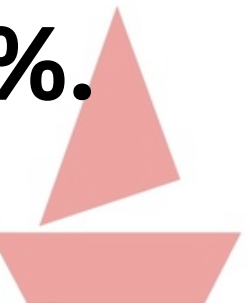
**Prime Minister encouraged the CEOs to utilize the investment opportunities in India and be a part of India's growth story.**



# Make In India Journey



- Boat Shifted from importing products from China to manufacturing in India to gain control over products and leverage the government's PLI scheme.
- Established a large factory (2.5 lakh sq. ft.) in Noida after Forming a joint venture with Dixon Technologies.
- Till last July, only 1% of their products were manufactured in India and today it has reached 75%.



# Conclusion

**Boat is a rapidly growing Indian electronics company. The company has faced some challenges along the way, but it has also achieved a lot of success. Boat is well-positioned to continue to grow in the years to come.**

- **Boat is the #1 brand in India in the audio segment.**
- **Boat is the #2 brand in India in the wearables market.**
- **Boat is the #3 brand in India in the smart home market.**



**THANK  
YOU**





DO  
WHAT  
FLOATS  
YOUR  
boat