**Boat**

Founder: Sameer Ashok Mehta and Aman Gupta

Products: Variety of audio focused devises.

**About**

Boat is an Indian based product brand that has been growing its market since 2013 . Giving customer a wide range of affordable electronic devices and gaining a popular opinion for the durability for the same . The products includes Wireless earbuds, Wireless headphones, Portable wireless speakers, Home audio equipment and many more .

**Why Boat!**

When we talk about any product after this COVID world , the first thing comes to our mind that the product should be Indian and it should give an good customer service . In both of these cases Boat is the right choice .

**Various Products offered By Boat**

**Wireless Headphone :**

These are one of the highest selling products for Boat , as we move into the wireless world its we want a hasslefree easy-going product that is easy to handle and perfect for our day to day life , weather its listening to music while stuck in a traffic or njoying your favourite music on a Sunday afternoon.

Range in Between 1000/-rs to 2500/-rs

**Portable Wireless Speakers:**

Before the era we used to have an era of large sound boxes and some endless connected wires to it , but yet we enjoyed that when it came to a party or a get together at home. Now Boat has introduced a large variety of speakers depending upon your needs. Weather it comes to having a party with your close friends or enjoying a beautiful weather listening to your favourite songs while having your favourite cup of tea.

Range in Between 800/-rs to 3000/-rs

**Home audio Equipment**

When you are too tired to go out and just want to watch a movie at the comfort of your home , thanks to the OTT platforms now which made it possible enjoying a movie first day first show at you own home . Here comes Boat’s home audio equipment’s which makes the feeling much more memorable by adding its pleasurable services.

Range in Between 3000/-rs to 10000/-rs

**Marketing Strategies**

While giving a tough competition to other products in the industry , Boat promotes its products in all social media and digital media platforms,

Lately many influencers and movie stars has been a part of promotion with boat. BoAt calls its brand influencers "boAtheads."

It has also tied up with few sport franchise like CSK and Mumbai Indians to get a wide range of customers from every age group .

It produces limited editions of its various products as part of the collaboration and tieups with other brands.

Giving a huge discount on the prices every now and then attracting a large number of customers.

**Why Should we Go for BoAt**

Even being an Indian brand, it gives a neck to neck competition to other big brands when it comes to quality . Also it gives highest priority to customer satisfaction and customer service once you get associated with the brand. Quickly resolves any issues doubts through its wide range of customer service provider along with launching new products in small intervals keeping on point with the customer demand and newest technology available on the market .