



boAt Lifestyle

# boAt

*#whatfloatsyourboAt*

Group 2



boAt Lifestyle

# Positioning

- Lifestyle Brand catering to the youth
- Building a community of boAtheads
- Do What #FloatsYourboAt

boat





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# Why?

**Intangible  
Value**

**Crowded  
Commoditized  
Market**



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# How?

**Bollywood**

**Cricket**



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# boAt x Cricket









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# boAt x Bollywood









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# boAt x Music

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# The Shark





boatxaman 

Following 

Message



209 posts

1.2M followers

747 following

**Aman Gupta**

Shark @sharktank.india S1 and S2


Co-Founder @boat.nirvana



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# boAt FTW



boat.nirvana 

Following 

Message



3,311 posts

941K followers

21 following

**boAt**

Electronics

#DoWhatFloatsYourboAt



[sticker.ly/s/84PE2W](https://sticker.ly/s/84PE2W)



AYCS 2023



boAt | Dolby



What's New



Babbulicious ...



Mother's Day




Nirvana ION



T.Rebel 3.0 ✨

# #Do What FLOATS Your boAt

 Website



boAt

@boAt-lifestyle 132K subscribers 587 videos

Ahoy! Sail into soundwaves and style with boAt. Our channel is a treasure t... >



Subscribed ▾

HOME

VIDEOS

SHORTS

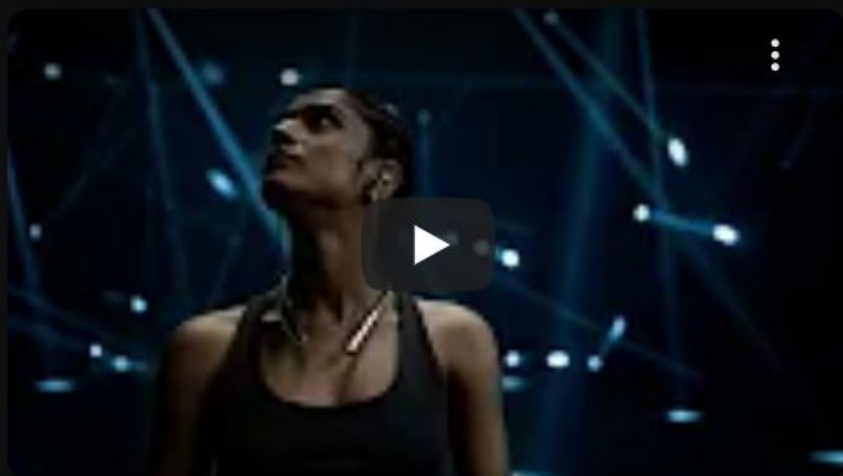
LIVE

PODCASTS

PLAYLISTS

COMMUNITY

CHANNELS



boAt X Dolby | Nirvana 525 ANC

3,337 views • 2 weeks ago

Where sight and sound meet in ways you never thought was possible, where you unlock your inner artist to not just hear but [#SeeTheSound](#) in all it's glory.

[#Nirvana525](#) is now live for you to experience.

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# boAt x IPL





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# boAt x Marvel





**DROP THE MUNDANE AND**  
**#UnleashYourSuper**

boat

**MARVEL**





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# boAt x Masaba





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# boAt x Bira





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# boAt x Sunburn

# 50mm Drivers

boAt Signature Sound





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But does it  
work?

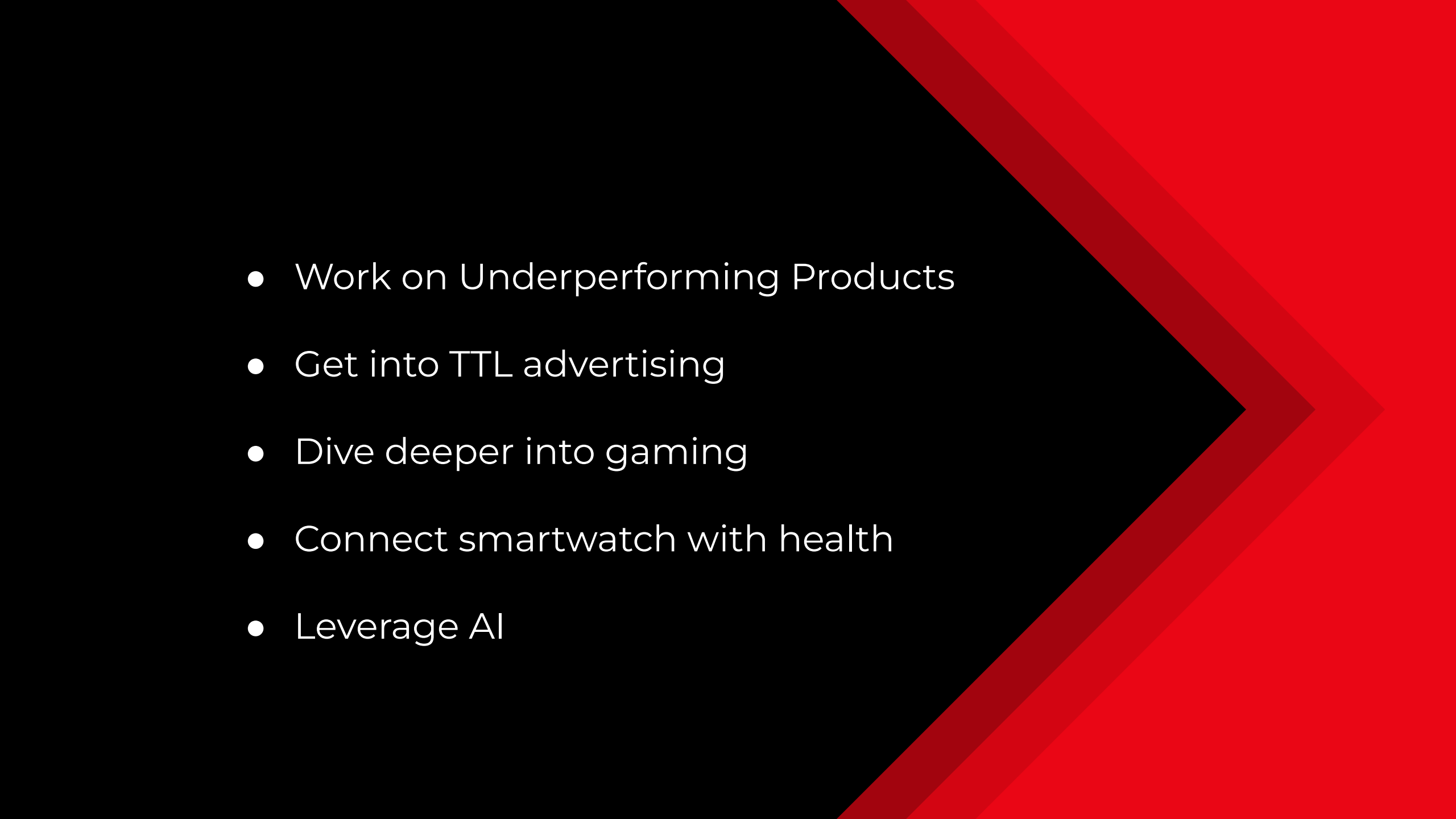
- Higher TOMA
- Higher unaided recall
- Initial smartwatch inventory sold within 30 seconds





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# Our two cents

- 
- Work on Underperforming Products
  - Get into TTL advertising
  - Dive deeper into gaming
  - Connect smartwatch with health
  - Leverage AI



Hum bhi bana lenge



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# boAt

*#plugintonirvana*