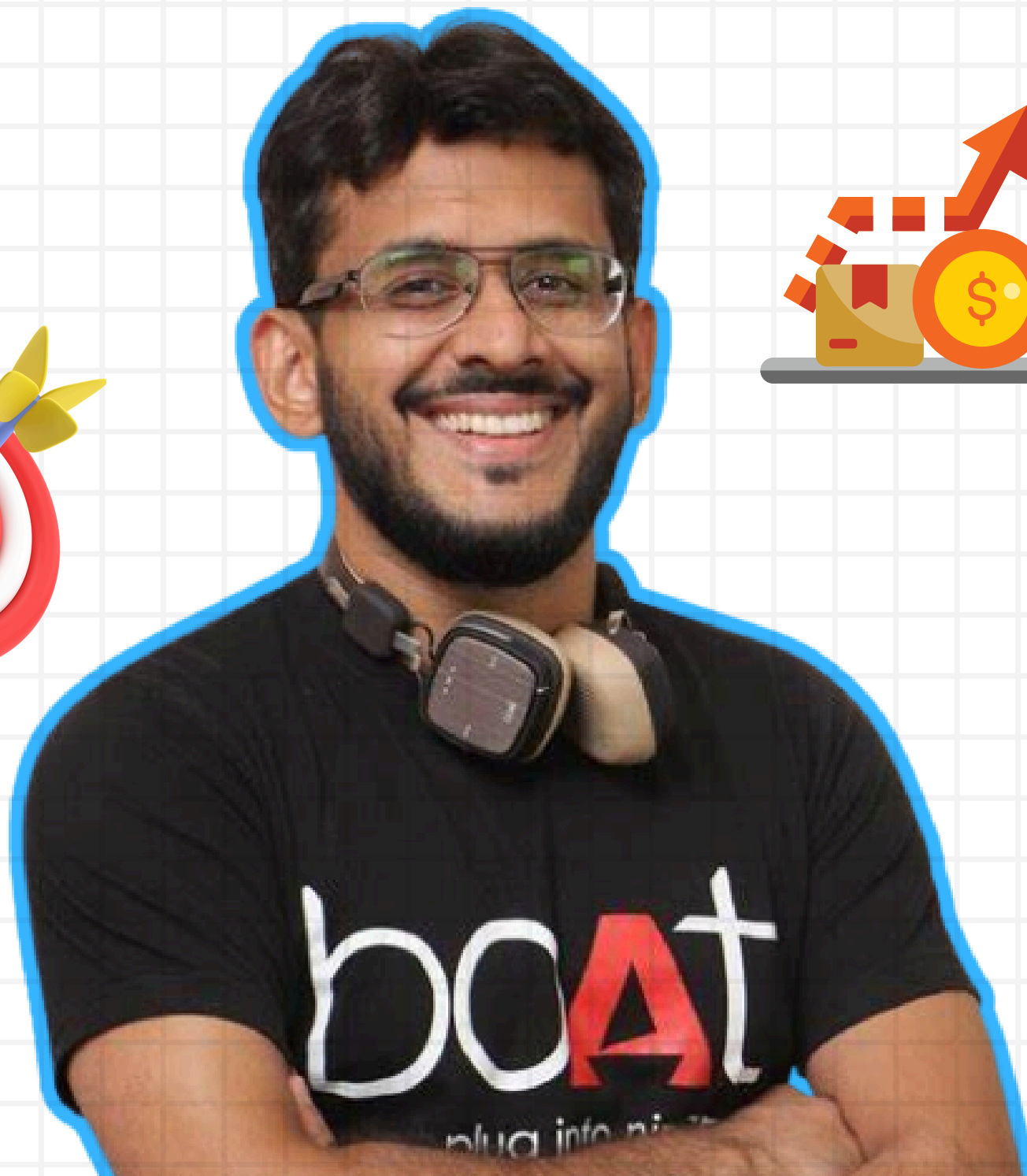




Gaurav Attri

Product Career Coach

The Success of 3000 Crore Brand BoAt 🚀





Gaurav Attri

Product Career Coach

From ₹30 lakhs to ₹30000 crores 🚀 —

Aman Gupta's insane boAt journey!





Gaurav Attri

Product Career Coach

🔍 **Swipe to uncover Aman Gupta's real journey with facts you never knew!**



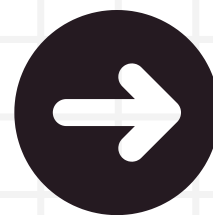
boA



Gaurav Attri

Product Career Coach

His father suggested him, pursue a career in Chartered Accountancy and He was the youngest person to pass the CA exam in 1999. But, he was not so happy in doing CA. Later he joined ISB





Gaurav Attri

Product Career Coach

The Birth of boAt

The idea for boAt was born out of a simple observation by Aman in the India Market: the need for affordable, stylish, and high-quality audio products in the market.



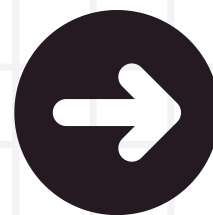


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The Gap In The Market

Premium brands were too expensive. Top brands like JBL, Sony, and Bose were out of reach for average Indian consumers.



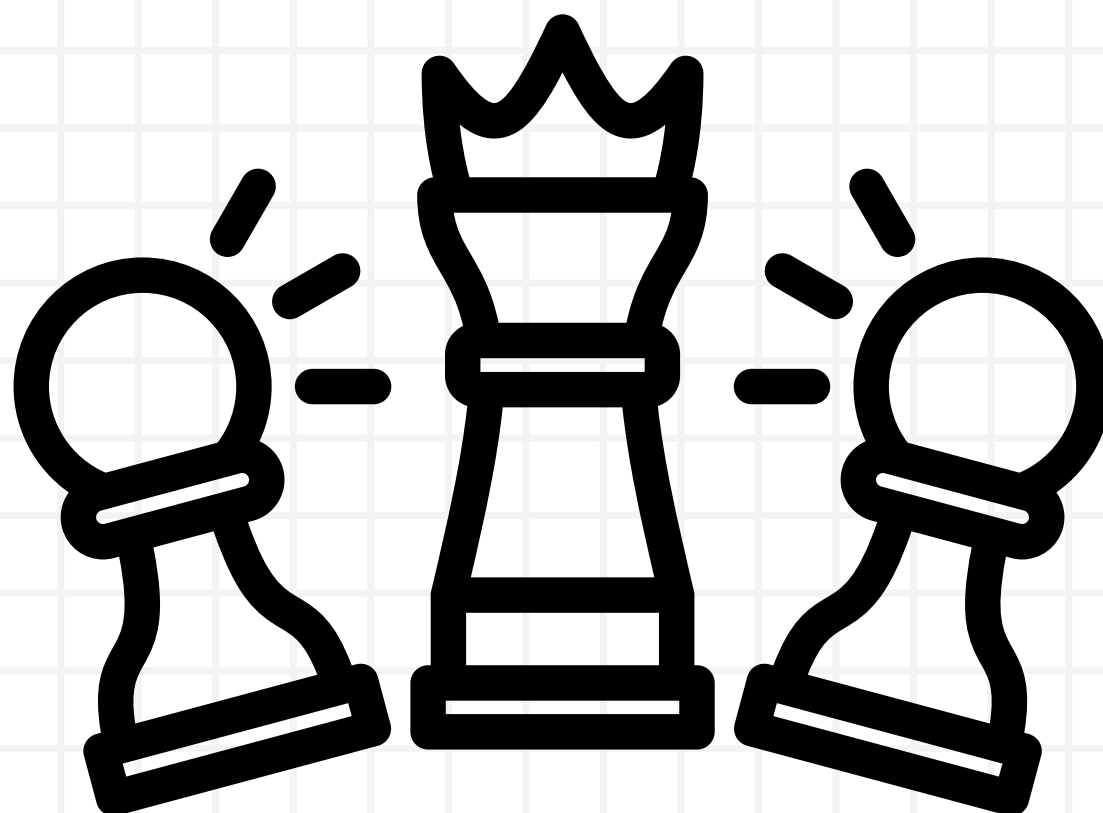
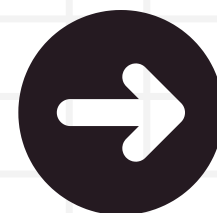


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Business Model of BoAt

BoAt focuses on selling wired earphones at the lowest prices possible. Their products are priced between ₹350 to ₹550 as no brand sells wired earphones in this price segment.





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Lifestyle Marketing

BoAt marketed itself as a lifestyle company & a fashion brand for Genz & millennials, not as a boring Electronics Company just trying to sell an earphone.

boAt

When India Plugged
into Nirvana



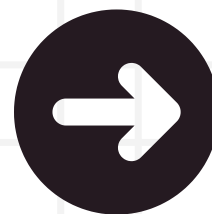


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Great Customer Service

They focused on good customer service if a product comes under the warranty; the BoAt has started a new service where the customer will get the home delivery of the product.





Gaurav Attri

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From Building boAt to Becoming India's Coolest Shark!





Gaurav Attri

Product Career Coach

Aman Gupta was selected as one of the original "Sharks" due to his huge success with boAt and his reputation in the Indian startup ecosystem.



LET'S CONNECT

