

boAt IPO

A leading feat in consumer electronics

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Aman Gupta



Sameer Mehta

COMPANY OVERVIEW

Founded in 2013, fashionable, wearable brand that **primarily sells audio-related** and other electronic products.

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AMAN GUPTA

JOURNEY



- 1982** • Born on March 4, in Delhi
- 1998** • Completed his schooling at **Delhi Public School of R.K. Puram**.
- 2001** • Graduating in B.Com from the **University of Delhi**.
- 2002** • CA at a remarkably young age at 20.
- 2005** • Worked at **Citi group** as Assistant Manager.
- 2005** • Co-founded **Advanced TeleMedia Pvt. Ltd.** with his father.
- 2010** • Enrolled in **Indian School of Business** for MBA.
- 2011** • Participated in programs- **Kellogg School of Management**, Focused on Marketing Management.
- 2012** • Worked at **KPMG** as Senior Management Consultant.
- 2013** • Founded **Imagine Marketing Services**, Parent corporation of brand boAt.

AMAN GUPTA MEETS THE SHARKS FROM THE US



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March 2024 | Bharat Mno



AWARDS AND RECOGNITION

- **2019:** Business World Young Entrepreneur Award
- **2020:** Winner of Super 30 CMOs
- **2021:** Brand boAt became the world's Top 5 Wearable Brand
- **2021:** Lokmat most stylish Entrepreneur of the Year
- **2024:** Celebrity Creator of the Year at National Creators Award

The first product Made by boat is an **Apple charging cable** and charger
largest-selling product on **Amazon**

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What attributes to **Boat's success**

#1

Collaboration with celebrities such as
SHIKHAR DHAWAN, and RISHABH PANT.



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#2

Partnerships with events like **Lakme Fashion Week** established boAt as a lifestyle brand rather than just an electronics company.

boAt

PRESENTS

#1

LAKMÉ
FASHION
WEEK



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#3

Local Manufacturing

Increasing focus on **‘Make in India’** initiatives to reduce dependency on imports.

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70% of products
boat
Manufactured in India

#4

DIGITAL-FIRST STRATEGY

Early adoption of e-commerce platforms like Amazon and Flipkart for sales and marketing.



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Market Share & Boat Revenue Segmentation FY24



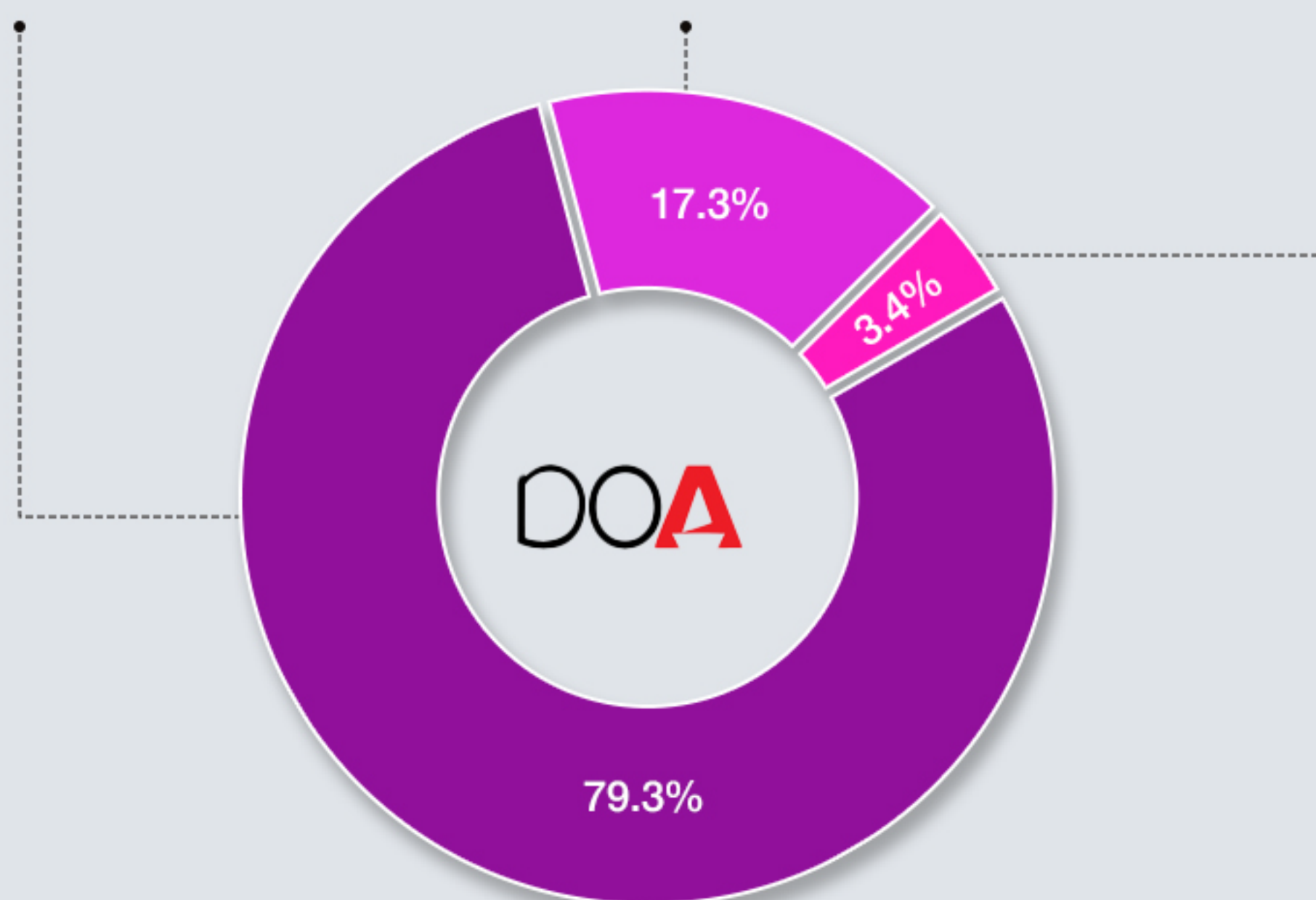
Audio (Earphones)



Wearables (Smart Watches)



Others (Cables/Chargers)



India's wearable market grew over 2%, boAt leads with nearly 24% share.

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boat

Upcoming IPO Details

Issue Size: ₹2000 Cr

Fresh Issue: ₹900 Cr

Offer for Sale: ₹1,100 Cr

Lead Bankers



ICICI Securities

Goldman
Sachs

NOMURA

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Use of Funds

The funds raised will be utilized for **debt repayment and general corporate purposes**, positioning the company for sustained expansion.



IPO

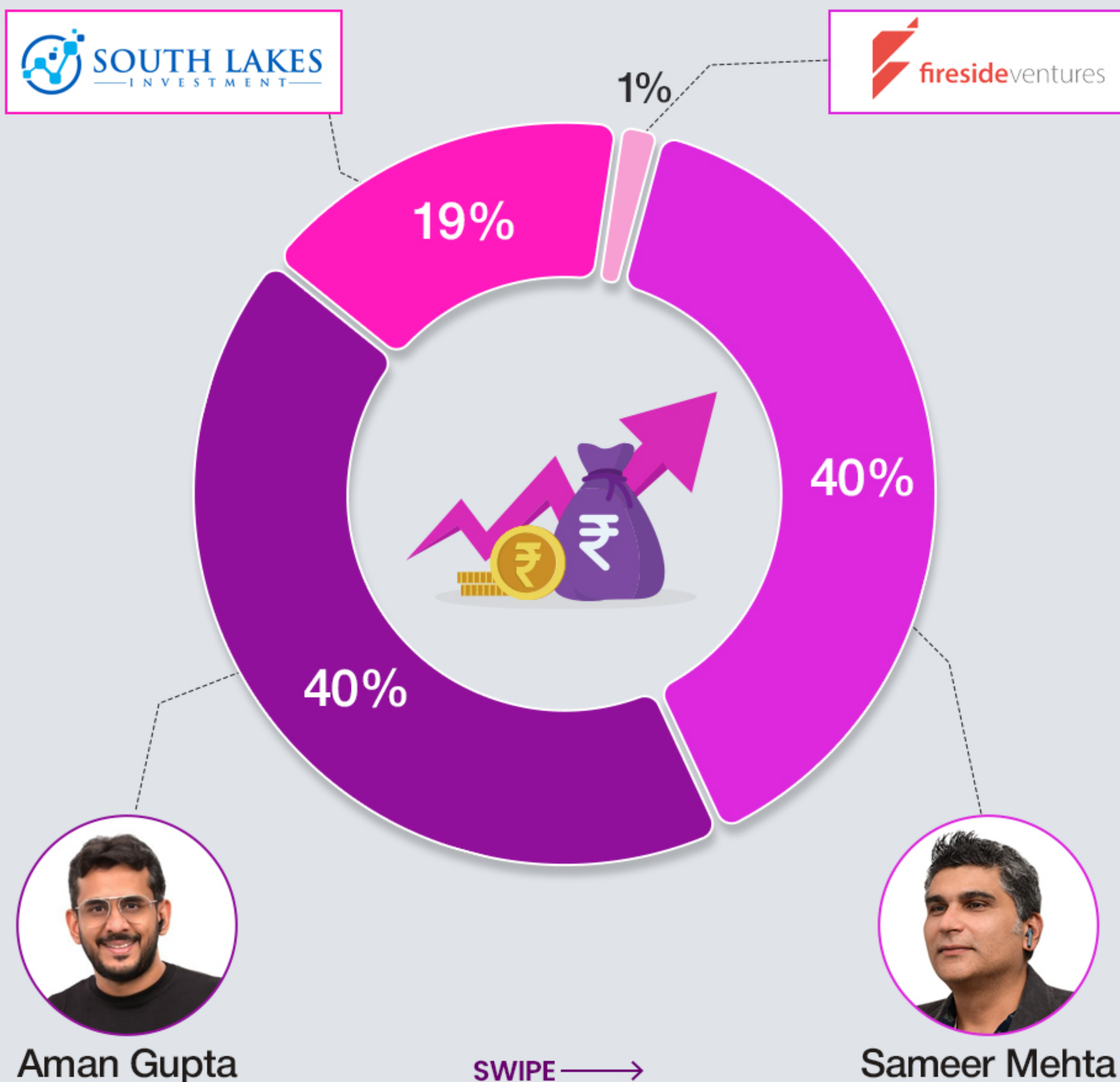
DEBT

BACKED BY INVESTORS



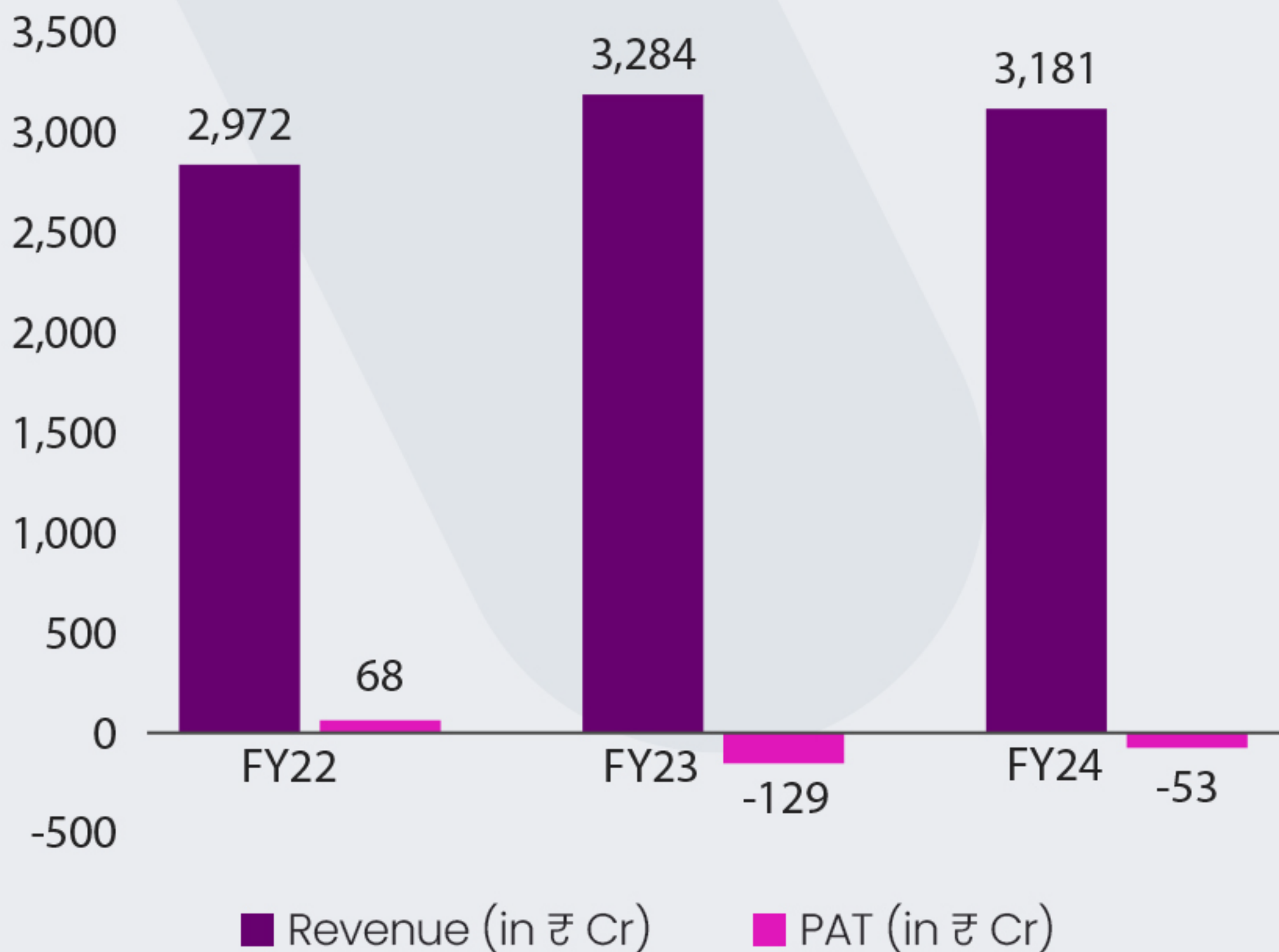
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Who Owns Boat (FY24)



FINANCIAL PERFORMANCE

The company experienced a 5% revenue decline, bringing in ₹3,121 Cr. Notably, net losses were reduced by approximately 48% to ₹53 crore.



Company Peers

boAt

noise

JBL

SONY

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