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BOAT Lifestyle: A Study on Bluetooth Industry and Boat Lifestyle Company. (A Story Baadshah of the Indian Bluetooth Segment)

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ABSTRACT

The Bluetooth earphone and wireless technology sector has grown unexpectedly since 2015 across the world, it became a crucial component of contemporary communication networks. India also experienced the same after the internet revolution by Reliance JIO in 2016. This research deals with an overview of Bluetooth technology and the market in India, noting how it has developed from a basic wireless communication protocol to an essential connectivity solution used in various industries, including consumer electronics, healthcare, automotive, and the Internet. The industry faced such great challenges in recent days as standardization, security threats, price, and raw materials these challenges led to the incorporation of Boat Lifestyle In India.

Boat Lifestyle has emerged as a widely known and key player in the electric audible market, the company offers a wide range of innovative products in India. As of now, the Boat is the NO. 01 company in this industry with a market share of 32.4 percent Indian hearable market.

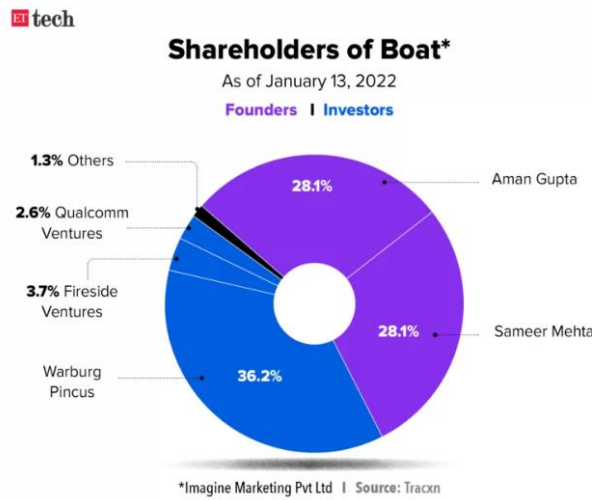
This research examines the BOAT Lifestyle, which became the market leader in a short time span, and how it became the Big Bull of India's hearable market and a strong competitor for many established multinational brands. Here we discuss the Indian Bluetooth electronic brand BOAT. The purpose of doing this research is how the Boat became a familiar brand across India and how it became the market leader in audio segments in India. And it could sustain in this market in upcoming years.? This is the primary purpose of the research. In the end, we find through this research a comprehensive understanding of the inspiring journey of the Boat company and establishing a recognizable brand image. How Boat fostered meaningful customer relationships. This study contributes to the academic understanding and modern lifestyle of the consumer and it also provides a strategic recommendation to Boat company.

Keywords: Wearable Market, Hearable Market, Audio Market, Boat, Indian Audio market, Bluetooth speakers.

INTRODUCTION

In 2016, Sameer Mehta and Aman Gupta launched The BOAT Lifestyles, an audio technology company, with initial investments of a total of 30 lakh in Delhi. The company sells earphones air buds, smart watches, wireless headsets, wireless earbuds, earphones, and wireless speakers. There was little market renown for it. Two revolutions took place in September 2016. The first one involved Apple's groundbreaking first-generation wireless Air Pod, which was released and started a wireless earphone craze in India. Moreover, the debut of Reliance JIO, which offered its subscribers free internet access, revolutionized the Indian telecom sector. Before 2016, every mobile provider in India would have given out wired earbuds. When they stopped doing so, users began to purchase new smartphones and other wearables, which led to the rise of BOAT in popularity in India. Boat raised \$60 million from Fireside Venture in 2018 and received \$100 million from Warburg Pincus and Qualcomm in 2021. By 2020, Boat has risen to become the fifth-largest wearable brand in the world. A REDSEER research claims that between 34% and 38% of Indians would be using cell phones by 2020. The boat first offered cords for Apple devices that were anti-destructive. By addressing the problems with Apple chargers, they were able to enter the market. Following the release of the Apple Air Pod, numerous wireless earphones, earbuds, and headsets were introduced in the Indian market in 2016 by Samsung, Harman, JBL, Sennheiser, Bose, MI, Skull Candy, Mi vi, and Boult. In this hostile environment, BOAT came up with the idea of producing items that were reasonably priced, long-lasting, and stylish. items like the Boat Rocker Z, Boat Air Dopes, Boat Nirvana, and Boat Bass Heads with Bluetooth connectivity made waves in the audio market.

OWNERSHIP OF BOAT LIFESTYLE



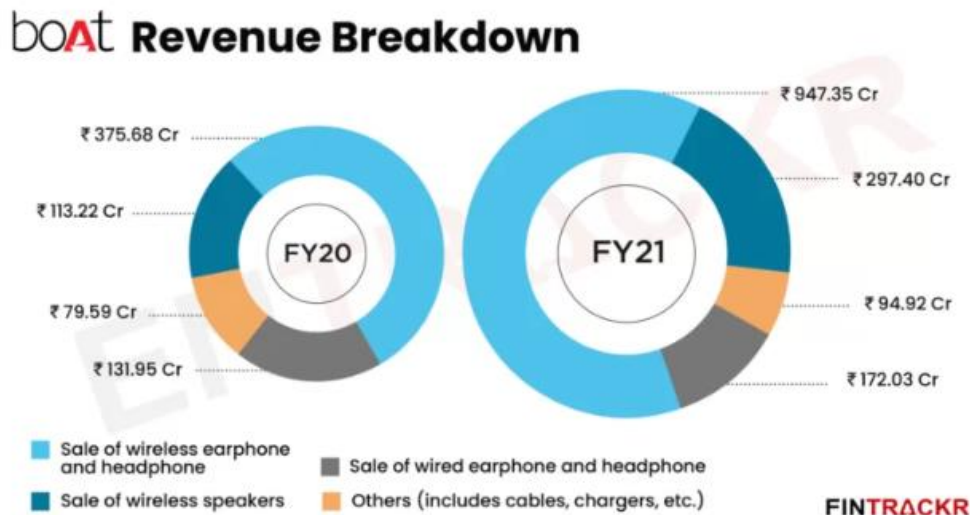
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Aman Gupta and Sameer Mehta each owned 28.1% of Boat's shares, while Warburg Pincus had 36.2%, Fireside Venture had 3.7%, and Qualcomm had 2.6%. With 36.2% of the shares in Boat Lifestyle, Warburg Pincus is the company with the largest stake.

TARGETED AUDIENCE: Boat aims to sell its products to audiences who are music lovers who enjoy music and who are similar to the young, fit Indian generation. According to UNDP estimates, 55% of the country's population will be employed in India by 2020, and the country has the largest populations of Millennials (10-24) and Gen Z (708 million, 25-39 years old), accounting for roughly 51% of the total population.

BOAT'S REVENUE ANALYSIS OF FY 2020 AND 2021.

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Boat had a significant impact on the Indian audio market with the tagline "India's No. 1 Selling Hearable Brand" and quickly rose to the position of No. 1 in India and No. 5 globally for wearable brand sales. Boat wireless Bluetooth headphones and headset sales increased by 250% from FY 2020's 375.7 crore to FY 2021's 947.4 crore, and wireless speakers witnessed a 260% growth from FY 2020's 113.2 crore sales to FY 2021's 297.4 crore. The oat's annual expenses increased by 637.6 crores, or 220%, to 1420.10 crores. In 2020, Boat's revenue exceeded \$500 million. In the entire country, the corporation had 5000 retail locations and 20 distributors. The Boat's manufacturing facility is now located in China, but the firm intends to relocate there using the Product Linked Incentive Scheme (PLI) of the Indian Government. Boat overcame stiff opposition from well-known, powerful companies to become the top-selling product India. Chinese wearable brands like Oppo, Vivo, OnePlus, and MI also presented obstacles.

This is Boat's outstanding tale. With their excellent vision, aim, and goal, Aman Gupta and Sameer Mehta built a significant empire that served as an inspiration for other entrepreneurs. It will quickly overtake all other wearable brands as the leading one in the globe.

WEARABLE AND HEARABLE INDUSTRY OF INDIA

In the increasingly competitive Indian audio business, both domestic and foreign firms are vying for clients. Because there are so many significant players monopolizing the Indian audio market at the time of the boat launch, India is a terrific market for such cutting-edge products. While JBL, Samsung, Apple, and Bose are premium range headphones, OnePlus, Real Me, P Tron, Boulton, and Noise are mid-range and affordable products that directly compete with Boat.

Competitors for Boat

ONEPLUS: From China, OnePlus produces true wireless earphones and is a well-known smartphone brand with a sizable following in India. Boat's wearable and hearable market's main rival, OnePlus, has a market share of 13% in the TWS (true wireless speakers) sectors in Q1 2021.

Real Me: With its assortment of wireless earphones and headphones, Real Me, a well-known smartphone manufacturer, has entered into the Indian market for audio devices. In Q1 2021, Real Me held 10% of the market share. By leveraging its strong brand recognition and reputation, the company has become a well-liked participant in the industry.

P TRON: P Tron is a relatively new competitor in India's audio wearable market, people have grown to like its selection of reasonably priced Bluetooth headsets and headphones. Its market share was 6% in Q1 2021. The business has positioned itself as a less expensive option to other well-known competitors in the industry.

Noise: Noise which sells a variety of devices including wireless earphones, headsets, and smartwatches, is another prominent player in India's audio wearable sector. In the TWS category in Q1 2021, noise has a 4% market share. With a focus on offering low-cost goods

With cutting-edge features, the company has established a strong position in the market.

BOULT: Boulton is another well-known player in the Indian audio wearable market. It offers a range of products, including Wireless speakers, earphones, and headsets. By focusing on offering products with innovative characteristics and superior sound, the company has established a strong brand name.

Some of the prominent players are found in the Indian wearable market. A premium group, including Apple, JBL, Harman, Sennheiser, and Bose, is still selling its goods. Red Mi has a 46.7% market share and is the industry leader in the wristband segment.

Success Factors of the Boat (Marketing Mix)

PRICE: Boat's pricing strategy is one of the major aspects that helped them to become No.1 in the market, they acquired cost cost-based pricing strategy in this strategy they priced their products by calculating manufacturing cost and profit margin added to the cost. Which helped Boat to stabilize in the competitive market.

Product: Boat sells a variety of goods, including wireless earphones and wireless headsets. Additional items include digital watches, wristbands, and Bluetooth speakers. From consumers on a tight budget to audiophiles looking for high-end products, the product line is designed to cater to a range of consumer demographics. The Boat used cutting-edge product design to create appealing and fashionable goods for the Indian market.

PLACE: Products from the Boat Lifestyle are offered through a variety of channels, including retail stores, e-commerce websites, and online marketplaces. The business has a significant online presence and offers products on well-known e-commerce sites like Amazon, Flipkart, and Paytm Mall. Products from Boat Lifestyle are also available at physical retail establishments across India, including organised retail chains, multi-brand electronic stores, and mobile retail outlets.

PROMOTIONS: PROMOTIONS: Between 2016 and 2018, Boat's market share grew slowly, and the company is considering national brand promotion for the company. Boat appointed Hardik Pandey as a brand ambassador for the business in 2018. At that time, he increased the Boat's market share. Boat developed this method for One Plus smartphones and raised awareness of the company by hiring a well-known celebrity at the time. They become a well-known audio brand in India thanks to their marketing strategies; for Indians, cricket is a religion. Shikhar Dhawan, K. L. Rahul, and Shreyas Iyer are well-known cricketers who Boat enlisted as brand ambassadors after sensing the audience's pulse. Boat officially collaborated with the IPL, the biggest cricket league in the world, in 2020. Additionally, Boat paired with six IPL clubs, which is a fantastic promotion for boat wristbands. The major factor in Boat's success is promotional effort.

By boarding so many famous people, including Karthik Aryan, Rashmika Mandana, Masaba Gupta, Diljit Dosanjh, Kiara Advani, Guru Randhawa, and Neha Kakkar, BOAT improved its marketing. Celebrity endorsement had a significant impact on Boat's branding very quickly. Boat entered every Indian home.

Boat Lifestyle's company's SWOT analysis as follows.

Strengths of Boat.

The advantages of the boat lifestyle include its affordability, toughness, and marketing initiatives. The company's main strength is promotion, and it strives to provide the greatest items at fair pricing with the highest levels of product durability. One of the company's strengths is its distinctive design, which offers clients good designs and customizable wearables as well. Boat is also strong because of its well-established brand and solid market position. Compared to its rivals in that price range, The Boat manufactures items of a high calibre and durability.

Weakness of Boat.

Dependence on Chinese suppliers is the main flaw. The business is heavily reliant on Chinese suppliers, as well as on technology. Since many businesses are giving inexpensive prices in an effort to gain market share, this might have an impact on the company's profitability. Where Boat's product portfolio is adequate, product line extension is a weakness.

Opportunities to Boat.

Given that Boat is currently the top wearable brand in India and the fifth-ranked brand globally, it is time to grow the market for the company. The boat should extend to these developing South American and African nations, where the client base is likewise price-conscious. adding new advancements to the product line. Some patriotic customers who have criticised Boat for their production unit may benefit from the manufacturing unit moving from China to India.

Threats for Boat.

Boat-related threats.

The primary challenge to the corporation in India is the level of competition, which is caused by the large number of domestic and international businesses vying for market share. The company's long-term viability is threatened by its dependence on Chinese suppliers and technologies. If the demand for wireless earphones is impacted in the future, it will decline in 2022. In the current environment, the company's technological advancement is crucial, but it depends on outside resources.

BOAT LIFESTYLE PESTEL ANALYSIS.

Political factors: The NDA government took over as the government of India in 2014, and it fostered new businesses under the new Make in India program. And encouraging young stars to launch new businesses by providing loans through new government programs. After 2014, there will be somewhat improved tax and trade regulations that will promote trade between states and other nations.

Economic factors: the nation's economic expansion. A segment of the audience is created when consumer per capita income rises. The development of such wireless wearable sectors by fresh market developments like the Apple Air Pods and JIO revolutions encouraged consumers to use smartphones with electronic wearables.

Social factors: As a result of the shift in consumer perception and behaviour related to wireless wearables and wearables, several businesses have adapted to this transition. Additionally, earbuds have recently adapted to people's lifestyles and will soon be a standard item for smartphone users.

Technology: New inventions including wireless items entered the market and revolutionized the earphone business in the early years. The government launched the Digital India plan in 2014, which promoted smartphone usage and helped to advance technology through digitization.

Environmental: Boat should take the environment into account when managing their product supply chain. For their product to perform well in any setting, the boat should take the surroundings into consideration.

Legal: The vessel should be knowledgeable of intellectual property laws. Additionally, avoid copying rivals' products. They ought to defend their workers. They ought to take legal steps to safeguard their goods.

Porter's Five Forces Analysis of Boat.

A well-known Indian brand of audio electronics called "Boat" makes a variety of earbuds. A Porter's five-forces study of the Boat Earphone Company is shown below.

The threat of New Entrants: New Entrants' Potential Threat: As a result of the Indian government's new "Make in India" and "Atma Nirbhara Bharata" programs and rules that support young celebrities in starting new firms, there is a significant risk of new entrants into the audio market.

Bargaining Power of Buyers: Customers have a lot of negotiating power because there are many businesses that offer reasonable prices and will assist customers in negotiating with producers.

Suppliers' Bargaining Power: Suppliers' bargaining power is often minimal because the Indian market is flooded with numerous brands that provide reasonable prices and do not provide suppliers much leverage.

The threat of Substitutes: Due to the abundance of alternatives for wireless headsets, Air Buds, wireless earphones, and neckbands, the threat of substitutes is significant.

Rivalry in the marketplace: The market for wearables is very competitive. They include renowned companies like JBL, Samsung, Harman, One Plus, Real Me, Noise, and P Tron, among many other excellent names.

Objective of the research

- To know the pathbreaking journey of the Boat Lifestyles.
- To know the strategies that bring Boat as market leader.
- To find the challenges faced by Boat. And how they overcome the challenges.

This study tries to understand how the boat became the top brand in India and how it might become so globally in the future. They should diversify their product offering and innovate with artificial intelligence in their next items to improve their strategy. Future market expansion should include entering foreign markets including those in South America, Africa, Russia, and Indonesia.

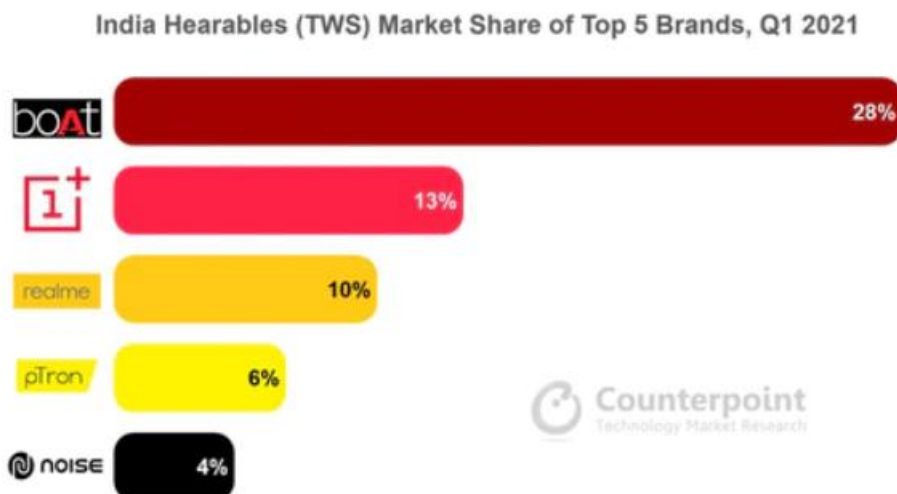
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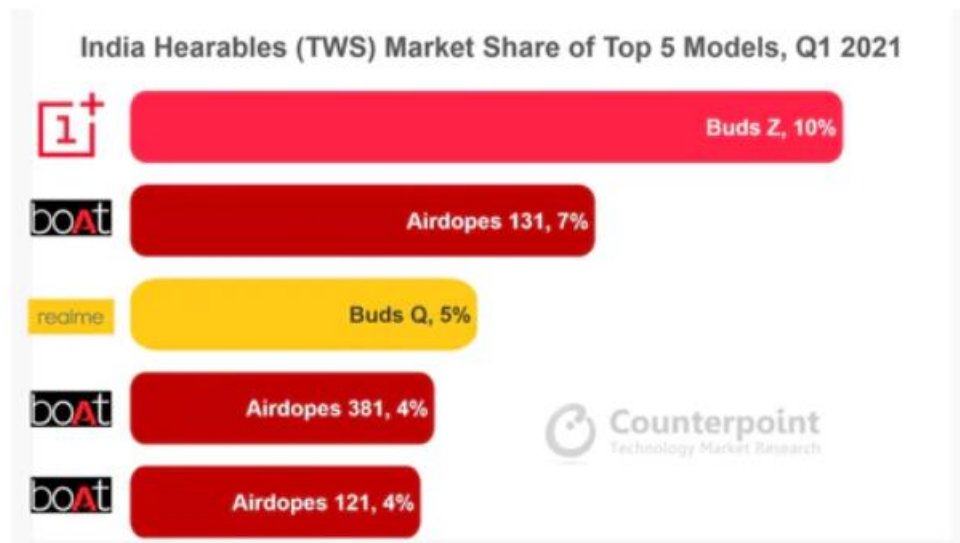
Only secondary data was used in this study, and it was acquired from a variety of websites, including the official BOAT website, Dhandhokaro.com, Insider Finology, Yahoo Finance, and Digital YUG, as well as articles from Forbes, Business World, and Financial Express and a YouTube research video from Think School.

CONCLUSION:

Boat's success in the wearable and hearable market segments is truly astounding, as the company has not only increased its market share but has taken control of the whole industry. Given the severe competition from established and larger firms in the industry, this accomplishment is especially significant. Boat's success in this competitive environment and ability to carve out a space for itself speaks volumes about its strategic approach and dedication to quality. At the end of this research paper, we can uncover the multifaceted Indian electronic market and it examines the commitment towards innovation and sustainability showing the proactive approach of Boat Lifestyle. By offering a wide range of electronic products tailored to varying customer preferences. The Boat brand has developed a devoted following of customers who value its superior craftsmanship and creativity in addition to making it stand out. In conclusion, Boat's success in the wearable and hearable industry is a result of its strong branding, thoughtful choice of target markets, and constant dedication to quality. This inspiring account of a business that outlasts fierce rivalry and changing market conditions provides motivation for up-and-coming enterprises and emphasizes the significance of innovation, customer focus, and tenacity in achieving long-term success. Boat's story is an authentic illustration of how tenacity, vision, and tactical preparation can result in market supremacy and steady growth in a cutthroat sector. Boat's successful branding initiatives have been a major contributor to the company's success. In the market for audio wearables, the company has succeeded in developing a distinctive and recognizable brand image. Boat has positioned itself as a reliable and creative player in the market through persistent branding initiatives.

INDIAN TRUE WIRELESS MARKET SHARE IN 2021 (Annexure 1)



INDIAN HEARABLE MARKET SHARE BY PRODUCTS (annexure 2)**References**

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