

SOURCE +



DISCOVER

COMPANY NAME



E - MAIL ID



CONTACT INFO

AIRPODS





DISCOVER

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Client Requirements

- **THE OPPORTUNITY:**

India's shift to wireless audio is driving strong demand for affordable TWS devices. Importing from China offers high margins due to scalable manufacturing and rapid production.

- **THE PRODUCT:**

Boat Airdopes Alpha is a budget TWS representing the value-for-money segment that holds 70% of the Indian market.

- **KEY BENEFIT:**

- Cost: Lower landed cost via China's mass production.
- Speed: Faster launch with latest features.
- Branding: White-label option matching Airdopes Alpha

Market Feasibility Check

MARKET DEMAND:

- Volume Growth: India leads the global TWS market with ~14% YoY growth (2024–25).
- Consumer Shift: Rapid move from wired to TWS in Tier II/III cities as prices fall to ₹1,000–₹2,000.

KEY GROWTH SECTORS:

- Gaming: Demand for low-latency modes is rising.
- Fitness: IPX5 sweat-proof audio demand is growing.
- Quick Commerce: Blinkit and Zepto drive impulse buys.
- Travel & Commuting – Hands-free calls and noise isolation on the move

Basic Product Information

- **PRODUCT NAME:**

TWS Earbuds (Ref Model: Airdopes Alpha)

- **KEY GROWTH SECTORS:**

Bluetooth-controlled, Sensor-based
Up to 35 Hours total with Charging Case, Environmental Noise Cancellation

- **POWER:**

300mAh (Case) / 35mAh x 2 (Earbuds)

- **MATERIAL:**

ABS Plastic (High-durability, lightweight)

- **COMPATIBILITY:**

13mm Drivers, IPX5 Rating

Basic Product Information

Key Features (OEM Branding):

- Wall-mounted / Table-top Design
- App-based scheduling and duration settings
- Mandatory CE / RoHS certifications



Expected Outcomes & Conclusion

VISION :

- Cost: Even after BCD (10%) and IGST (18%), landed cost stays competitive.
- Compliance: BIS certification and WPC approval required.
- Reliability: Tier-1 Chinese suppliers ensure <1.5% defect rate.

THE CONCLUSION:

The business presents high market feasibility, scalable demand, and a strong margin structure. Effective sourcing, branding, and after-sales strategy will ensure market leadership.