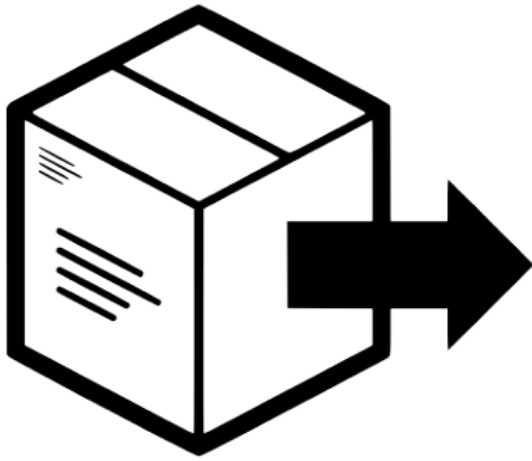


boAt integrates eShipz - to Automate Logistics and Enhance Supply Chain Efficiency



eShipz

Bengaluru, Karnataka Mar 20, 2025 ([IssueWire.com](https://www.issuewire.com)) - boAt - India's No.1 audio wearables brand, is pleased to announce its strategic partnership with eShipz, a cutting-edge logistics automation platform, to streamline and optimize its supply chain operations. This collaboration is set to provide boAt with advanced logistics automation, smart allocations, dynamic planning, and a real-time control tower for enhanced efficiency. By integrating eShipz's intelligent logistics solutions, boAt aims to elevate its post-purchase experience, improve operational visibility, and accelerate deliveries, ensuring seamless order fulfilment for its customers.

The partnership will lead to smarter logistics decisions, allowing boAt to stay ahead in a competitive market and further cement its position as a customer-first brand. With eShipz's AI-driven optimization tools, boAt will benefit from:

- Automated Smart Allocations – Ensuring the most efficient carrier selection and
- Advanced Planning & Optimization – Reducing transit times and logistics
- Real-time Control Tower Management – Enabling end-to-end shipment tracking and proactive issue resolution.
- Enhanced Post-Purchase Experience – Providing customers with real-time updates and seamless order tracking.

"At boAt, we are committed to innovation. By partnering with eShipz, we will be able to elevate our logistics with automation and intelligence, providing an even better experience for our customers," said **Gaurav Nayyar, Chief Operating Officer, boAt.**

[Shashi Shekhar](#), Co-Founder at eShipz, added: "We are excited to support boAt in optimizing their supply chain with our automation-driven approach. Our goal is to empower brands with seamless logistics solutions that drive efficiency and customer satisfaction."

This integration underscores boAt's commitment to leveraging cutting-edge technology to enhance its supply chain capabilities, ensuring faster deliveries, improved accuracy, and an exceptional shopping experience for its customers.

About Imagine Marketing Limited:

Headquartered in India, Imagine Marketing Limited (IML) brand owner of the mark "boAt" offers a product portfolio ranging from audio gear, smart wearables, personal grooming, mobile accessories, and much more. Under the Imagine umbrella, boAt came to life and was able to disrupt the audio industry to become the #1 Audio Wearables brand in the country (In terms of shipments per the latest IDC data). boAt's portfolio offers well-designed, innovative, and distinctive fashionable lifestyle-oriented products at attractive price points targeted at a young and widely addressable audience within India. Imagine Marketing has associated itself with global names such as Qualcomm and Dolby to innovate their products and is backed by Warburg Pincus, a global private equity fund, Malabar Investments and Fireside Ventures. The company currently has offices across Delhi, Mumbai & Bengaluru.

Website - <https://www.boat-lifestyle.com/>

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About eShipz

[eShipz](#) is a premier logistics management TMS platform that provides businesses with end-to-end solutions for Planning & Optimization, dispatch & delivery. By integrating artificial intelligence and machine learning, eShipz helps companies optimize their supply chain operations, reduce operational costs, and improve customer satisfaction.

For more information, visit: www.eshipz.com

The logo for boAt, featuring the word "boat" in a lowercase, sans-serif font. The letters "bo" and "t" are black, while the letter "A" is a large, stylized red letter.



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Source : eShipz

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