



Press Release

ICEA Celebrates Development of Indigenous Neckband IP by Centre of Excellence, Noida and boAt

Noida, October 23, 2023: The India Cellular and Electronics Association (ICEA) is proud to celebrate the development of an indigenous neckband IP by the Centre of Excellence (CoE) for Electronics System Design and Manufacturing (ESDM) of Mobile Enhancements Products and boAt Labs, the research and development division of boAt - India's leading audio and wearable brand. This is a significant milestone for the Indian electronics industry, as it demonstrates the potential for innovation and value engineering in India.

ICEA signed the memorandum of understanding (MoU) with boAt last year (in 2022) as an industry partner for the Centre of Excellence (CoE).

The neckband IP was developed under the Make in India initiative, in collaboration with the Centre of Excellence (CoE) for Electronics System Design and Manufacturing (ESDM) for Mobile Enhancements. The CoE is a state-of-the-art facility set up at the Centre for Development of Advanced Computing (CDAC) Noida, with the support of the Ministry of Electronics & IT, Government of India, the Government of Uttar Pradesh, and ICEA. The CoE provides world-class infrastructure and expertise to support the development of innovative electronic products and solutions in India, which boAt Labs leveraged to design and develop the neckband IP.

The neckband IP is a feature-rich product that offers a great value proposition for Indian brands and consumers. It is the result of innovative design and approaches implemented by boAt Labs R&D engineers, who collaborated with worldwide technology partners, component suppliers, and distribution partners to achieve the best-optimized Bill of Material (BOM) and to select the system-on-chip (SoC), and other quality components. The IP also integrates the right algorithms to enhance user experience aspects, such as audio and call quality.

The development of the neckband IP is a significant step towards increasing domestic value addition and building a robust and globally competitive electronics industry in India. It demonstrates the ability of Indian companies to innovate and develop high-quality products at competitive prices. The IP ecosystem created by this will also help to reduce India's dependence on foreign companies for electronics products. Any Indian consumer electronics company can make use of this IP to produce Neckband products in India, instead of depending on to obtain designs from foreign IDHs (Independent Design Houses). Thereby democratizing the IP of Neckband for the Indian market.

"The development of the neckband IP is a testament to the creativity, design and innovation of the Indian electronics industry," said Mr. Pankaj Mohindroo, Chairman, ICEA. "We are excited to collaborate with boAt Labs to develop more such IPs in the future. We believe that these IPs will help to accelerate the growth of the electronics industry in India and make India a global hub for electronics design and manufacturing."

"boAt is committed to nation-building. With the aid of India's public-private partnerships, industry expertise, and infrastructure, this latest accomplishment showcases the country's

ability to produce innovative new IPs. This IP is a small, yet a significant step in nurturing future national champions", said Sameer Mehta, Co-Founder and CEO at Imagine Marketing Limited (parent company of boAt). "We will continue to partner with apex industry bodies like ICEA to provide technical and product mentoring as well as expert advice on audio and wearables." He added.

On the occasion, Mr. Ramashish Ray, CEO of the Centre of Excellence (Noida), said "The CoE is a unique collaboration between the Industry and the Government. We are working on actionable and marketable design. This Neckband IP is a testament to how the government can support design activities and increase the domestic value addition in the electronics ecosystem."

About ICEA

The India Cellular and Electronics Association (ICEA) is the apex industry body representing the Indian electronics industry. ICEA works closely with the government, industry stakeholders, and academia to promote the growth of the Indian electronics industry.

About CoE for ESDM

The Centre of Excellence (CoE) for Electronics System Design and Manufacturing (ESDM) is a state-of-the-art facility set up by ICEA in collaboration with the Ministry of Electronics and IT, Government of India (MeitY), UP Government, and ICEA as the industry partner. The CoE provides world-class infrastructure and expertise to support the development of innovative electronic products and solutions in India.