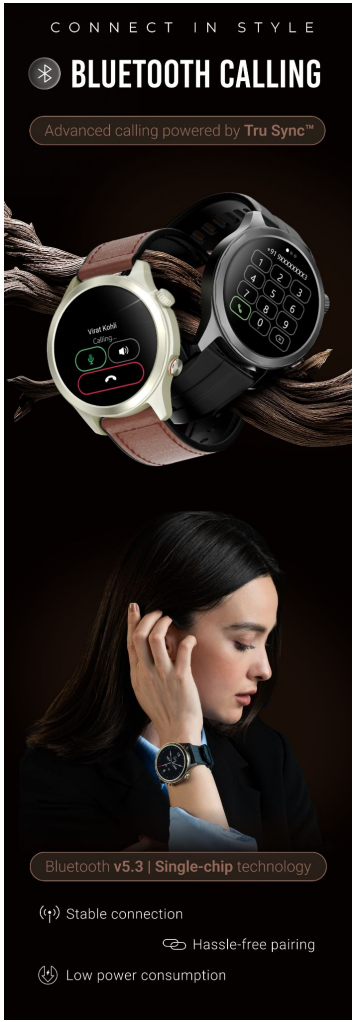
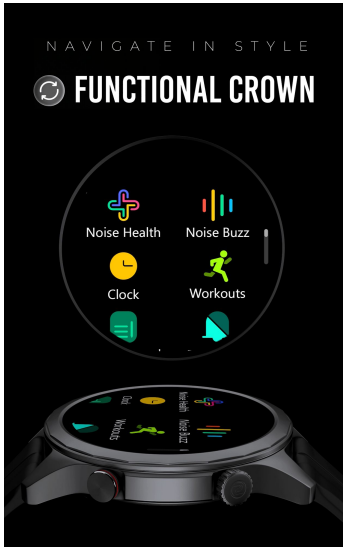
Wearable

Twist Pro

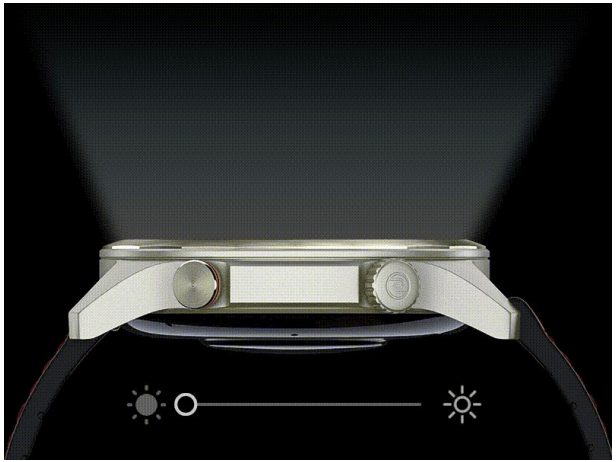

HUSTLE
IN STYLE
1.4" HD display
BLUETOOTH
calling
METALLIC
build
Noise
HEALTH SUITE™
100+
watch faces
Up to
7-DAY
BATTERY


CONNECT IN STYLE
BLUETOOTH CALLING
Advanced calling powered by Tru Sync™
Bluetooth v5.3 | Single-chip technology
Stable connection
Hassle-free pairing
Low power consumption


NAVIGATE IN STYLE
FUNCTIONAL CROWN
Noise Health
Noise Buzz
Clock
Workouts

Market place











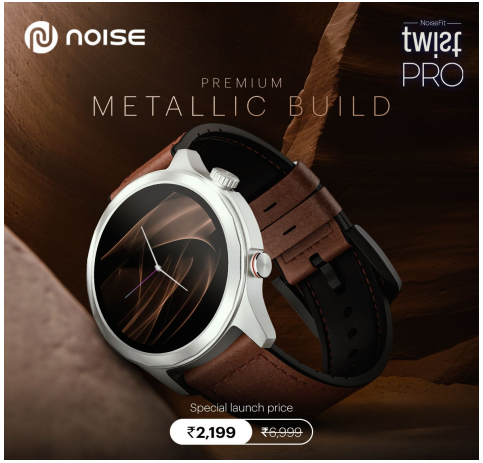


Creatives


noise
NoiseFit
twist
PRO
100+
WATCHFACES
Get extra ₹200 off
on launch
Get offer


noise
NoiseFit
twist PRO
Get extra ₹200 off on launch |
Get offer

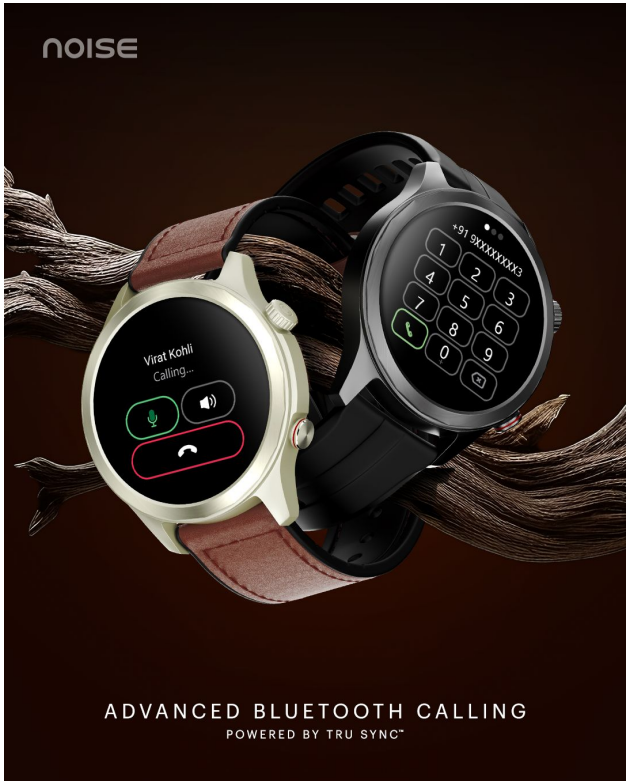

noise
twist
PRO
Premium
Metallic Build
Special launch price
₹2,199
₹6,999


noise
NoiseFit
twist
PRO
PREMIUM
METALLIC BUILD
Special launch price
₹2,199
₹6,999


noise
NoiseFit
twist
PRO
BIGGGG
DISPLAY
10234
08:45
102
Special launch price
₹2,199
₹6,999

Social

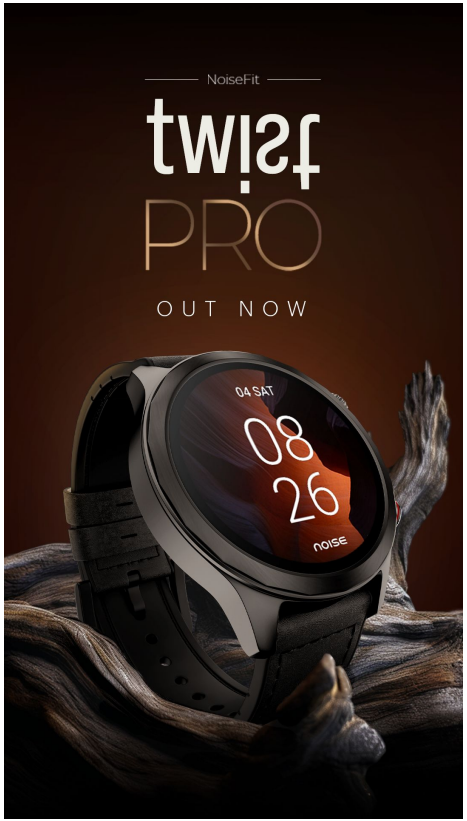

NOISE
NoiseFit
twist
PRO
HUSTLE IN STYLE

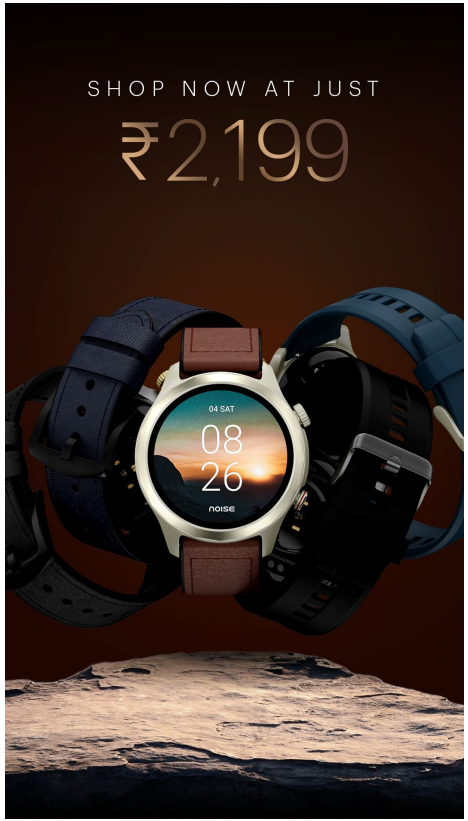

NOISE
Virat Kohli
Calling...
ADVANCED BLUETOOTH CALLING
POWERED BY TRU SYNC™


NOISE
NoiseFit
twist
PRO
04 SAT
08
26
OUT NOW

Social


NoiseFit
twist
PRO
HUSTLE IN STYLE


NoiseFit
twist
PRO
OUT NOW
04 SAT
08
26
noise


SHOP NOW AT JUST
₹2,199
04 SAT
08
26
noise


AVAILABLE AT
amazon | gonoise.com
04/06
SAT
102
08
SAT
8000

Active 2

NOISEFIT

ACTIVE II

• LEGACY ON YOUR WRIST •



COMING SOON ⟶

YOUR PORTAL TO A NEW

WORLD

• HYPER VISION AMOLED DISPLAY •

Immerse yourself in vibrant colors, incredible clarity, and powerful visuals with a display as brilliant as your ambitions.



The Noise Times

NoiseFit ACTIVE II New Launch





A CLASSIC EXTENSION OF YOU

Move beyond fleeting trends and make an impact with a smartwatch that expresses your timeless style.

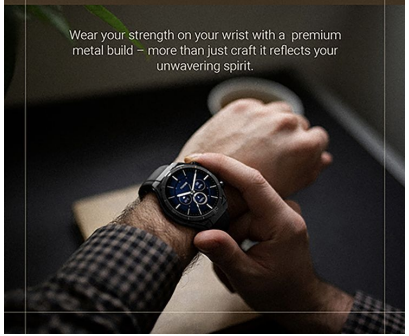
SPORTY RICH



A STATEMENT FORGED IN

METAL





Wear your strength on your wrist with a premium metal build – more than just craft it reflects your unwavering spirit.

AN EXTENSION OF YOUR ACTIVE

LIFESTYLE

Empower your goals in style with a smartwatch that seamlessly integrates into your life and becomes an indispensable part of your journey.

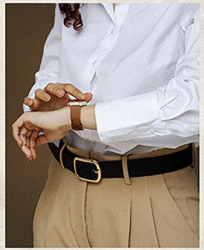


REWRITE YOUR

TOMORROW

NoiseFit ACTIVE II New Launch









NOISEFIT ACTIVE II

Redefine your goals and leave a lasting impact with luxury wrapped in metal



INNOVATION

THAT RUNS DEEP

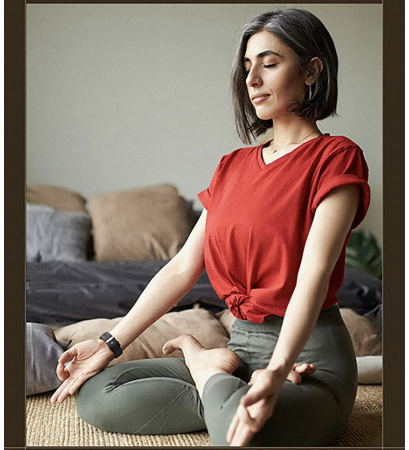
From your heartbeat to your breathing patterns, manage your intensity level and stay far ahead of the curve.





HEART RATE MONITOR

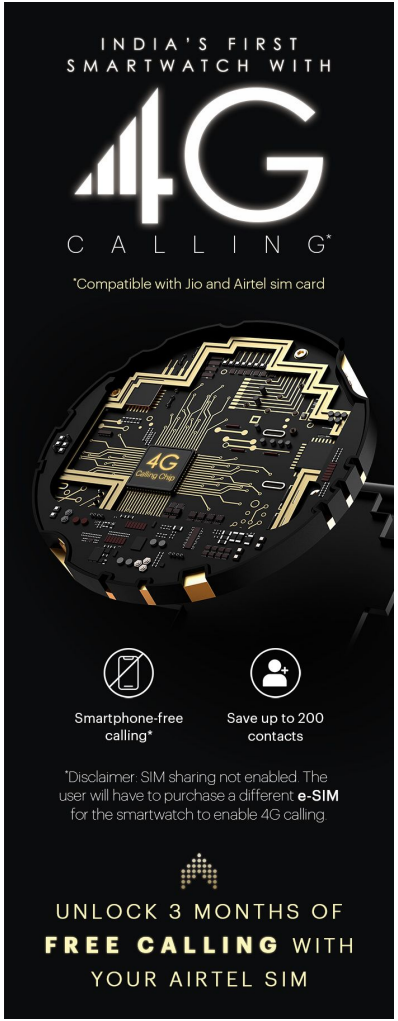
BREATHING EXERCISES

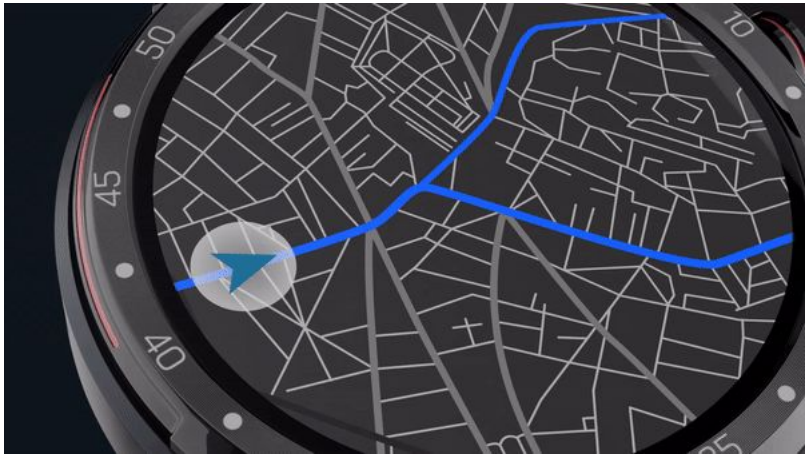


Voyage


NW
N
NE
NoiseFit°
VOYAGE
DIALLING UP THE FUTURE
W
E
Coming Soon
SW
S
SE



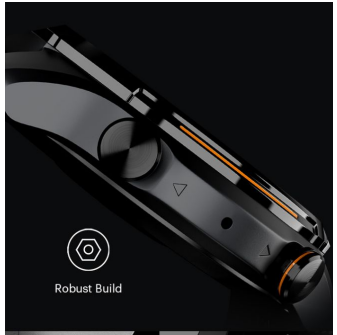

INDIA'S FIRST
SMARTWATCH WITH
4G
CALLING*
*Compatible with Jio and Airtel sim card
4G
Calling Chip
Smartphone-free calling*
Save up to 200 contacts
*Disclaimer: SIM sharing not enabled. The user will have to purchase a different e-SIM for the smartwatch to enable 4G calling.
UNLOCK 3 MONTHS OF
FREE CALLING WITH
YOUR AIRTEL SIM




Outdoor Running
04/06 08:00 AM
00:09:00
GPS GLONASS
Retrace your hiking trails
with precision.

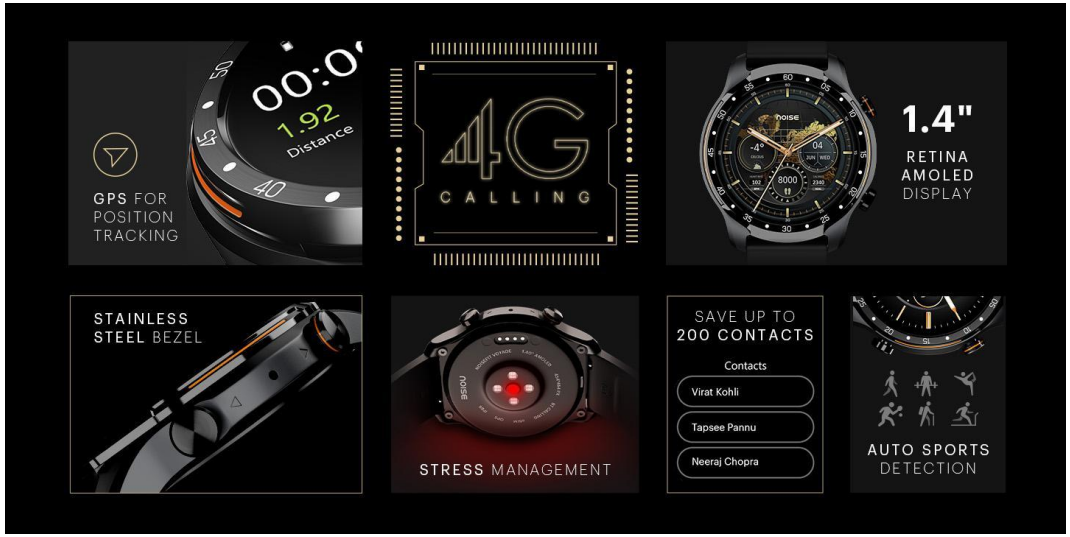

Brilliance
AT A GLANCE
08
26
NOISE
454x454
pixels
1.4" Retina
AMOLED display
Stainless
steel bezel


NOISE
14
AUG
MON
28°
CELCIUS
8000
HEART RATE
105
BPM
CALORIES
2340


Robust Build



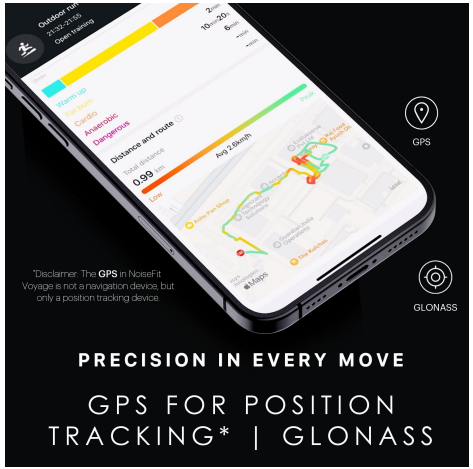

BUILT FOR STRENGTH
STAINLESS STEEL BEZEL
ROBUST BUILD
HIGH-END SENSORS


GPS FOR POSITION TRACKING
00:0
1.92
Distance
4G
CALLING
1.4"
RETINA AMOLED DISPLAY
STAINLESS STEEL BEZEL
STRESS MANAGEMENT
SAVE UP TO 200 CONTACTS
Contacts
Virat Kohli
Tapsee Pannu
Neeraj Chopra
AUTO SPORTS DETECTION



Market place









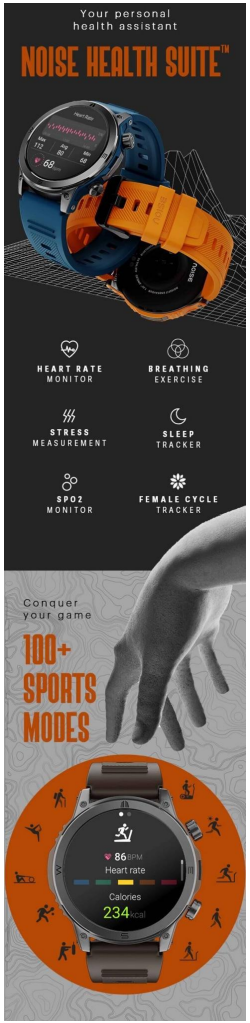


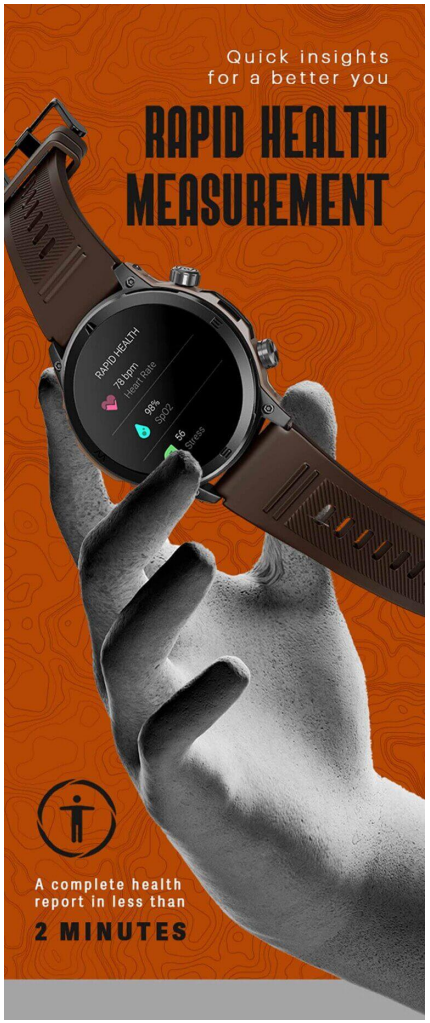


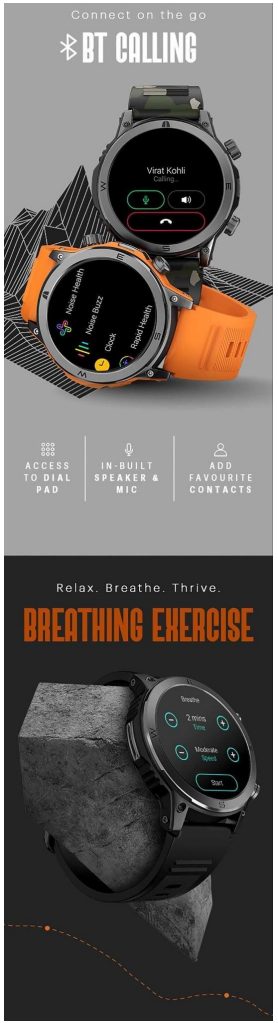


Endeavour


NoiseFit
ENDEAVOUR
UNLEASH YOUR POTENTIAL
Launching on 5th Dec, 12 PM
SPECIAL LAUNCH PRICE
₹7,999 ₹2,999


Your personal health assistant
NOISE HEALTH SUITE™
HEART RATE MONITOR
BREATHING EXERCISE
STRESS MEASUREMENT
SLEEP TRACKER
SPO2 MONITOR
FEMALE CYCLE TRACKER
Conquer your game
100+ SPORTS MODES
86 BPM
Heart rate
Calories
234 Kcal


Quick insights for a better you
RAPID HEALTH MEASUREMENT
RAPID HEALTH
78 bpm
Heart Rate
98%
SpO2
55
Stress
A complete health report in less than
2 MINUTES


Connect on the go
BT CALLING
Virat Kohli
Calling
ACCESS TO DIAL PAD
IN-BUILT SPEAKER & MIC
ADD FAVOURITE CONTACTS
Relax. Breathe. Thrive.
BREATHING EXERCISE





THE CROWN OF CONVENIENCE

Elevate your interaction with precision using the functional crown, a tactile and intuitive control feature that enhances navigation and functionality with a simple twist.

Functional crown

ELEVATE YOUR VIEW

The smartwatch delivers crisp visuals with rich colours, providing an immersive and detailed viewing experience right on your wrist.

1.46" High Pixel

AMOLED display



Social


NoiseFit
ENDEAVOUR
1.46" brighter & sharper
Saves up to 200 contacts
Breathing exercise


SHOP NOW AT
₹2,999
Available on: amazon | gonoise.com

Creatives

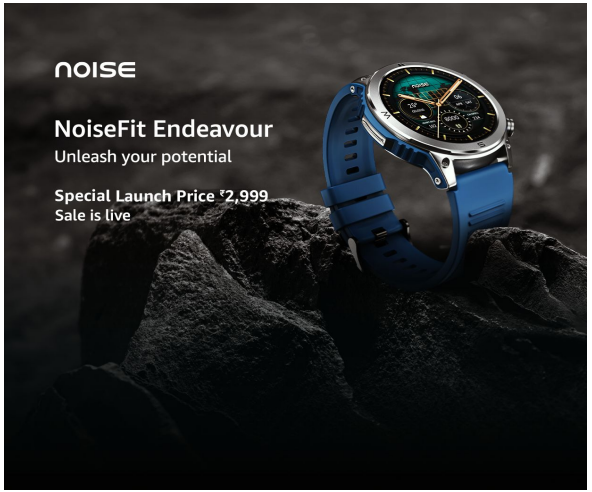

NOISE
NoiseFit
ENDEAVOUR
BRIGHT AMOLED DISPLAY
08:26
Saturday
Special launch price | ₹2,999 ₹7,999


NOISE
NoiseFit
ENDEAVOUR
EMBRACE THE
ADVENTURE
Special launch price | ₹2,999 ₹7,999


NOISE
NoiseFit
ENDEAVOUR
UNLEASH YOUR POTENTIAL
08:26
Special launch price
₹2,999 ₹7,999

Amazon & Flipkart











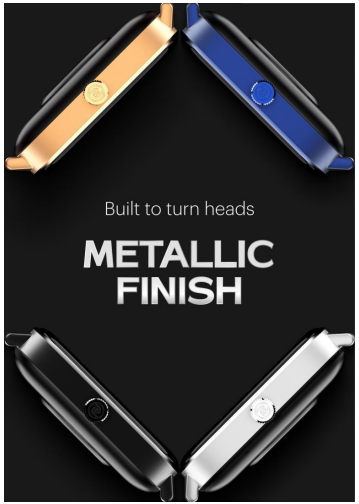




Thrive

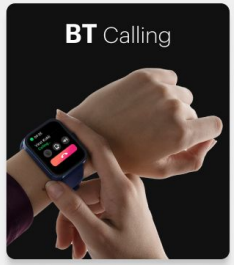

noise
Colorfit
THRIVE
Launching on 31ST July | 12PM
SPECIAL LAUNCH PRICE
₹1,299 ₹5,999


A Vision of perfection
1.85" DISPLAY
1.85"


Built to turn heads
METALLIC
FINISH


Intelligence inside
AI VOICE
ASSISTANT
Okay Google, What's the weather?
Weather
30°
Cloudy
AI voice
09:30
Talk after tap
Hey Siri, call Virat.


1.85" TFT Display


BT Calling


AI Voice
Assistant


100+ Watch Faces


In-built games
Floppy bird
Hamster


Noise Health Suite™


Up to 7-day
battery

The art of ease

PRODUCTIVITY SUITE





Simplify your life with personalised **reminders**.

Stay informed with real-time **weather** updates.

Perform **calculations** on-the-go.

Style on display

100+ WATCH FACES

Cloud-based



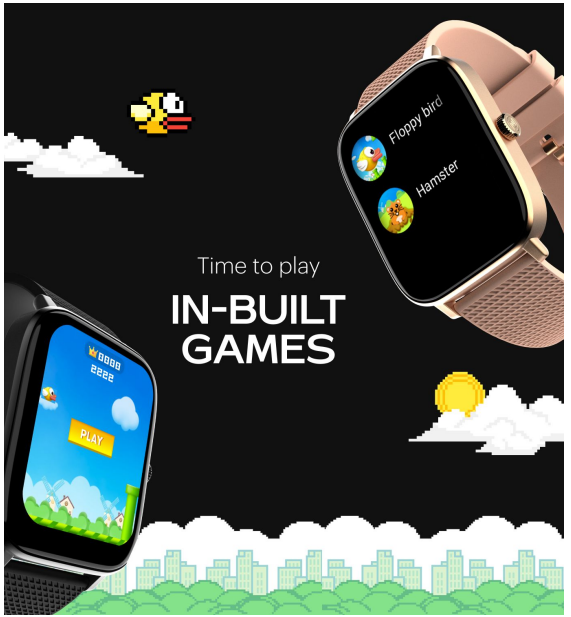


Customisable



Time to play

IN-BUILT GAMES



Social


NOISE
ColorFit
THRIVE
COMING SOON


NOISE
09
30
1.85" TFT DISPLAY


NOISE
METALLIC BUILD


NOISE
AI voice
09:30
Talk after tap
Hey Siri, call Virat.
Weather
30°
Cloudy
H/L
28° / 23°
Okay Google, What's the weather?
AI VOICE ASSISTANT


NOISE
ColorFit
THRIVE
OUT NOW

Creatives


NOISE
Colorfit THRIVE
1.85" BIG
DISPLAY
Shop now

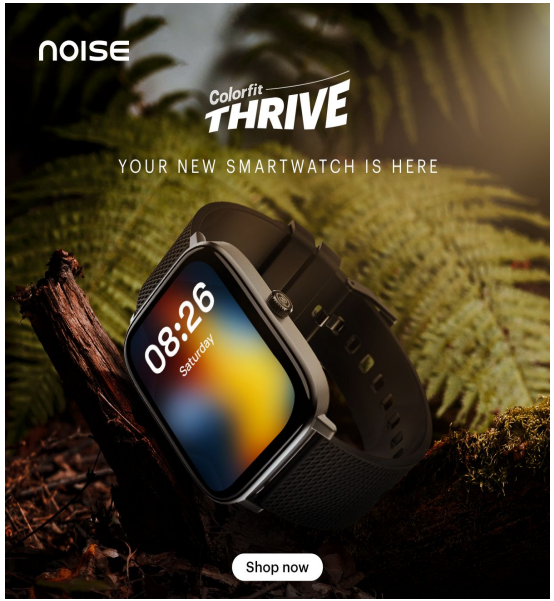

NOISE
ColorFit THRIVE
BUILT TO TURN HEADS
LOWEST PRICE EVER
₹1,199


NOISE
ColorFit THRIVE
BIG BRIGHT DISPLAY
Lowest price ever
₹1,199

Creatives


NOISE
Colorfit THRIVE
PREMIUM
METALLIC FINISH
Get it at ₹1,299
Get Offer
(only for first 1000 customers)

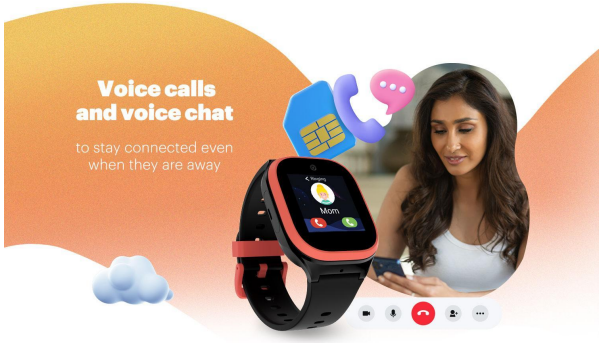

NOISE
ColorFit THRIVE
BIG BRIGHT DISPLAY
Special launch price
₹1,299


NOISE
Colorfit THRIVE
YOUR NEW SMARTWATCH IS HERE
08:26
Saturday
Shop now

Scout


NOISE
SCOUT
A partner in adventure
08
30
08
30
Launching on **13th March, 12 PM**
₹5,999
~~₹7,999~~


Video calling
to initiate face-to-face conversations with your kid, anytime
*4G supported


Voice calls and voice chat
to stay connected even when they are away
Mom

Market place









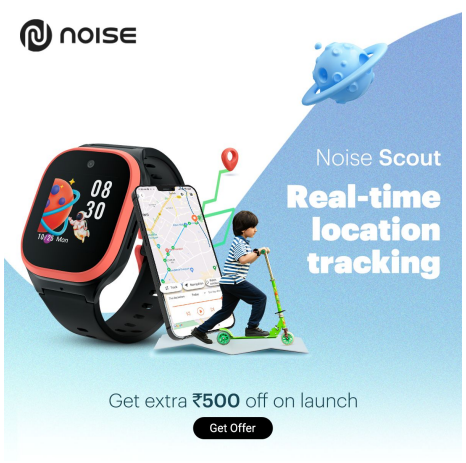


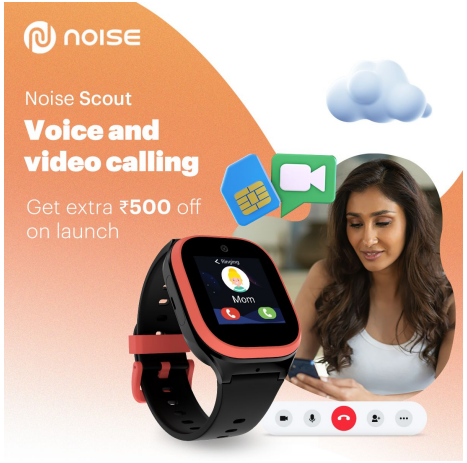


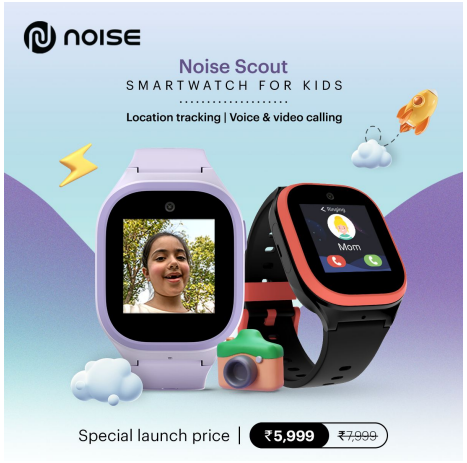




Ads

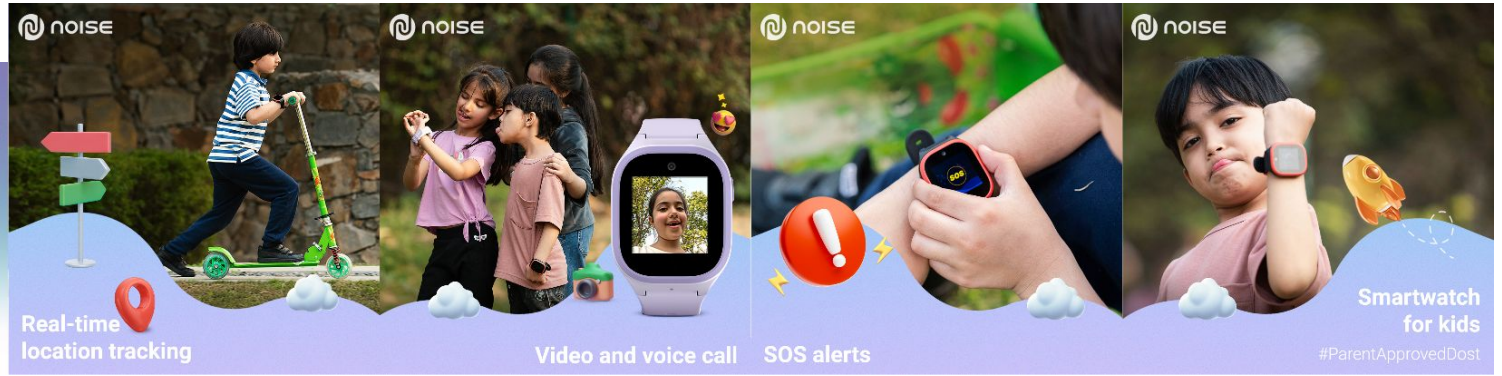

noise
Noise Scout
Real-time location tracking
Get extra ₹500 off on launch
Get Offer


noise
Noise Scout
Voice and video calling
Get extra ₹500 off on launch

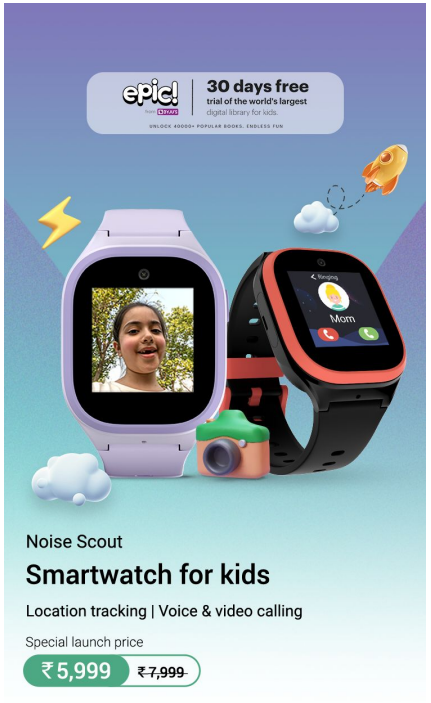

noise
Noise Scout
SMARTWATCH FOR KIDS
Location tracking | Voice & video calling
Special launch price | ₹5,999 ₹7,999

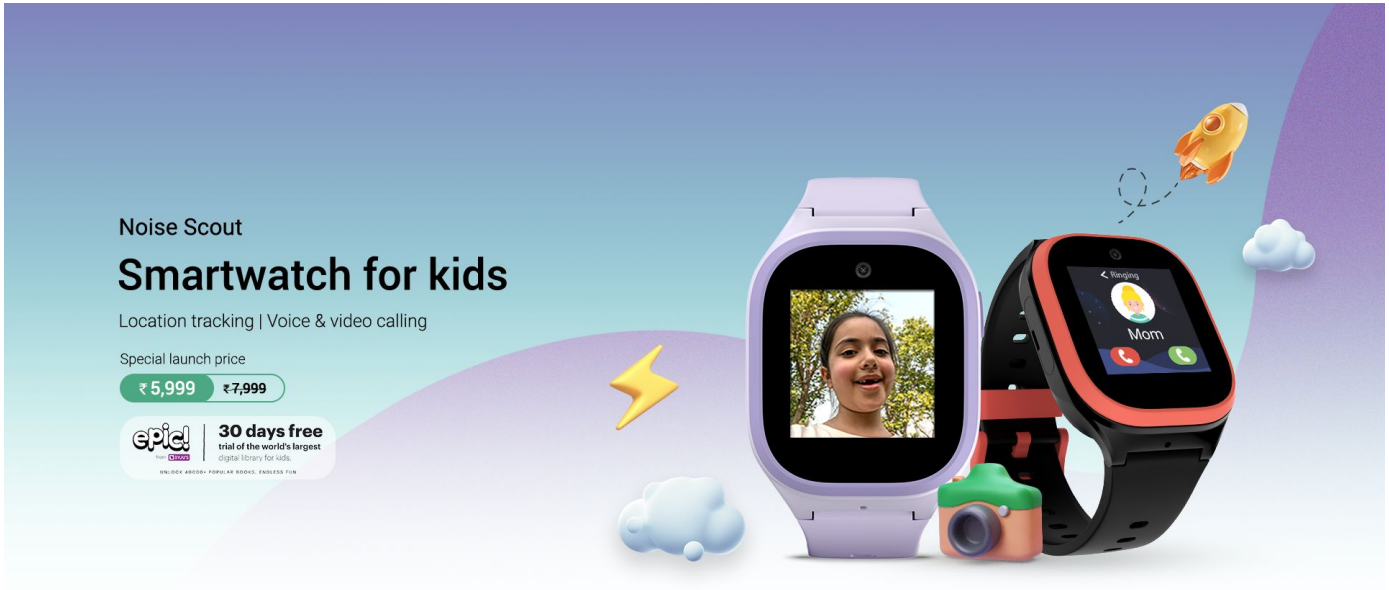

noise
Noise Scout
Kids' smartwatch
Location tracking | Voice & video calling

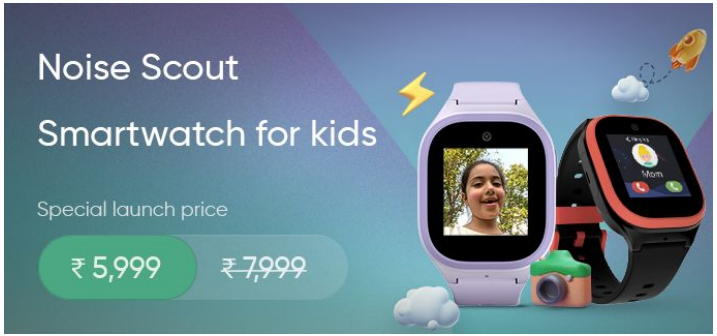
1.05%


noise
noise
noise
noise
Real-time location tracking
Video and voice call
SOS alerts
Smartwatch for kids
#ParentApprovedDost

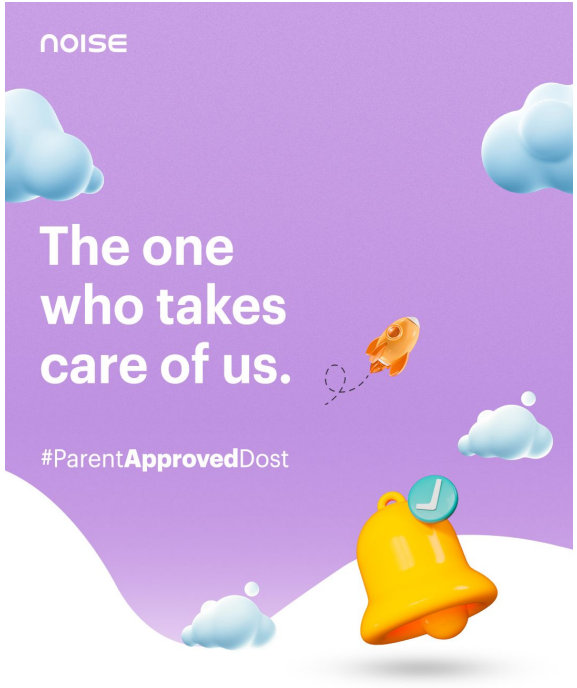
Website Homepage banner,
App homepage banner

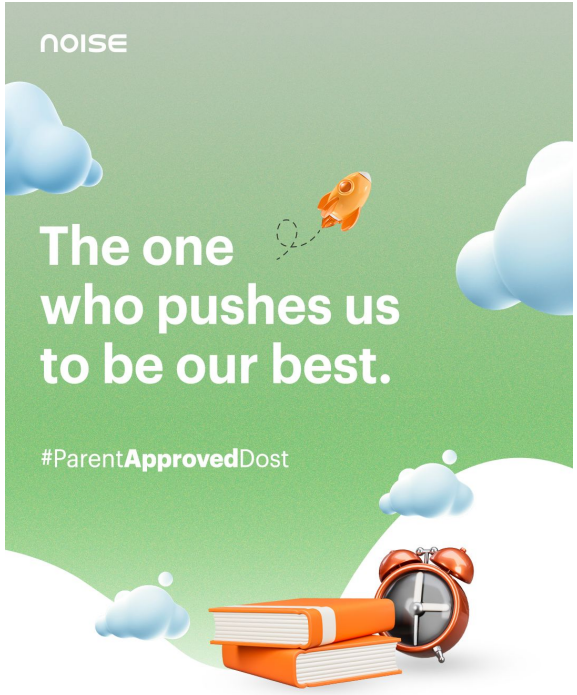


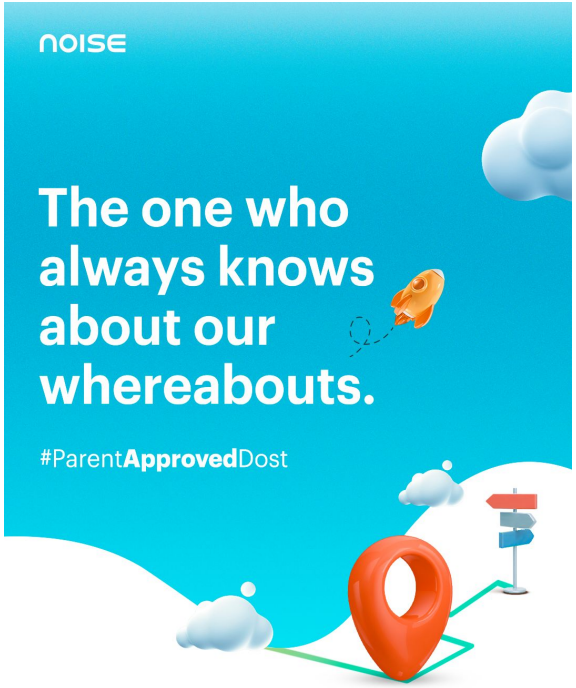




Social Media





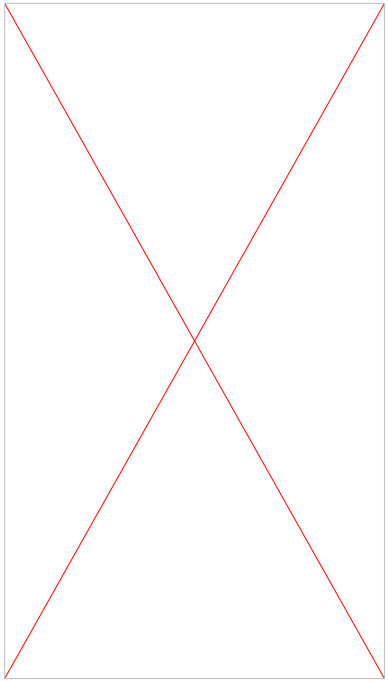


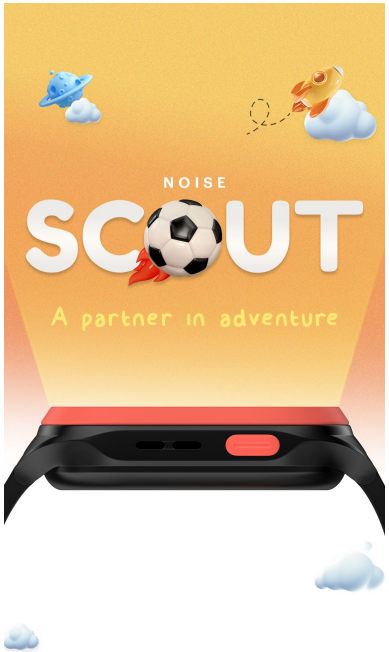
Social Media





Social Media







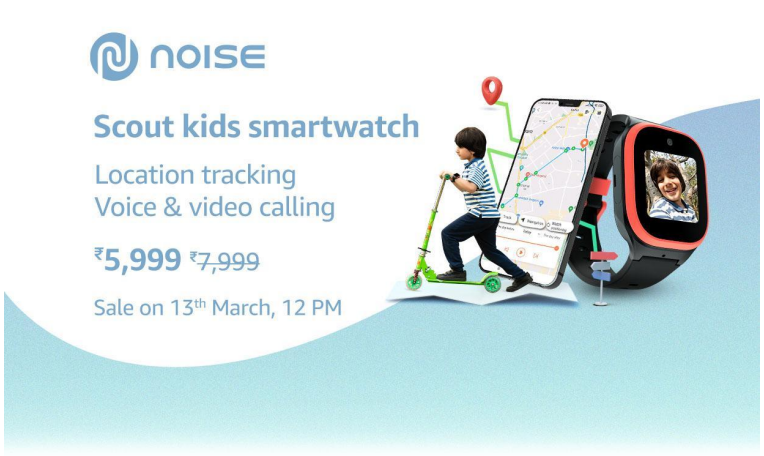


Amazon and Flipkart ads





Amazon & Flipkart Ads









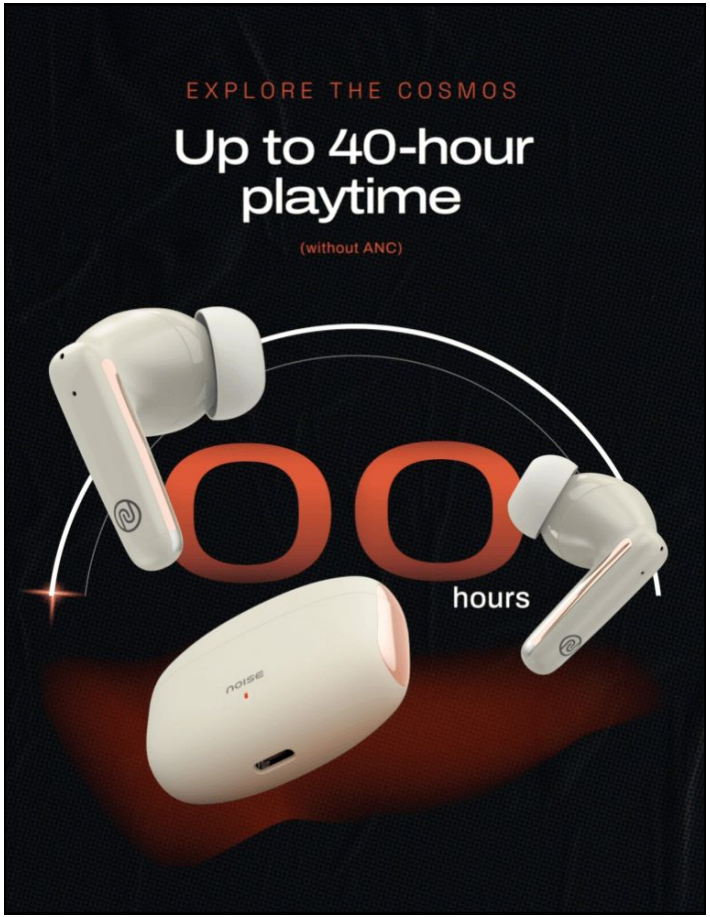


Audio

Buds Venus


noise
India's
No. 1
Smartwatch Company*
CY22
India's
No. 2
TWS Company*
CY22
*IDC India Monthly Wearable Device Tracker, February 2023
Buds
VENUS
discover celestial sound
discover celestial sound


EXPERIENCE
STELLAR SOUND
Active Noise Cancellation
(Up to 30dB)
ANC OFF


EXPLORE THE COSMOS
Up to 40-hour playtime
(without ANC)
00
hours
noise

Market place



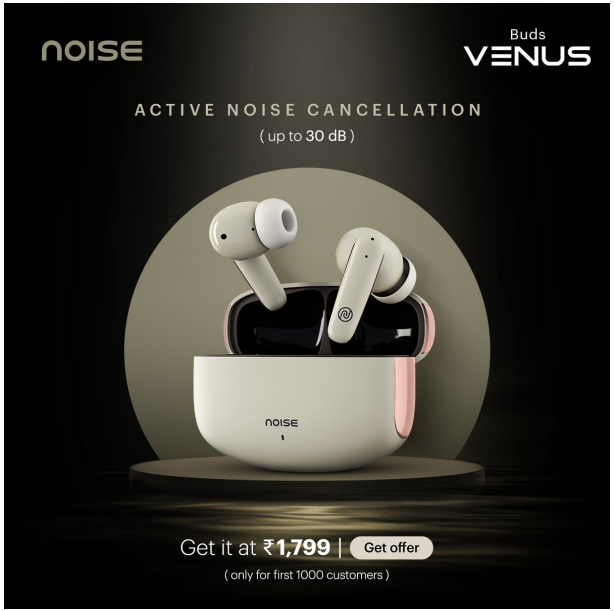








Creatives



Old creative before the new logo implementation

Highest CTR - 0.98%



Old creative before the new logo implementation

Lowest CTR - 0.78%



Creatives

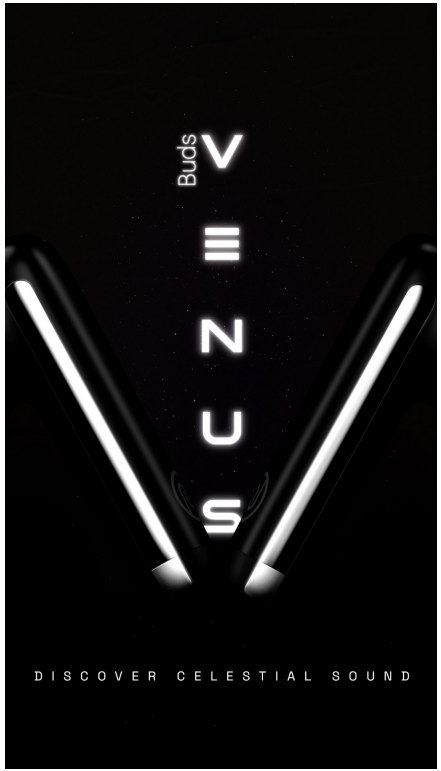


Old creative before the new logo implementation



Old creative before the new logo implementation

Social

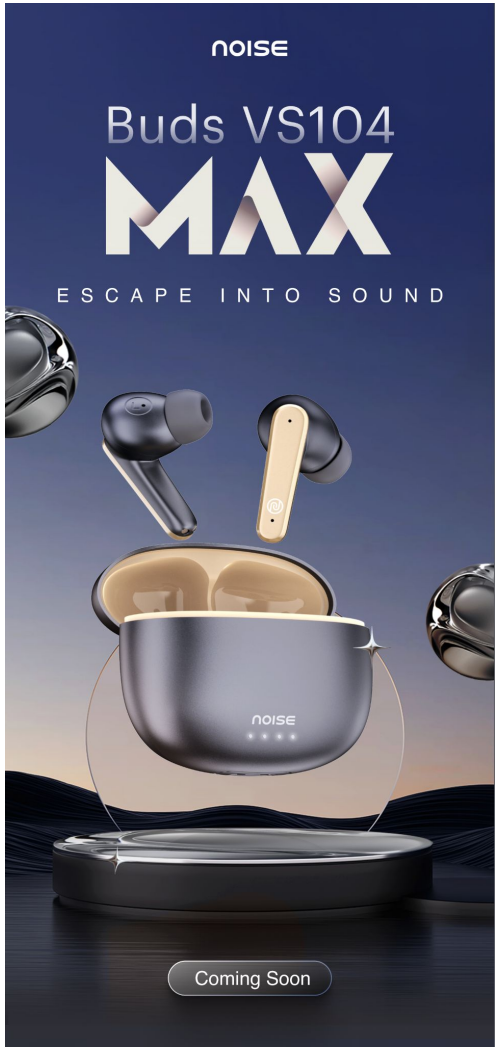

Buds
VENUS
DISCOVER CELESTIAL SOUND

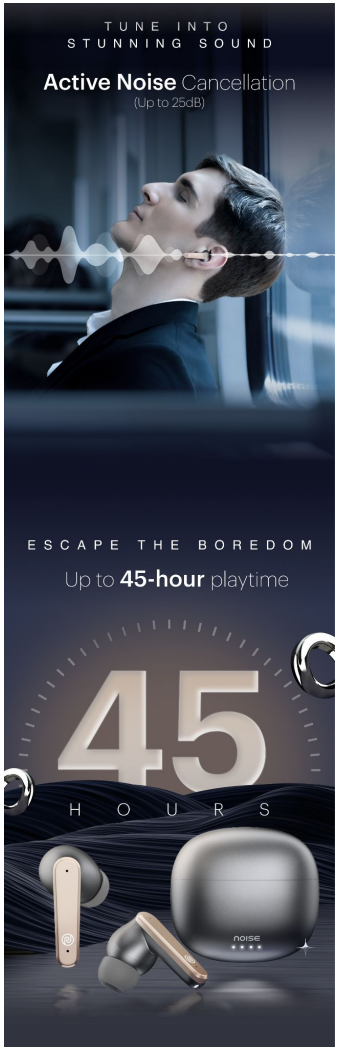

Buds
VENUS
OUT NOW


SHOP NOW AT JUST
₹1,699

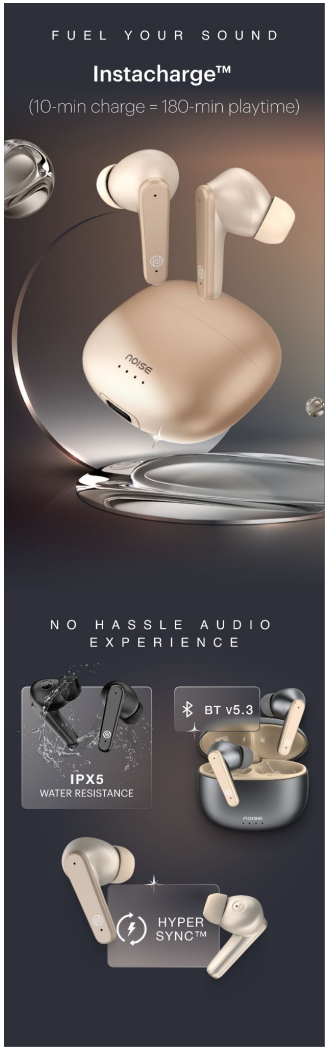

AVAILABLE AT
amazon | Flipkart | Myntra | gonoise.com

Buds VS 104 Max

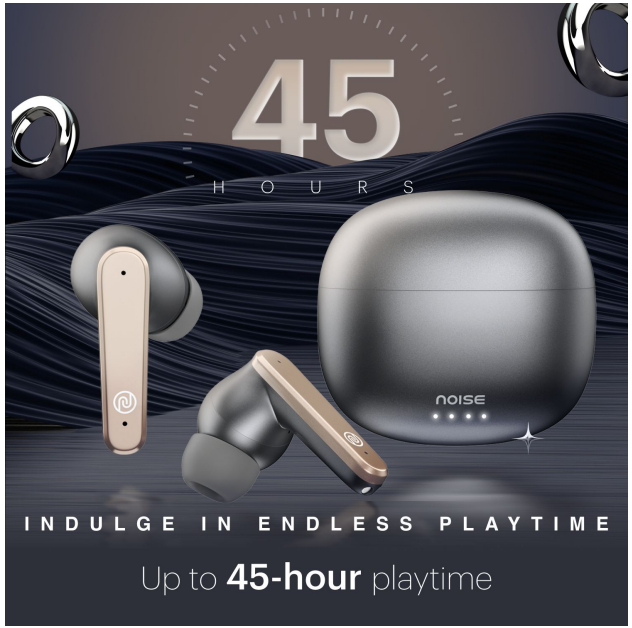

noise
Buds VS104
MAX
ESCAPE INTO SOUND
Coming Soon


TUNE INTO
STUNNING SOUND
Active Noise Cancellation
(Up to 25dB)
ESCAPE THE BOREDOM
Up to 45-hour playtime
45
HOURS


DIVE DEEPER
INTO SOUND
13mm driver
IMMERSE INTO FLAWLESS
CALLING EXPERIENCE
Quad mic with
Environmental Noise Cancellation


FUEL YOUR SOUND
Instacharge™
(10-min charge = 180-min playtime)
NO HASSLE AUDIO
EXPERIENCE
BT v5.3
IPX5
WATER RESISTANCE
HYPER
SYNC™

Market place



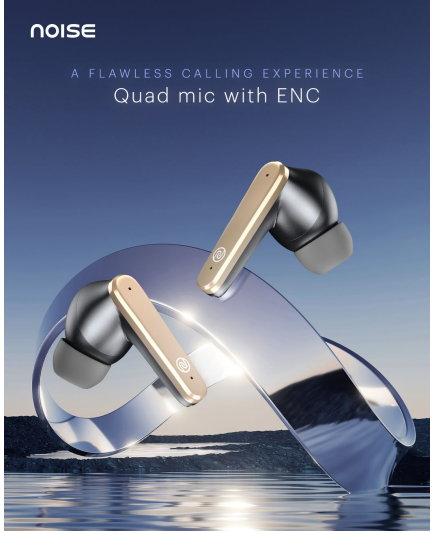




Social


NOISE
Buds VS104
MAX
COMING SOON


NOISE
ESCAPE THE BOREDOM
Up to 45-hour playtime
45
HOURS


NOISE
A FLAWLESS CALLING EXPERIENCE
Quad mic with ENC


NOISE
TUNE INTO STUNNING SOUND
ANC | Transparency mode

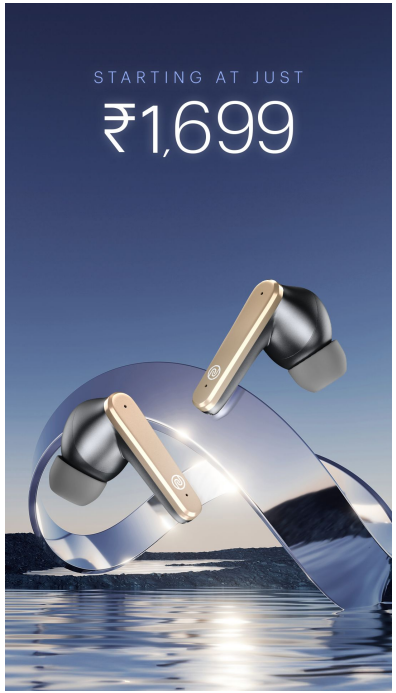

NOISE
DIVE DEEPER INTO SOUND
13mm driver


NOISE
Buds VS104
MAX
OUT NOW

Social


Buds VS104
MAX
LAUNCHING IN STICKER


Buds VS104
MAX
noise


STARTING AT JUST
₹1,699


AVAILABLE AT
amazon | gonoise.com
noise

Creatives


NOISE
BUDS VS104
MAX
ACTIVE NOISE CANCELLATION
Get it at ₹1,699 | Get Offer
(only for first 1000 customers)


NOISE
BUDS VS104
MAX
TURN OFF THE DISTRACTIONS
Limited time offer
₹1,699


NOISE
BUDS VS104
MAX
TUNE INTO YOUR WORLD
Limited time offer
₹1,699

Creatives

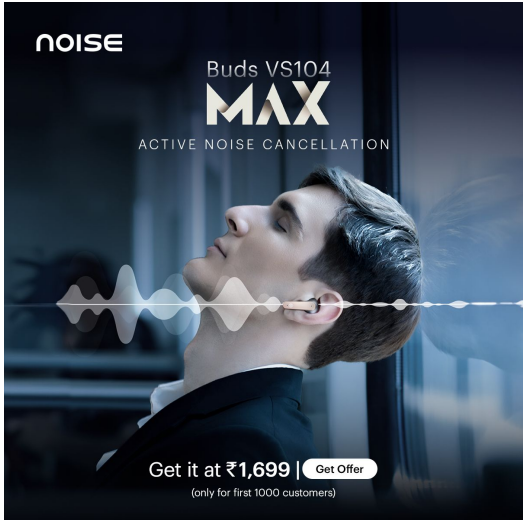
Highest CTR - 0.84%

All of the spends went on one creative as this was giving the most conversions













Buds Verve

BUDS

Verve

SOUNDS STYLISH



Notify Me →

The stylish sound

CHROME FINISH



Carbon black

Cloud white

Forest green

Chrome finish



Up to 45 hour of playtime

Quad mic with ENC





Instacharge™

(10-min charge =150-min playtime)

Crystal-clear calling

QUAD MIC WITH ENC



Market place











Air Buds 3 Series

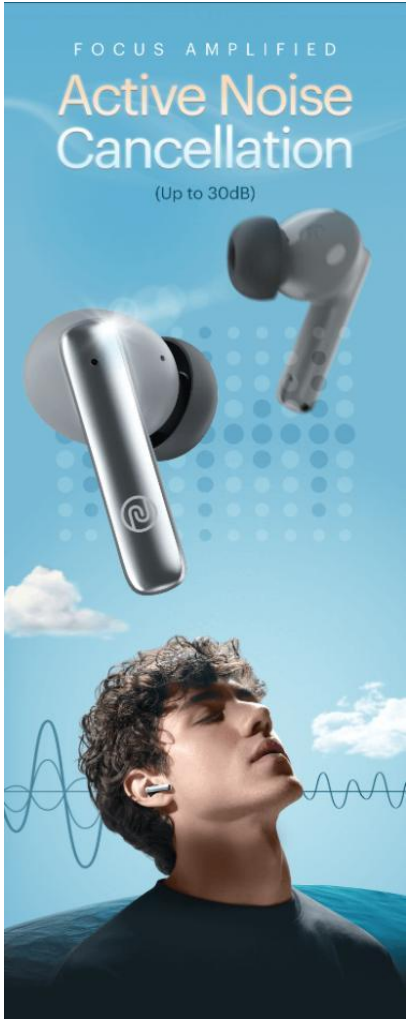


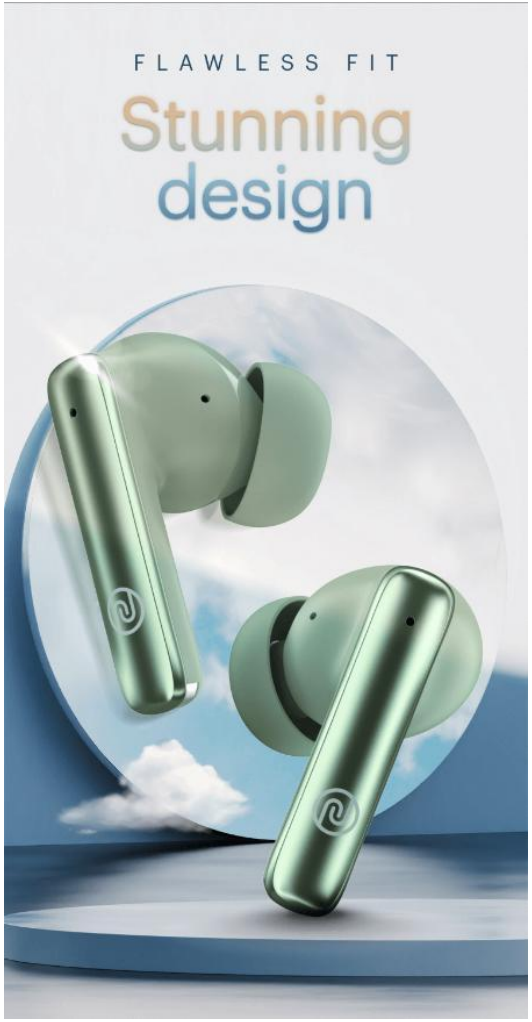
Which Air Bud is right for you?

Air Buds 3	Air Buds Pro 3
Sleek & lightweight	Premium chrome finish
Environmental Noise Cancellation	Active Noise Cancellation (Up to 30dB)
Instacharge™ (10-min charge = 200-min playtime)	Instacharge™ (10-min charge = 180-min playtime)
Low latency (up to 45ms)	Low latency (up to 45ms)
13mm driver	13mm driver
Hyper Sync™	Hyper Sync™
BT v5.3	BT v5.3
IPX5 water resistance	IPX5 water resistance

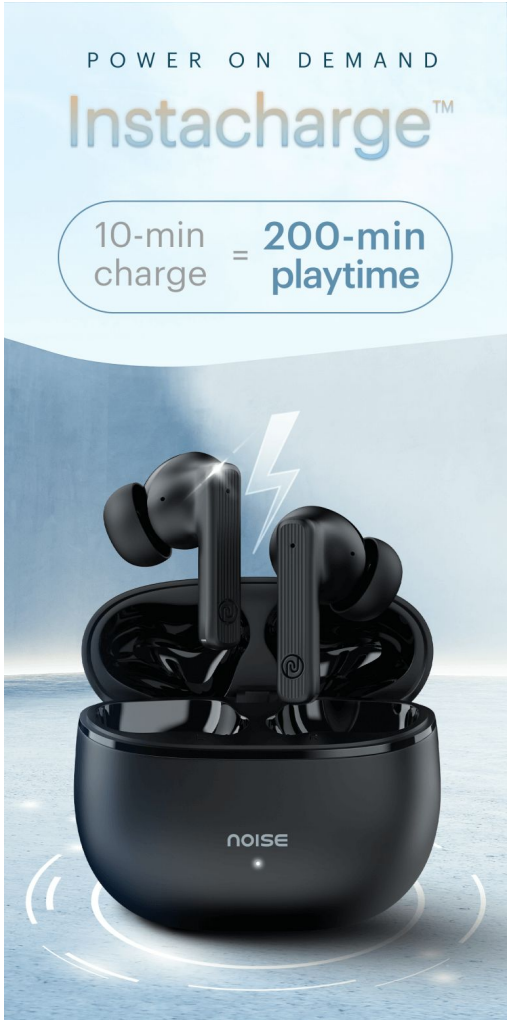



Air Buds Pro
SOUNDS LIKE A PRO
Get it at
₹1,799
₹5,499
(Only for first 500 customers)
LAUNCHING ON 12th SEPTEMBER, 12AM


FOCUS AMPLIFIED
Active Noise Cancellation
(Up to 30dB)


FLAWLESS FIT
Stunning design


THE PERFECT FIT
Sleek and lightweight


POWER ON DEMAND
Instacharge™
10-min charge = 200-min playtime
noise


CUT THROUGH THE CLUTTER
Quad mic with ENC
noise

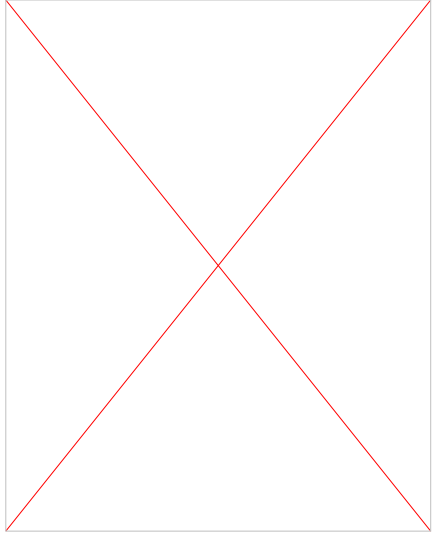

ANC
up to 30dB
Quad mic
with ENC
Instacharge™
10 - MIN CHARGE = 180-MIN PLAYTIME
Hyper Sync™
UP TO
45
HOURS OF
PLAYTIME
IPX5
water resistance
BTv5.3
13mm
driver

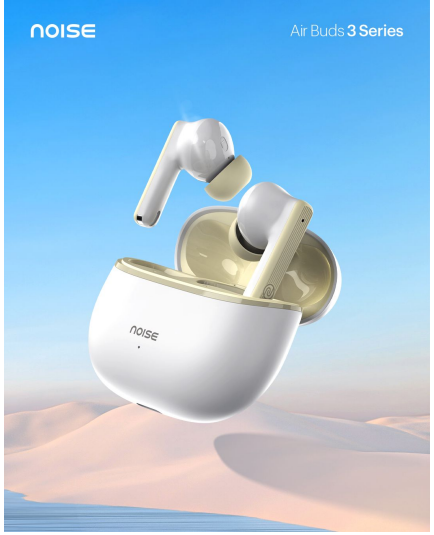

ENJOY UNMATCHED CLARITY
13mm driver


CURATE YOUR LONGEST PLAYLIST
UP TO
45
HOURS OF PLAYTIME

Social


NOISE
Air Buds 3 Series



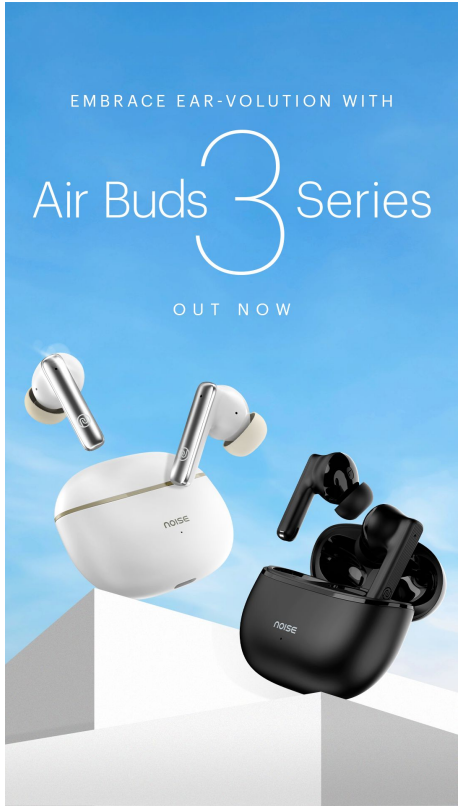

NOISE
Air Buds 3 Series

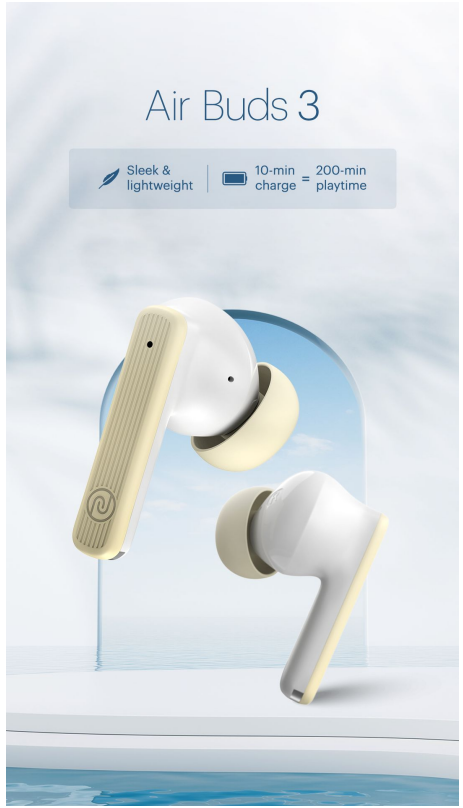

NOISE

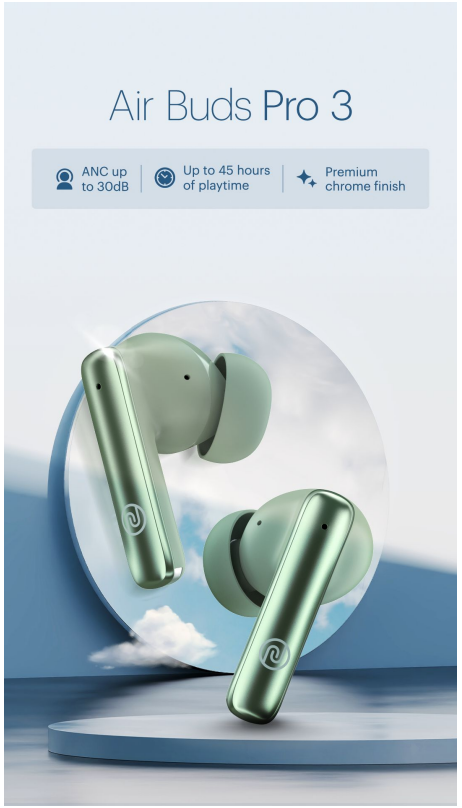

NOISE

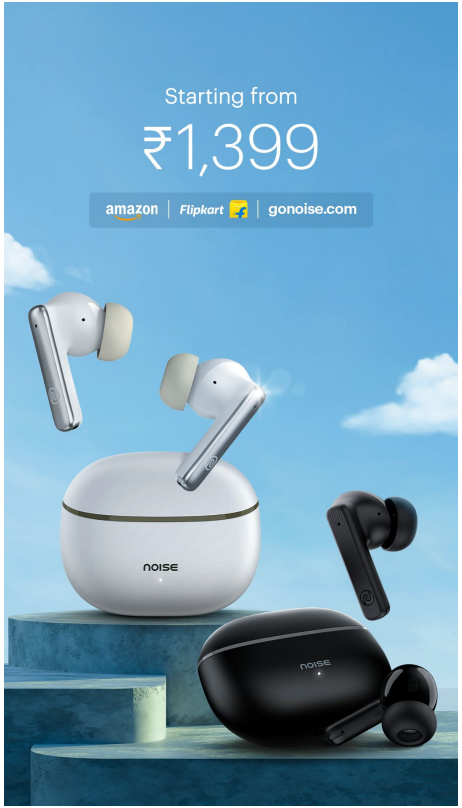

NOISE

Social


EMBRACE EAR-VOLUTION WITH
Air Buds 3 Series
OUT NOW
noise
noise


Air Buds 3
Sleek & lightweight
10-min charge = 200-min playtime


Air Buds Pro 3
ANC up to 30dB
Up to 45 hours of playtime
Premium chrome finish


Starting from
₹1,399
amazon | Flipkart | gonoise.com
noise
noise

Creatives



Highest CTR - 0.78%



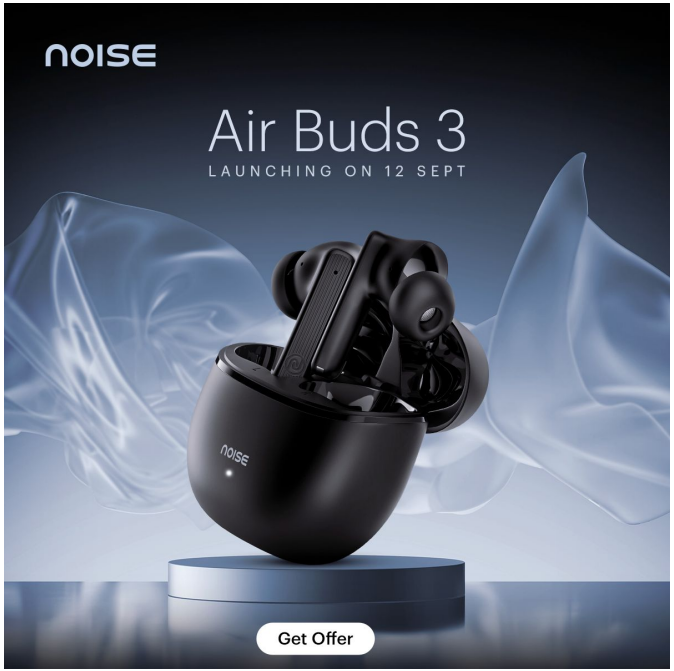
Highest CTR - 0.86%



Lowest CTR - 0.44%

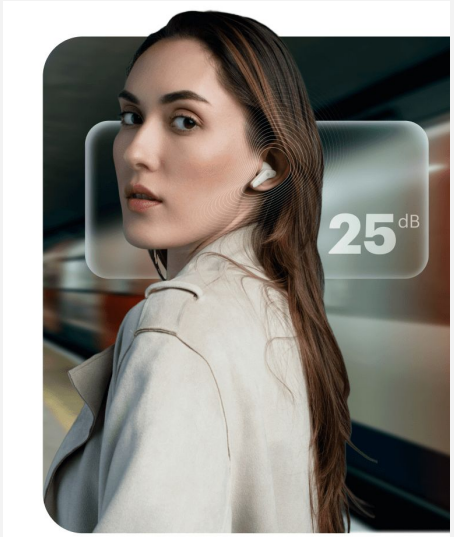
Creatives


NOISE
Air Buds Pro 3
ACTIVE NOISE CANCELLATION
NOISE
Get at ₹1,799


NOISE
Air Buds 3
LAUNCHING ON 12 SEPT
NOISE
Get Offer

Buds VS102 Pro





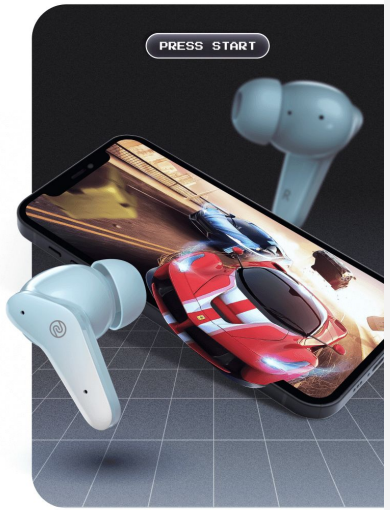
Leave the
world behind

ACTIVE NOISE CANCELLATION (25dB)



Power-packed
performance

UP TO **40 HOURS** OF PLAYTIME



No compromise
gaming

ULTRA-LOW LATENCY **UP TO 40 ms**

Market place



Smart design with immersive sound

FLYBIRD DESIGN | **11MM** DRIVER



Keep the **conversation going**

ENVIRONMENTAL NOISE CANCELLATION WITH QUAD MIC



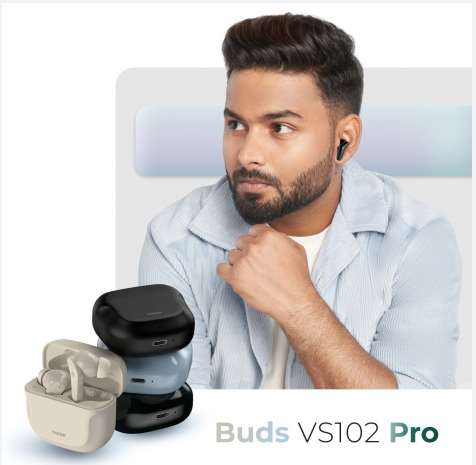
An upgraded **Instacharge™**

10-MIN CHARGE = **150-MIN PLAYTIME**

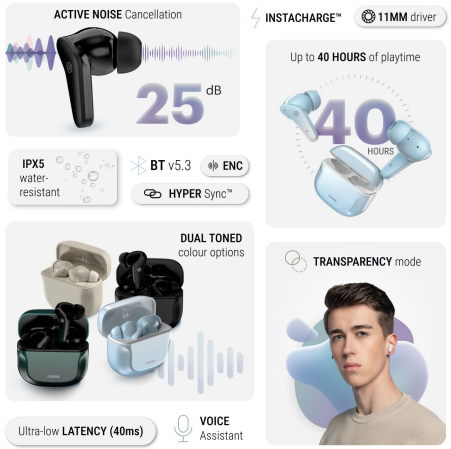


Tones to match **the tunes**

DUAL TONED



Buds VS102 **Pro**



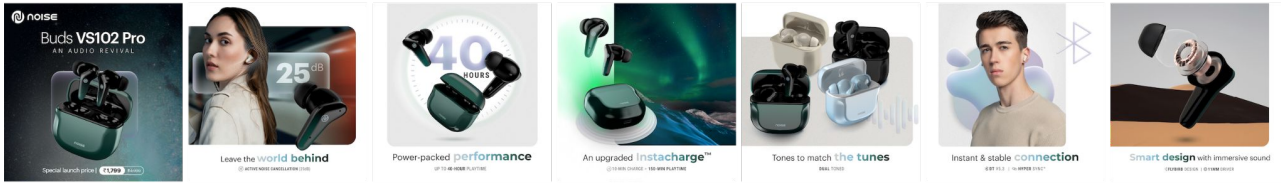
Ads

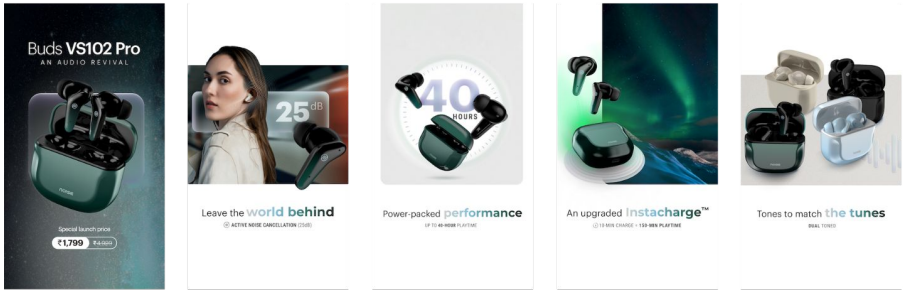

noise
ANC
ACTIVE NOISE CANCELLATION
Buds VS102 Pro | Coming soon


noise
Buds VS102 Pro
ANC
ACTIVE NOISE CANCELLATION
Special launch price | ₹1,799 ₹4,999

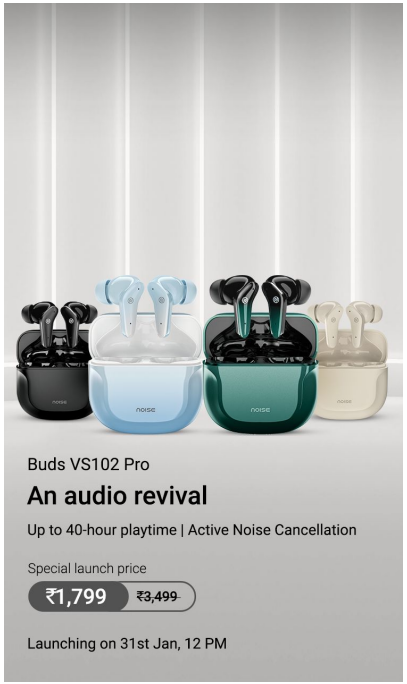

noise
Buds VS102 Pro
ON DISTRACTION OFF
Launching at ₹1,999 | Coming soon


noise
1.20%
BUDS VS102 PRO
TONES THAT
MATCH THE TUNES
Special launch price
₹1,599 ₹2999


Buds VS102 Pro
AN AUDIO REVIVAL
25dB
Leave the world behind
40 HOURS
Power-packed performance
An upgraded Instacharge™
Tones to match the tunes
Instant & stable connection
Smart design with immersive sound


Buds VS102 Pro
AN AUDIO REVIVAL
25dB
Leave the world behind
40 HOURS
Power-packed performance
An upgraded Instacharge™
Tones to match the tunes

Home page banner





Social Media







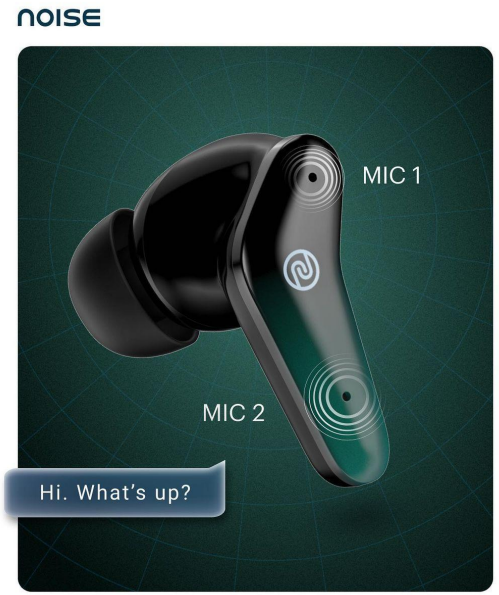




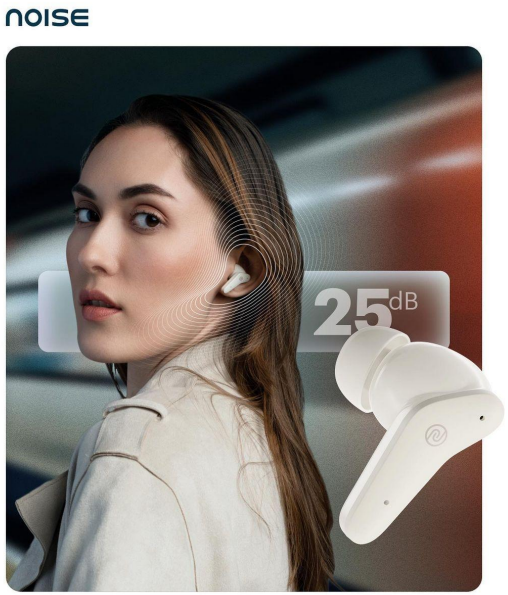




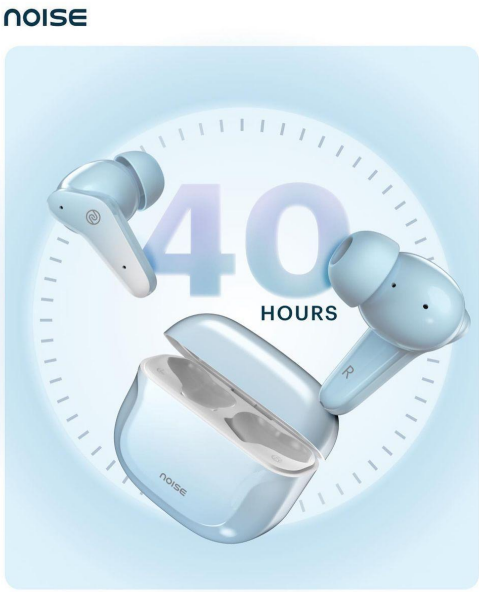
Social Media



QUAD MIC WITH **ENC**

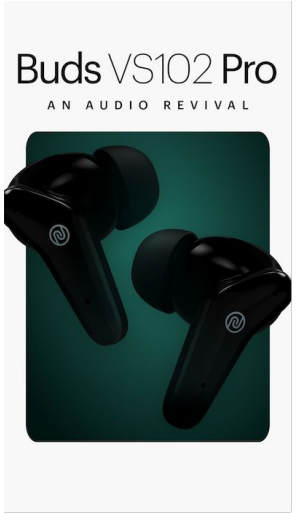


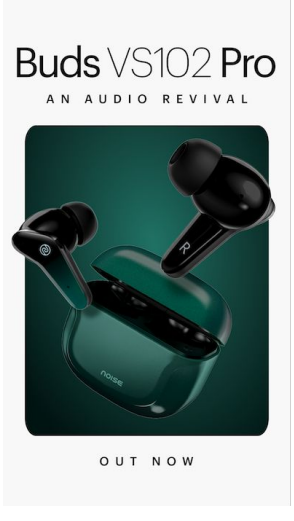
ANC UP TO **25 dB**

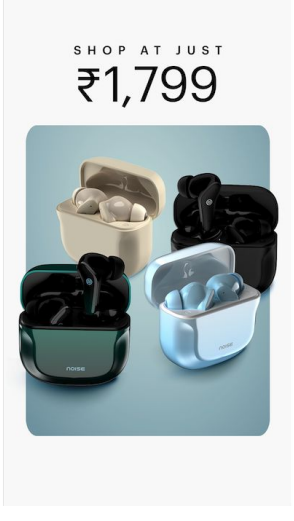


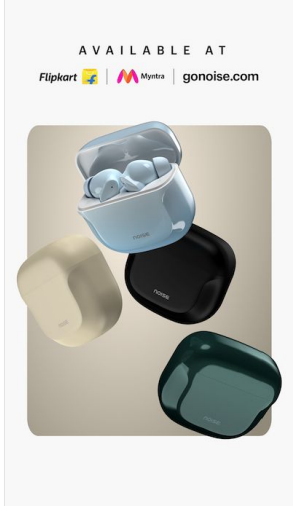
UP TO **40-HOUR** PLAYTIME

Social Media









FK





CTA

Offer Callout

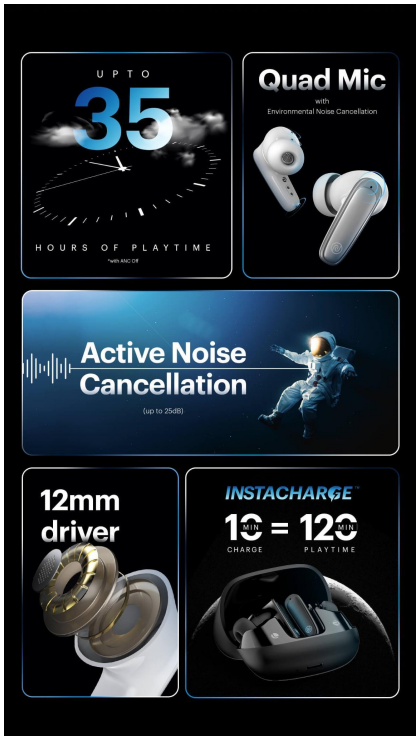


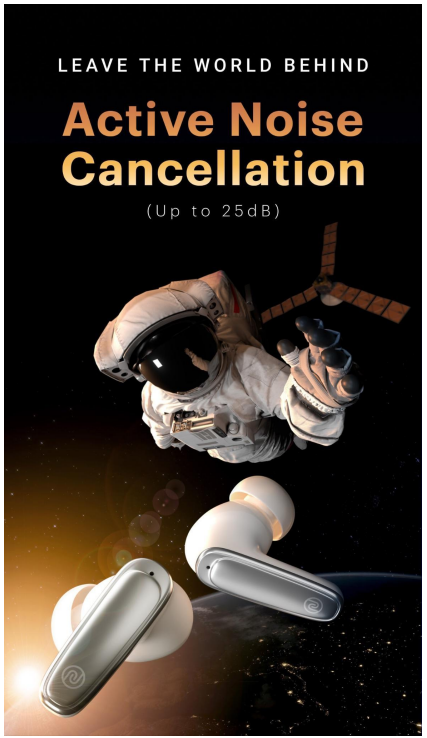


Buds x


noise
India's
No. 1
Watch-based Wearable Company*
2Q22
India's
No. 2
TWS Company*
2Q22
Globally
Top 4
Wearable Smartwatch Brand**
2Q22
*IDC Worldwide Quarterly Wearable Device Tracker, Q2'22 | **Canalys Wearable Band Analysis (Sell-in Shipments), August 2'22
Out of the world
SOUND
COMING SOON


BUDS
THE ART OF AUDIO
Coming Soon


UPTO
35
HOURS OF PLAYTIME
Quad Mic
with
Environmental Noise Cancellation
Active Noise Cancellation
(up to 25dB)
12mm driver
INSTACHARGE
10 MIN CHARGE = 120 MIN PLAYTIME

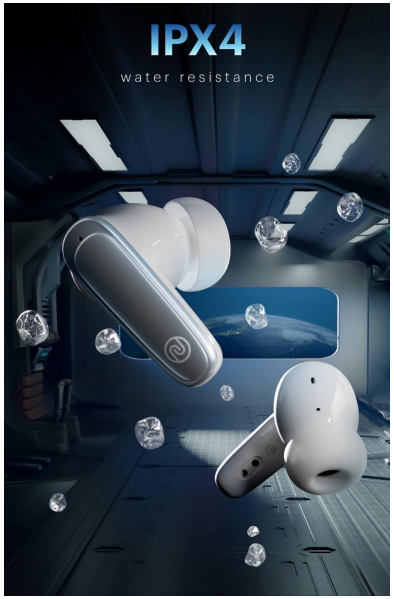

LEAVE THE WORLD BEHIND
Active Noise Cancellation
(Up to 25dB)

Market place















Ads


noise
0.98%
BUDS X
ANC
ACTIVE NOISE CANCELLATION
Early bird offer | Extra ₹200 off
Get offer


noise
THE ART OF AUDIO
Early bird offer | Extra ₹200 off
BUDS X
Get Offer


noise
BUDS X
ANC
UP TO 25dB
Early bird offer | Extra ₹200 off
Get Offer


noise | amazon specials
ANC
UP TO 25dB
BUDS X
₹1,999
₹5,499

Amazon & Flipkart Ads





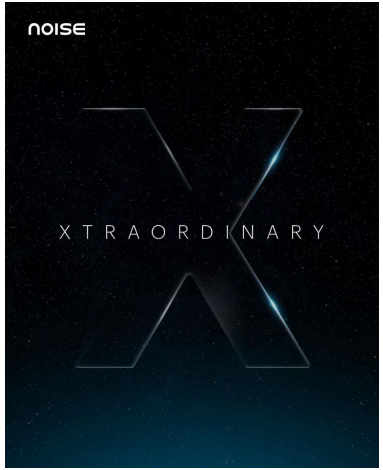


Social Media













Social Media

