



How boAt saves 10 hours per week by automating its ESOP Management

boAt's priority is to enable their employees participate in its rapid growth by seamlessly engaging with their equity (ESOPs). For that reason, boAt wanted to roll out Employee Share Option Plan (ESOPs) digitally to all its employees and were keen to find a way to streamline the employee option exercise workflow.

www.qapita.com

About boAt

boAt is a digital-first consumer products company and is one of the largest and fastest growing Indian brands in the audio & wearables segment. boAt has got an astonishing collection of earphones, earbuds, headphones, and wireless speakers that stands apart due to the quality, affordability, and world-class designs that the company offers. Founded in 2014, boAt is the world's 5th largest wearable brand along with India's No.1 Earwear brand.

COMPANY SIZE

350+ employees

LOCATION

Delhi and Mumbai, India

INDUSTRY

Digital Consumer Electronics Brand

USE CASE

Digital ESOP management and communication, Fund-raise Ready

KEY FEATURES USED ON QAPITA

ESOP Communication with employees, CapTable, Corporate Action management (Share Split)

HOLISTIC EQUITY MANAGEMENT WITH REAL-TIME SUPPORT

The company showed exponential growth which meant they required a robust system to manage their ESOPs and Shareholders.

QAPITA HELPED THE COMPANY BE FUNDRAISE READY:

- The company went through a **share split** – which was implemented across the platform within days
- Effective employee communication via **virtual town-hall** attended by all their stakeholders. The town-hall ensured employees understood share split and were notified in advance in-turn **saving company bandwidth** for multiple queries
- End-to-end **exercise execution** for all employees as well as administrator
- Helped boAt with presenting the **company's complex corporate** structure in a simplified manner by showing bonus shares, equity and preference shares, share transfers all on one CapTable dashboard

The management efficiently used the self-serve Qapita platform to manage its ESOPs to communicate the right value to its employees.



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Value added: “What would anybody do with an extra 10 hours each week? Qapita has saved my team an enormous amount of time and effort.”



Pain points addressed: “Qapita has helped us to effectively manage our ESOPs all-digitially along with organizing our Captable.”

Focus on employee experience: “We have received many positive reviews from our employees. The user interface is great. It gives us and the employees great visibility through an efficiently laid out dashboard.”

Onboarding process: “Onboarding was smooth as the team at Qapita is very well informed and displayed utmost patience during the restructuring of our ESOP database.”

- Ankur Sharma - CFO.