



## SKULLCANDY DEMOCRATIZES THE TRUE WIRELESS EXPERIENCE WITH ALL-NEW DIME™ TRUE WIRELESS EARBUDS

With an Unbeatable **Rs2399/-**, this Mini and Mighty™ Solution Delivers Exceptional Sound, Simple Controls and Up to 12 Hours of Battery Life

**New Delhi** – March 31, 2021 – Skullcandy, the #1 selling brand in Stereo Headphones<sup>1</sup> and True Wireless Earbuds<sup>2</sup> under Rs.5000/-, announced today its all-new **Dime True Wireless Earbuds**. Priced at **Rs.2399/-**, the latest solution outperforms other earbuds at the same price point, offering an affordable way to get into the true wireless game. **Dime** grants users the freedom to live without wires, combining expertly tuned audio with a noise-isolating fit and must-have features, like a microphone in each bud. Available now at Skullcandy.com and major retailers nationwide, **Dime** delivers a pocket-friendly, stylish form factor in a variety of colors that won't break the bank.

**Dime** is an ideal, everyday audio companion that boasts up to 12 hours of battery life, freeing users from the hassle of snagging, yanking and tangling wires. When earbuds are removed from the charging case secured with a snap lid, the buds automatically turn on. Easy connection offers a simplified listening experience that's perfect for those new to true wireless. Intuitive, touch-enabled media controls on the compact stick-style buds enable **Dime** users to effortlessly take calls, change tracks, adjust volume and activate native voice assistants like Google and Siri, all without ever reaching for their devices.

"Despite being the fastest growing segment in stereo headphones, true wireless earbuds still account for less than half of the market," said Amlan Bhattacharjya, CEO, Brand Eyes, Distributor of Skullcandy in India, referring to 2020 NPD Unit Share data. "Our all-new **Dime True Wireless Earbuds** are intent on changing that. Offering stellar sound and unmatched simplicity at a price that makes it possible to throw a pair in every bag, **Dime** breaks down all barriers formerly associated with true wireless."

**Dime** was designed and engineered with a range of features to meet everyday lifestyle demands, including:

- **Microphones in Each Bud** – Use either bud solo without losing the ability to take calls
- **Full Suite of Media Controls on the Buds** – Take calls, change tracks, adjust volume controls and activate native device assistants (Google, Siri, etc.) without ever touching a phone
- **Auto On/Connect** – Enjoy automatic turn on and pairing with the last device used
- **Noise-Isolating Fit** – Experience supreme sound with expertly selected and tuned microphones and drivers
- **IPX4 Sweat and Water Resistance** – Go on any adventure without missing a beat
- **Integrated Lanyard** – Rely on secure portability that protects the charge case and buds from drops
- **Up to 12 Hours of Battery Life** – Listen longer with 3.5 hours of battery life in the earbuds and 8.5 hours in the charging case
- **True Wireless via Bluetooth® 5.0**
- **Micro-USB Charging Case with Snap Lid**

Available at Rs 2399/- at [www.skullcandy.in](http://www.skullcandy.in) in a range of colorways, **Dime** gives users the freedom to express themselves. Users can choose between three colorways including Dark Blue/Green, Dark Grey and True Black to show off their personality or style match individual looks.

**About Skullcandy®**

Skullcandy is the original lifestyle audio brand. Based in Park City, Utah, the company designs, markets and distributes audio products through a variety of global channels in some of the most important cultural hubs in the world. The company's website can be found at <https://www.skullcandy.com>.

**About Brand Eyes Distributors Pvt. Ltd.**

Brand Eyes distributes consumer electronic and telecom products into high street retail, online, mass merchant and B2B. We do more than just logistics we offer a comprehensive range of services to drive brand and channel growth across our markets. We excel in supply chain management within a broad range of channels and major retailers. Through constant analysis, we identify trends and spot market gaps making us the partner of choice for many of the world's leading brands.

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