

Product Journey: What Goes into Making a Mivi Gadget?

At Mivi, we engineer products that capture the essence of audio technology and proudly blend it with the rhythm of Indian heartbeat.

In our designing process, choice of colours, and material finishing, we are committed to creating a divine auditory experience that changes the way you look at the world (or hear it) forever!

Whether you're lost in Beethoven's symphonies somewhere in the woods, presenting your Manhattan boardroom project from your Mumbai living room, or pumping iron in the gym while listening to *Believer*, we have got products that always have you covered!

Designing: An Inside-Out Approach

Our design philosophy is astoundingly simple: Minimal complexity, Maximum functionality.

Does that mean we sacrifice on the form? Not at all. In fact, a perfect Mivi design is not even a question of prioritising one essential over the other but a result of endless fine-tuning of our craft until we strike the right balance.

What does an inside-out approach mean? It means we're thinking about how our product is going to serve *your* specific need before we put its first atom together.

No matter if you're listening to the Beastie Boys while travelling to work or simply being curious about how many calories you burnt in your last set of burpees, our designers make sure technology always assists, never hinders.

Earbuds Designed to Make You Float to the Musicosphere

Our ergonomically-oriented earbuds, like the Duopods M30, blast your favourite music with 10.5 mm bass drivers and a comfy design that makes you forget they're even there! No more obsessively shoving buds into your ears every five minutes.

Speaking of comfort, our Duopods A25 are literally undroppable! Even if you like doing anti-gravity crunches hanging upside down from a bar while it's raining, these soldiers have your back.

We are constantly blending elite performance and ergonomics to a whole new level. With the Collar D25 neckband, voice assistance and multi-tasking have never been so hassle-free.

Although we are hopelessly obsessed with quality control – let's admit it – sometimes, true genius lies in simplicity. When it comes to our speakers and soundbars, we try not to shy away

from basic geometric elegance while focusing completely on what matters the most: Premium sound quality.

Colours That Narrate a Billion Stories

Proudly Indian with our design and manufacturing, even when it comes to picking the right colours for our products, we trust Indian flamboyance and exuberance. In fact, all the more so!

Our choice of colours is driven by a consumer preference that likes wearing its style on its sleeves and an unapologetically fashionable age that considers every gadget an extension of its personality. Whether you like keeping up with the trends or breaking them, we have got options that match your quirk.

Styles That Cater to the Voice of Youth

We realised it was high time earbuds beat the boring and stood out. Our A550 TWS Duopods come with a range of stunning metallic shades chosen with a wicked intention to spoil you for choice. That's right, multiple shades (not only of grey but) of blue, beige, green, pink, and the evergreen classic colours - black and white.

We have also designed super classy metallic finishes to add another touch to your hard metal experience. Duopods A350 boasts five such incredible options. And yes, for all the AC/DC die-hards, we're totally back in black as well!

On the more relaxed end of the spectrum, we also present the F60, with a range of colours so bouncy and expressive, they single-handedly change the vibe of the entire room you enter. Versatility in aesthetics? Check.

Material Finishing: Sculpted with Unadulterated Passion

We invest hours and hours of creative work and expertise in coming up with the perfect finishes for our products. So that our products stand apart from other gadgets of their class and remain so for some time! Why this attention to detail? Simple. First impressions are often the last ones. We're committed to making sure it's a damn good one.

Uncompromising Quality with Every Finish

Take Duopods F40, for example. It comes with a glossy metallic finish and a UV-coated case that is capable of literally 'reflecting' your class.

Or the Collar Flash Pro, with its unbelievably sleek matte finish that makes it a standout among wireless neckbands.

Not to mention, we've always got an eye for the sign of the times as well. With contrasting trim colours and dual-tone finishes trending like wildfire, our TWS earphones and sound bars make sure you never come off as too one-dimensional.