

T24 Introduced in Probuds Series with Dopamine-Induced Sound, Dual Device Pairing and 45 Hours Playtime

Category: Business

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- Probuds T24 offers “doped” sound with 10mm drivers, High Bass Polyurethane Diaphragm speaker
- Features Quad-mic ENC for crystal-clear calls, 35ms ultra-low latency for seamless gaming, and advanced Bluetooth V5.4 connectivity for an unmatched audio experience
- Equipped with a 500mAh battery, Probuds T24 provides up to 45 hours of playtime, with fast charging, delivering

150 minutes of playtime in just 10 minutes

Probuds, the audio sub-brand of **Lava International Ltd.**, [India's leading homegrown smartphone brand introduced](#) Probuds T24, offering a “**doped**” audio experience at a price of Rs. 1,299. [Designed for those struggling with the challenges](#) of multi-device connectivity, the Probuds T24 is a game-changer for seamless multitasking. In the mid-level segment, it delivers superior quality and an [enhanced everyday experience](#), whether you're making calls, consuming content on the go, or enjoying podcasts, videos, and music. Probuds T24 is [launched with a retail first strategy for an exclusive](#) on-ground experience across retail outlets and e-store for convenience. Available in five color variants, the product will be introduced in phases starting December 06th, 2024.



Probuds T24

Commenting on the launch, Mr. Satya Sati [Business Head – Accessories](#), Lava International Ltd., said, “Our endeavor with

the Accessories business has been to address industry gaps through consumer insight and push the boundaries of innovation to create quality products and offer an enhanced experience across product catalogue. The mid-segment in the audio industry is under catered, where we believe T24 will fill in the gap. We have grown steadfast this year and remain committed to [expand our product](#) line up with quality and value.

Product Features:

Dopamine-Induced [Audio Experience](#)

Probuds T24 is powered by 10mm drivers, [delivering a “doped” sound experience](#) with high bass polyurethane diaphragm speaker that elevates music listening to new heights. Equipped with quad-mic ENC, it ensures crystal-clear conversations.

Advanced Bluetooth Chipset

The Probuds T24 is equipped with the advanced **Jieli JL7006F8 Bluetooth chipset IC**, [ensuring robust performance and reliable](#) connectivity. **Bluetooth V5.4** provides seamless and stable pairing with your devices, while an ultra-low latency of just 35ms [offers a rush-filled gaming experience](#)

Exceptional Play Time and Dual Device Pairing

The Probuds T24 offers up to 45 hours of playtime with its [powerful 500mAh battery and fast charging](#) capabilities. A quick 10-minute charge delivers an impressive 150 minutes of playtime, ensuring minimal downtime. For multitaskers, the dual device pairing feature provides seamless [connectivity between your laptop and mobile](#), allowing you to stay connected and entertained without interruption.

Price and Availability

Probuds T24, priced at Rs. 1,299, will be available in five color variants namely Herb Green, Venom Black, Dope Blue,

Trippy Macaw, Snake White. It will hit key retail markets starting December 06th, 2024, with an [online](#) launch on Lava's e-store.

Spec Sheet:

Specifications	Details
Customer Price	Rs. 1,299
Battery – mAh	500mAh
Play Time – Hrs	Up to 45 hours
BT Version	Bluetooth V5.4
Charge Time – Hrs	1 hour
Driver Size (mm)	10mm
Fast Charge	Yes
Latency – ms	35ms
ENC	Yes (Quad-mic ENC)
Dual Device Connectivity	Yes

About Probuds

Probuds, the audio sub-brand of Lava comprises of neckbands, earbuds and wired earphones. Embodying Lava's philosophy of Make in [India](#), the product catalogue is conceptualized, designed and manufactured at brand's Noida plant. Currently the catalogue features [products across](#) neckbands, ear buds and wired earphones.

About Lava International Limited

#Proudly [Indian](#) | Made in India, Made for India

Lava International Limited, headquartered in Noida, Uttar Pradesh, is a pioneering [mobile handset and solutions company in India](#), founded in 2009 with the vision to empower individuals. The [company's corporate office and manufacturing facility](#), equipped with a production capacity of 42.52 million

handsets per annum, are strategically located in Noida. Lavas commitment to [innovation is reflected](#) in its two state-of-the-art research and development centers in Noida, housing dedicated teams in software and hardware design. The companys extensive nationwide presence is facilitated by a robust [retail](#) network of 1.65 Lakh retailers, directly served by over 1000 distributors, and supported by a vast after-sales service network of 800+ professionally managed service centers. The [brand has a global](#) presence in 20+ countries.

Beyond [smartphones](#), Lava is expanding its product portfolio to include smartwatches, Neckbands, Probuds, and an extended True Wireless Stereo (TWS) segment. The brands credibility is underscored by being [ranked the Most Trustworthy Brand in the CMR Retail](#) Sentiment Index.

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