



Amazon introduces its first true wireless earbuds in India- The All-New Echo Buds 2nd Gen with Active Noise Cancellation and hands-free Alexa, starting at ₹11,999

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The premium speakers deliver crisp and balanced sound with extended dynamic range and 3 mics in each bud ensure clear voice recognition

Echo buds are compatible with Android and iOS smartphones and support hands-free access to Alexa through voice. Customers can also access Google Assistant and Siri through tap controls.

Amazon's Active Noise Cancellation technology cancels ambient noise for an immersive audio experience

Enjoy hands-free Alexa on-the-go—just ask to play music and audiobooks, make calls, get weather updates, listen to news, and much more

Customers can choose the standard USB-C wired charging or the wireless charging option for more convenience. The wireless charging option is compatible with Qi certified wireless charging pads (which need to be purchased separately).

Bangalore — 24 February 2022—Amazon today introduced the Echo Buds 2nd Generation, featuring premium audio architecture for crisp, balanced sound, custom-designed Active Noise Cancellation technology, wireless charging capability and hands-free access to Alexa. Echo Buds are compatible with Android and iOS phones and also support access to Google Assistant and Siri through customisable tap controls. The all-new Echo Buds are available starting at ₹11,999, with a limited-period discount of ₹1,000.

"We are glad to add an on-the-go device in the Echo range and eager to learn from our customers' experience as they take Alexa with them. With the Echo Buds, customers can use Alexa through-out their day, whether at home, walking in the neighborhood or commuting to work," said Parag Gupta, Country Manager, Amazon Devices India. "Customers can just ask Alexa to play music, listen to audiobooks, call their loved ones and do so much more while they are on the go. My favourite is the newly launched feature where I can ask Alexa to move the song I was listening on my other Echo device to my Echo buds, and it plays exactly from where I left off."

Dynamic Audio Experience featuring new Active Noise Cancellation

Built with a high-performance driver in each earbud, Echo Buds deliver crisp, balanced sound with extended dynamic range—so you get the most out of your music. The premium speakers are optimised for increased fidelity in bass and treble, which reduces distortion during media playback, delivering vibrant melodies and clear vocals. You can also control the bass and treble from the equalizer in the Alexa app.

Featuring Amazon's Active Noise Cancellation technology, powered by an advanced chipset, the all-new Echo Buds cancel the ambient noise. You can immerse into your favourite music, podcasts or audiobooks when you are travelling or if you need peace at home. To turn on Active Noise Cancellation, simply press and hold either earbud, or just say, "Alexa, turn on noise cancellation", or access settings from the Alexa app. When you want to hear what's going on around you, enable Passthrough Mode with a press and hold on either earbud or by saying, "Alexa, turn on Passthrough." With Passthrough Mode on, you can easily adjust the amount of ambient sound you hear through the device settings in the Alexa app.

Customisable Fit for All-Day Comfort

The all-new Echo Buds are small, lightweight, IPX4-rated to withstand splashes, sweat, or light rain; and designed for maximum comfort. A short nozzle and the built-in vents reduce ear pressure during use, and make Echo Buds ideal for long periods of use during the day. With four ear tip sizes and two wing tip sizes included with your purchase, you can tailor the fit to what's most comfortable for you. During set-up, the easy Ear Tip Fit Test in Alexa app will – help you get an optimal fit, so the Echo Buds feel and sound great.

Power Up for Work or Play

Echo Buds offer up to five hours of music playback on a single charge with Active Noise Cancellation and Alexa wake word ON, and the compact case provides two additional charges for a total of up to 15 hours of music playback. To check your battery status while wearing Echo Buds, simply say, "Alexa, what's my battery status?". You can also check the battery status in the Alexa app, or open the case while your Echo Buds are inside and the LED lights in front of each earbud will show the battery status. Echo Buds can be charged via USB-C (comes with the box) and the wireless option can also be charged with compatible Qi-certified wireless charging pads (to be purchased separately).

Easy Access to All of Your Entertainment Options

Echo Buds are one of the easiest ways to access all of the content you know and love from Alexa, from anywhere. Just ask to listen to your favourite songs on Amazon Prime Music, Hungama, JioSaavn, Gaana, Apple Music, Spotify or listen to an audiobook from Audible, stories narrated by celebrities from Audible Suno and more. A new Alexa feature lets you seamlessly move music between Alexa devices. You can just say "Alexa, move my music to Echo Buds" and continue listening to the music exactly where you left off.

Echo Buds connect to Alexa through the Alexa app on your mobile device and use your existing device data plan to access features such as music, calling, and more. Echo Buds use a combination of three microphones to detect your speech and securely process it for the cloud. They are built with multiple layers of privacy protections and controls, including the ability to mute the mics with the Alexa app or through the customisable on-bud tap controls.

Pricing and Availability

The all-new Echo Buds can be purchased from www.amazon.in/echobuds. Echo Buds are available at ₹11,999 for the USB-C wired charging option, and ₹13,999 for wireless charging case option. Customers can avail a limited-period discount of ₹1,000 on both options.

About Amazon

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and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire TV, Amazon Echo, and Alexa are some of the things pioneered by Amazon. For more information, visit <https://blog.aboutamazon.in/> and follow [@AmazonNews_IN](#).