

PRODUCT LAUNCH

Nimbus Smartwatch

Health tracking and 10-day battery for everyday
India

LAUNCH DATE
2 October 2026

TEAM
Product & Marketing

STATUS
Go-to-market plan



Agenda

01 Product

02 Audience

03 Launch plan

04 Success



01

PRODUCT



**Your health, on your
wrist, all week long.**

The promise

Meet Nimbus Smartwatch

Health tracking and 10-day battery for everyday India

Nimbus tracks heart rate, sleep and SpO₂, supports UPI tap-to-pay and lasts ten days on a charge.



Product hero shot

Key features



10-day battery

Charge once a week.



Health suite

Heart, sleep and SpO₂.



Tap to pay

UPI payments from the wrist.

02

AUDIENCE



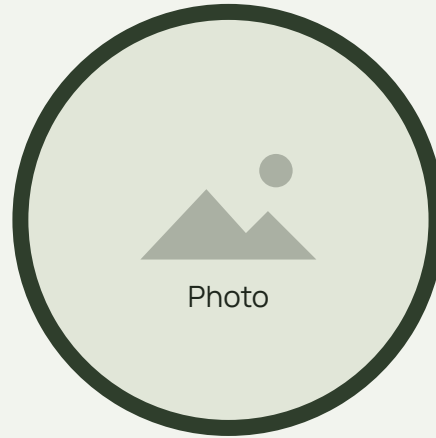
Who it is for



Kavya, 24

FITNESS BEGINNER

Wants simple daily goals.



Rahul, 33

BUSY MANAGER

Tracks sleep and stress.



Anil, 52

HEALTH-CONSCIOUS PARENT

Monitors heart rate.

Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

vs

Nimbus Smartwatch

- Ready in minutes
- Built for this audience
- Simple, honest pricing

03

LAUNCH PLAN



Launch timeline

T-6 wks

Seed

Beta users and early reviews



Launch

Go live

Event, press and creators

T-2 wks

Tease

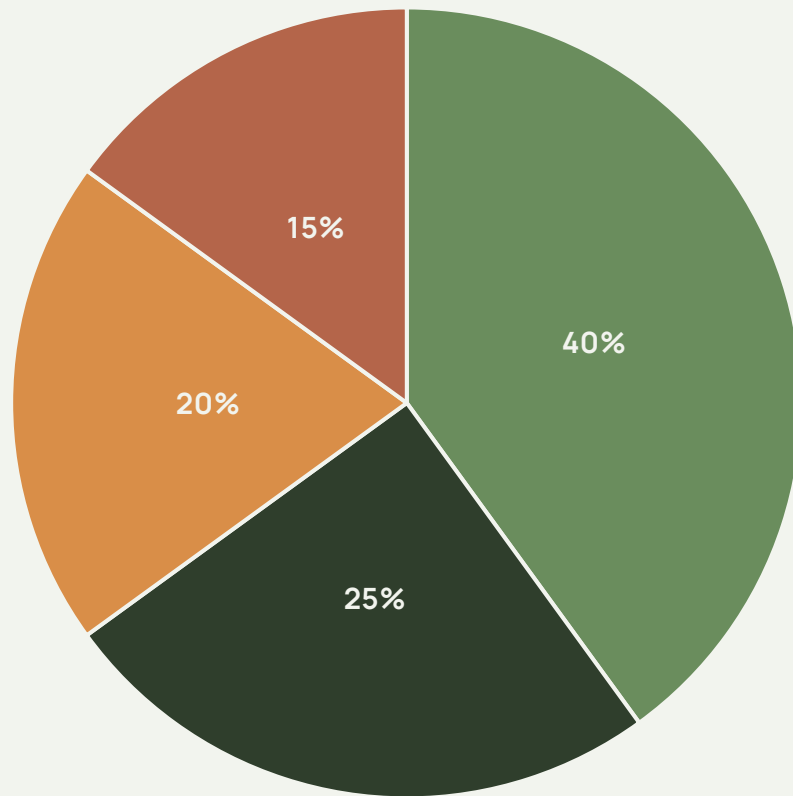
Countdown content and waitlist

T+4 wks

Sustain

Offers, reviews and referrals

Launch budget



- **40%** Digital ads
- **25%** Creators
- **20%** Launch event
- **15%** PR & content

Sample data for illustration.

Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

04

SUCCESS



What success looks like

50K

sign-ups in 30 days

4.5★

average review

20%

trial-to-paid conversion

Targets, not results.

Risks and mitigations

- Stock-outs: buffer inventory at two warehouses
- Support load: extra shifts in launch week
- Negative reviews: rapid-response team
- Delays: weekly go/no-go checkpoints

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team

