



Mobile Phones in India

September 2025

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Mobile Phones in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI integration race visible across all smartphone price segments in 2025
Legacy brands see a revival thanks to aesthetically appealing and uncluttered formats
Mobile brands shift from online-only to multi-channel approach to boost sales

PROSPECTS AND OPPORTUNITIES

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Tier-2 and Tier-3 city-centric product strategies may allow players to gain share

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