Price Reset Hits Ai+ Smartphone Lineup

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Ai+ Smartphone today announced a price revision of Approx Rs 2,000 across select devices in its smartphone portfolio, effective immediately. The adjustment comes in response to sustained increases in component and input costs impacting the broader smartphone industry.

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The smartphone industry continues to navigate a challenging cost environment, with rising costs across key components, particularly memory, alongside manufacturing, logistics and other critical inputs. These pressures have increasingly impacted device economics across price segments, requiring brands to reassess pricing while continuing to balance affordability with product experience.

Ai+ Smartphone has absorbed a significant portion of these incremental costs to maintain accessible pricing for consumers. However, with cost pressures continuing, the company has implemented a measured price revision across select devices effective today.

Commenting on the development, **Madhav Sheth, CEO, Ai+ Smartphone and Founder, NxtQuantum Shift Technologies**, said:

Our Mission is to deliver exceptional technology and real value to Indian consumers while building a strong, sustainable business. The industry is under pressure with rising component costs, and while we've absorbed much of it, a strategic price adjustment is necessary. One thing remains clear: we will keep technology accessible, and Ai+ will continue to provide unparalleled value across our offerings."

The company emphasised that the revision reflects the broader change in industry cost structures and is aimed at maintaining a sustainable balance between affordability, product experience and long-term value.

Despite the adjustment, Ai+ Smartphone will continue to focus on delivering a strong price-to-experience proposition across its portfolio, while closely evaluating market and supply-chain dynamics to ensure its devices remain competitively positioned for Indian consumers.

Revised Price list :

Model	**Variant**	**Old Customer Price**	**New Customer Price**
Ai+ Pulse 2	4+64	9999	10999
Ai+ Pulse 2	4+128	10999	11499

Ai+ Pulse 2	6+128	11999	11999
Ai+ Nova 2 5G	4+64	12999	13999
Ai+ Nova 2 5G	4+128	13999	14999
Ai+ Nova 2 5G	6+128	14999	15999
Ai+ Nova 2 Neo 5G	4+64	13999	14999
Ai+ Nova 2 Neo 5G	4+128	14999	15999
Ai+ Nova 2 Neo 5G	6+128	15999	16999
Ai+ Nova 2 Pro 5G	6+128	15999	17999
Ai+ Nova 2 Pro 5G	8+128	17999	19999

Ai+ Nova 2 Ultra 5G	6+128	18999	20999
Ai+ Nova 2 Ultra 5G	8+128	20999	22999

About Ai+ Smartphone

Ai+ Smartphone is a next-generation brand built in India, delivering reliable and high-performance mobile experiences. Powered by NxtQuantum OS, India’s first sovereign mobile operating system, the brand focuses on delivering a clean design, ensuring long battery life, and maintaining trusted software performance, all while keeping prices accessible without compromising the user experience.

About Ai+ and NxtQuantum Shift Technologies

NxtQuantum Shift Technologies is a deep-tech Indian company building secure, sovereign digital platforms for a digital-first world. Founded by Madhav Sheth, the company develops NxtQuantum OS, India’s first sovereign operating system, and is committed to building technology that is designed, engineered, and developed in India while remaining globally competitive.