

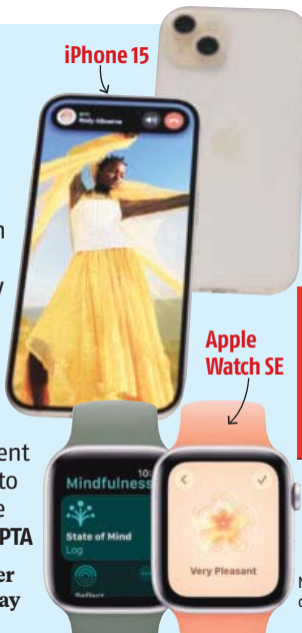
APPLE iPhone 15 MADE IN INDIA, BUT STILL COSTLY

Apple Inc on Tuesday night revealed the price of its iPhone 15 range and launched three upgraded watches. As a first for Apple, the gap between the phone launch and its assembly in India has been bridged fully.

iPhone 15 is being assembled in India at the Foxconn factory for weeks, and sources said there is inventory available for local consumers to get the "make in India" phone. Experts said despite being made in India, even the entry-level price of the iPhone 15 is higher than in US. This is because of the 18 per cent goods and services tax, which has to be paid for an assembled phone in India.

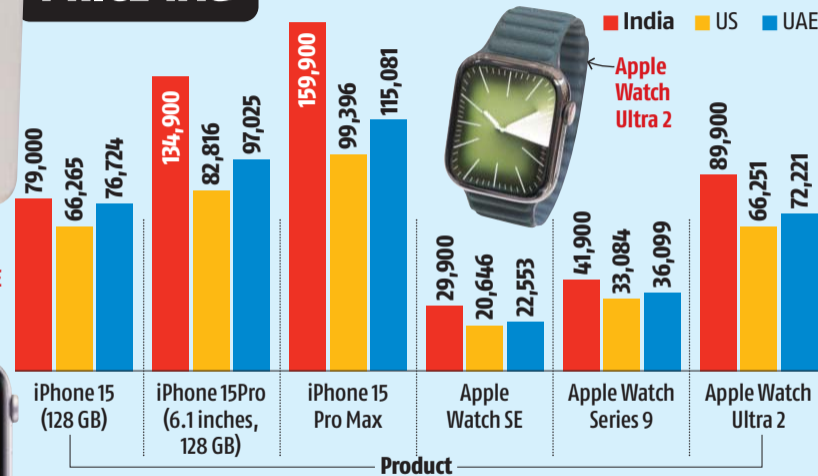
SURAJEET DAS GUPTA

Apple CEO Tim Cook and shutter P V Sindhu at an event on Tuesday



PRICE TAG

Cost comparison of Apple products (in ₹)



Note: Price of US does not include value added tax, which ranges from 3 to 8% across states; Figures of US dollars and dirhams have converted to Wednesday's exchange price; Source: Apple Inc announcements in various countries