

Samsung to make AI-driven Galaxy S24 series in Noida

Meant for export as well; devices are priced at ₹79,999 to ₹1,59,999 apiece

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Samsung will manufacture its latest artificial intelligence-loaded Galaxy S24 series at its India factory for both domestic sale as well as exports, senior company officials said.

The company unveiled its latest flagship device — Galaxy S24 series — with focus on Artificial Intelligence (AI)-based applications to enhance productivity like real-time voice call and message translation in select languages, including Hindi, improved image editing, camera effects to woo content creators, and Corning Gorilla Armor glass to enhance durability of display.

“This is a device of the future. While the world talks about AI as the next big thing, the Galaxy S24 series brings it live to you. I am very happy to announce that Galaxy S24 series will be manufactured at our Noida factory in India,” Samsung India President and CEO J B Park said.

He said consumers in India can start pre-booking Galaxy S24 series smartphones from January 18 and it will go on sale from January 31.

Samsung has priced Galaxy S24 series smartphones with storage capacity in the range of 8GB system memory (ROM) and 256 GB storage (RAM) to 12 GB ROM with 1 terabyte (TB) RAM.

The devices will be available in India in the price range of ₹79,999 to ₹1,59,999 apiece.

“At Samsung, we are proud to be driving premiumisation in India. I am positive that India will be at the forefront of embracing the AI revolution by operating Galaxy S24,” Park said. Samsung India Senior Vice-President for mobile business Raju Pullan said the entire S24 series will be manufactured in India for India as well as for the other parts of the world. “Entire range of Galaxy S24 series will be manufactured in India, for India and we will be also making it available for the world from India,” Pullan said.

The firm has come up with promotional offers. “There is a special announcement for India. We will have an upgrade programme for India where consumers can buy Galaxy S24 Ultra 512 GB at an effective price almost equal to the price of Galaxy S23 Ultra 256 GB version,” Pullan said.

WHAT THE PHONE OFFERS

FLAT DISPLAY: Uniform refresh rate across models; QHD+ resolution in the Plus model, up from FullHD+ in the predecessor

AI: There is Galaxy AI deeply integrated across various sections for enhanced user experience

PROCESSORS: The Galaxy S24 Ultra is powered by Qualcomm Snapdragon 8 Gen 3 system-on-chip. The other two models in the line-up, the Galaxy S24 and Galaxy S24 Plus, are powered by its in-house developed Exynos 2400 SoC

PROTECTION AND DURABILITY: Titanium frame and Gorilla Glass Armor to protect the display

SOFTWARE: The firm has committed to provide up to seven years of Android OS updates and security patches for all Galaxy S24 series



Company targets double-digit sales growth for flagship series

Samsung is targeting double-digit growth for its latest flagship smartphone series, powered with an array of new artificial intelligence features. The devices include built-in live voice and text translation of calls and a new search tool that lets users circle an image on the phone to get related information, tapping the AI suites of Samsung and Google. Samsung is taking a hybrid approach of combining its own AI technologies with those of Google, according to TM Roh, head of Samsung's mobile business.

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