

# 50% PCs to be AI-powered in 3 yrs: HP India

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Global personal computer (PC) manufacturer HP expects at least 50 per cent of all PCs to be artificial intelligence (AI) devices in the next two-three years, said a senior executive. Having launched its range of Copilot Plus laptops for commercial and consumer segments on Thursday, HP is betting big on its AI PCs. These, it hopes, will drive growth in segments like small and medium businesses (SMBs), enterprises and education.

“Next year, at least 10 per cent of all PCs sold will be AI PCs across the industry. Over the next two-three years, we expect to see this figure go up to almost 50 per cent,” Ipsita Dasgupta, senior vice-president and managing director (MD), HP India, told *Business Standard*.

AI PCs use artificial intelligence to elevate productivity, creativity, gaming, entertainment, security and more.

Dasgupta said AI PCs will be a big growth driver for India, across both commercial and consumer segments, and therefore, a big driver for HP as well.

“Overall, we see the PC total addressable market (TAM) doubling over the next five years, and AI will be a huge driver for that,” she added. This assumes significance amid slow demand in Indian PC market in the past few quarters.

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