

Qualcomm hots up low-cost 5G chip battle

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Qualcomm launched an affordable, India-designed chipset, the Snapdragon 4s Gen 2, on Tuesday. This chipset will enable mobile device makers to sell 5G smartphones operating on a standalone (SA) network for ₹8,300 or less. The launch is important because the San Diego-based company is in direct competition with Taiwanese giant MediaTek to dominate the 5G chipset market in India, particularly in the sub-₹10,000 segment.

Speaking on the importance of the launch, Chris Patrick, senior vice-president and general manager of mobile handsets at Qualcomm Technologies, Inc, said: "We have incredible engineering talent in India. And we are talking to partners



Chris Patrick, senior V-P and general manager of mobile handsets, Qualcomm, said the chipset will enable firms to sell 5G phones for ₹8,300 or less

to enable selling a phone for ₹8,300 and even lower." The company has partnered Chinese phone maker Xiaomi, and the first phones based on this chipset are expected

to hit the market by October this year. It is also in talks with other device makers.

Qualcomm faces stiff competition from MediaTek, whose Dimensity range of chipsets is already powering 5G phones.

According to MediaTek sources, these include the Poco M6 64GB at ₹8,249, the Itel P55 at ₹8,958, and the Lava Blaze 5G at ₹8,999. These devices work on both SA (Reliance Jio) and non-standalone (NSA) 5G networks (Bharti Airtel, which has announced plans to shift to NSA).

Asked whether Qualcomm was a late-comer in the sub-₹10,000 5G chipset market, Patrick said: "We don't think so. Of course, everyone is looking at ways to reduce the entry cost of 5G phones, and that is good for the overall market."

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