AI Smartphones
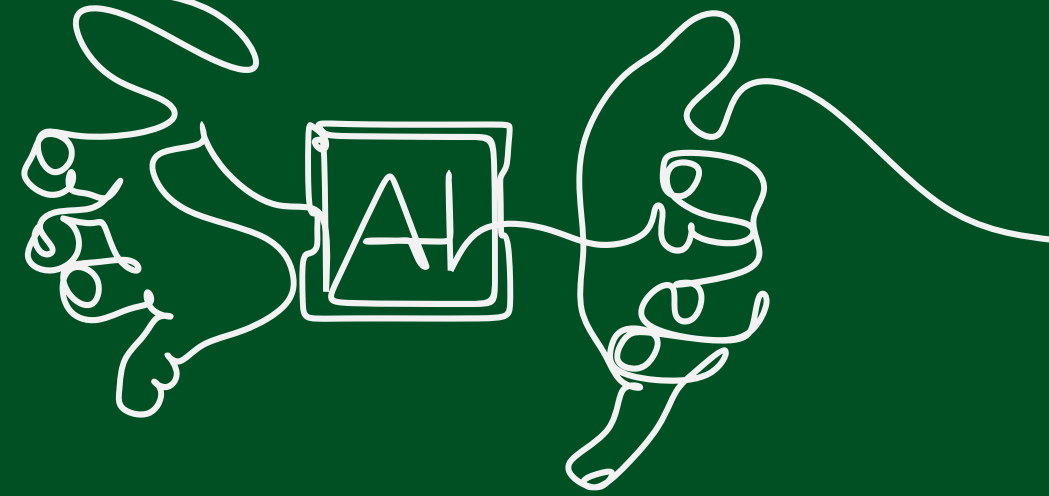
The evolving interface between humans and smartphones

February 2025

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We follow the arc of technology!

www.techarc.net

AI is fast evolving as the default interface between humans and their most loved companion gadget – Smartphone!

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Evolution of AI in Smartphones

2017: AI/ML Smartphone Era Begins

Google Pixel 2 introduced Portrait mode and improved HDR, Apple iPhone 8/X featured a Neural Engine for ML tasks, and Huawei Mate 10 launched with AI object recognition powered by NPU.

2022: ChatGPT, big bang moment in AI

OpenAI launched ChatGPT, bringing generative AI into the mainstream

2024: Galaxy AI Launch

Samsung Galaxy S24 launched with the Galaxy AI suite, marking the start of the proprietary AI trend among smartphone brands, emphasizing on-device AI capabilities and paving the way for agentic AI integration in future devices.

Post-ChatGPT Era

Pre-ChatGPT Era

2018: Smarter Assistants and Smarter Systems

Panasonic Arbo debuted as an AI-powered virtual assistant designed to personalize the smartphone experience, while Google introduced Adaptive Battery with Android 9, using AI/ML to optimize how apps consume phone batter
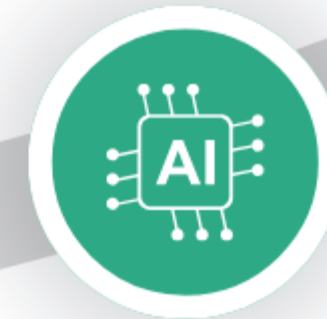
2023: Generative AI Impact

Google Pixel 8 showcased AI for facial expression selection, while Qualcomm developed processors for enhanced AI acceleration.

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AI Smartphones in India

AI Smartphones*	AI Smartphones - 2023	AI Smartphones - 2024	AI Smartphones - 2025
115	**03** | **14**	**54** | **19**	**11** | **0**

* Also includes additional 14 smartphone models released prior to 2023 that have also been upgraded to include AI features. 2025 numbers are as of Jan 31st, 2025.

■ Equipped with AI features out of box

■ Upgraded to include AI features

The Tecno Pova 6 Neo is the most affordable AI-enabled smartphone in India, while the Samsung Galaxy Z Fold 6 is the most expensive AI-powered smartphone available.

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AI Smartphone Dashboard 2024
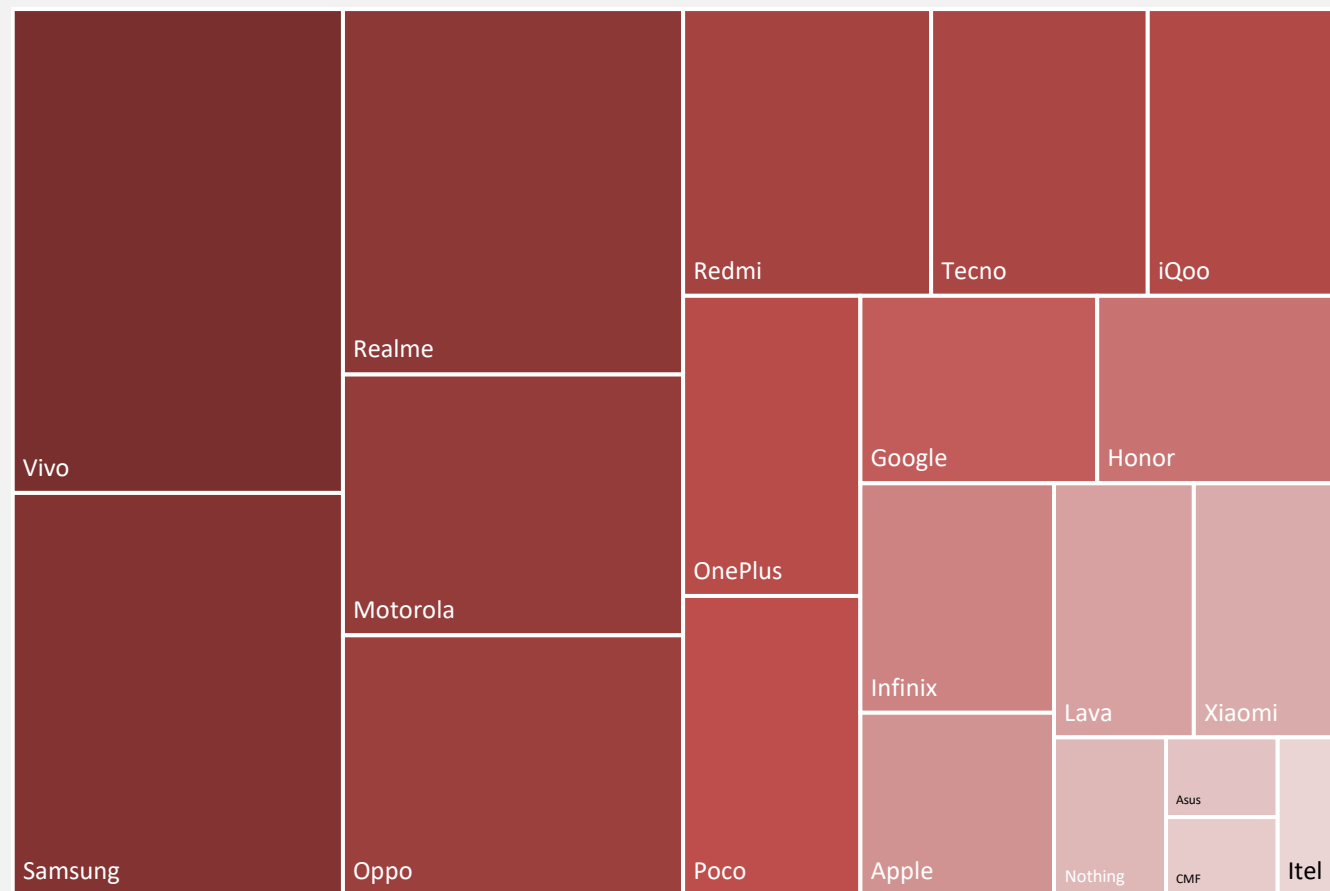
Smartphone Unique Models	AI Smartphone Models	Out of box AI Smartphone Models	Upgraded AI Smartphone Models
192	**73**	**54**	**19**

Smartphone Model Launches

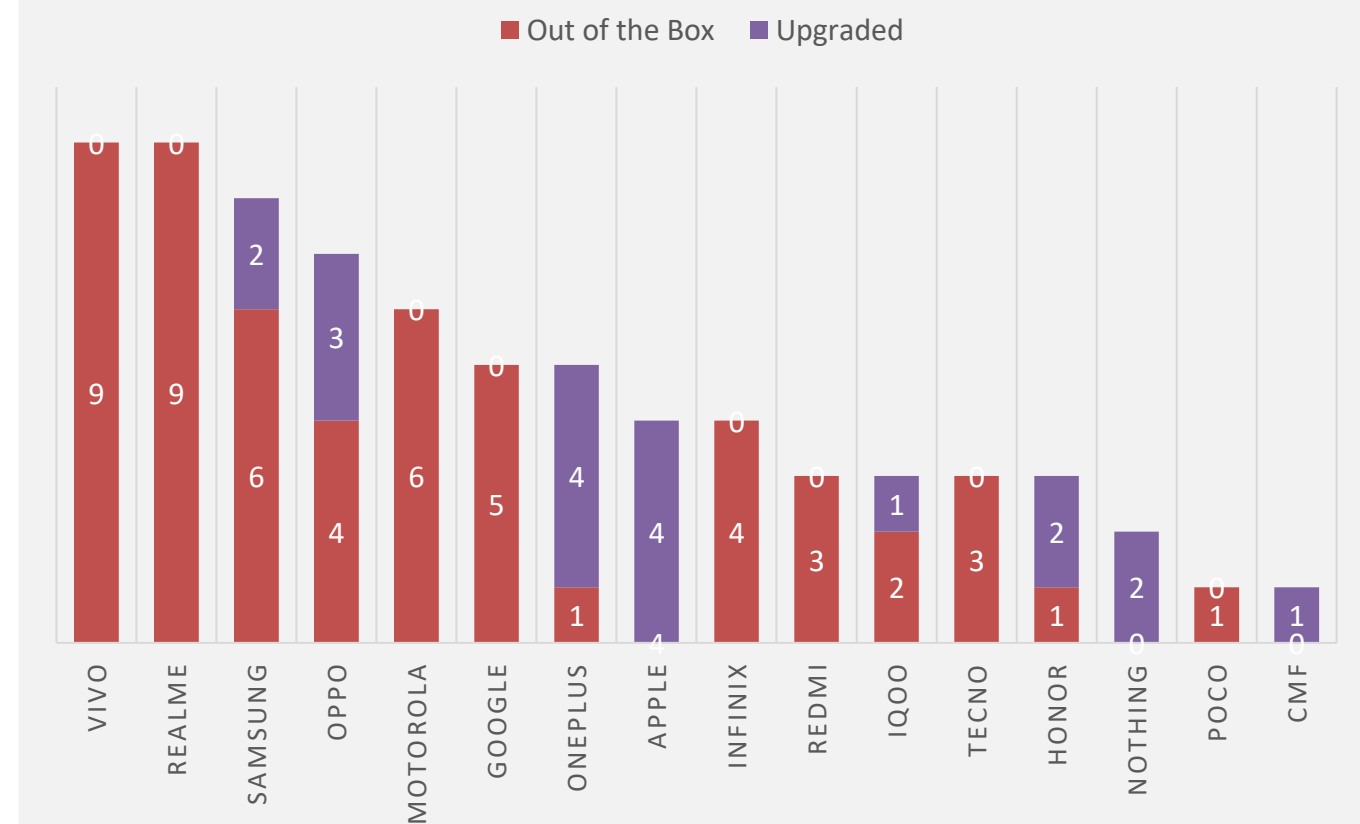Vivo, Samsung, Realme, Motorola, Oppo, Redmi, OnePlus, Poco, Tecno, Google, Infinix, Apple, iQoo, Honor, Lava, Xiaomi, Nothing, Asus, CMF, Itel

Samsung Galaxy Z Fold 6
Costliest AI Smartphone

Tecno Pova 6 Neo
Cheapest AI Smartphone

AI Smartphone Model Launches

■ Out of the Box ■ Upgraded

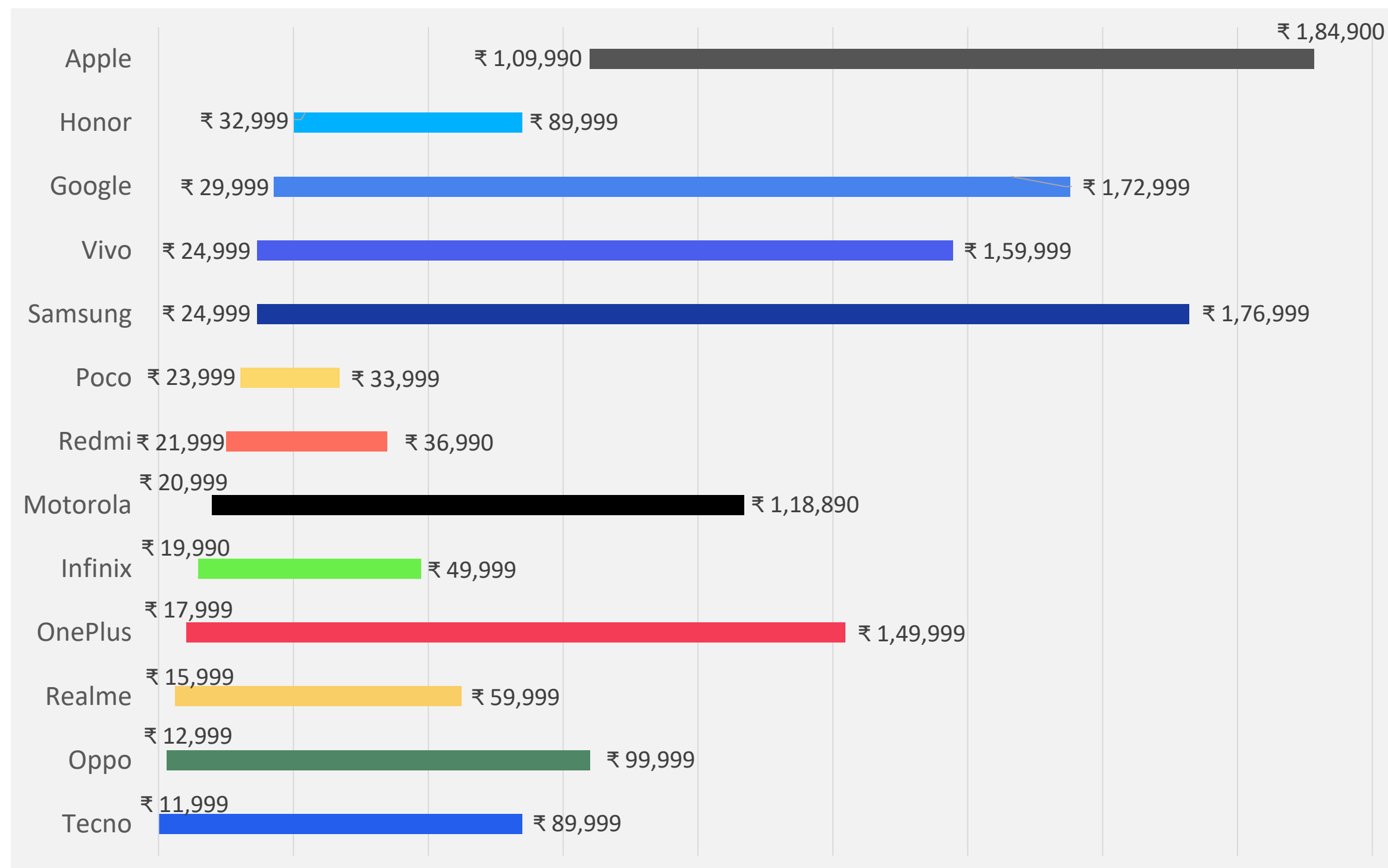|	Out of the Box	Upgraded
VIVO	9	0
REALME	9	0
SAMSUNG	6	2
OPPO	4	3
MOTOROLA	6	0
GOOGLE	5	0
ONEPLUS	1	4
APPLE		4
INFINIX	4	0
REDMI	3	0
IQOO	2	1
TECNO	3	0
HONOR	1	2
NOTHING		2
POCO	1	
CMF		1

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AI Smartphone Price Spread

AI in smartphones has various flavours and hues. Smartphone makers have incorporated several features ranging from content editors to content generation use cases.

With this wide application and variations in AI implementations, smartphones with some AI integrations are available across various price ranges.

Among the smartphone brands, Samsung offers the widest range of AI smartphones followed by Google and OnePlus in that order.

Brand	Low	High
Apple	₹ 1,09,990	₹ 1,84,900
Honor	₹ 32,999	₹ 89,999
Google	₹ 29,999	₹ 1,72,999
Vivo	₹ 24,999	₹ 1,59,999
Samsung	₹ 24,999	₹ 1,76,999
Poco	₹ 23,999	₹ 33,999
Redmi	₹ 21,999	₹ 36,990
Motorola	₹ 20,999	₹ 1,18,890
Infinix	₹ 19,990	₹ 49,999
OnePlus	₹ 17,999	₹ 1,49,999
Realme	₹ 15,999	₹ 59,999
Oppo	₹ 12,999	₹ 99,999
Tecno	₹ 11,999	₹ 89,999

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NOTE: Apple Intelligence is not yet enabled in India.

Types of AI

AI by Origin

Third-party AI

Third-party AI refers to features powered by external LLMs, such as, Google's Gemini, OpenAI's ChatGPT, and Meta's Llama. These AI features are often cloud-based and provide common features across multiple devices.

Proprietary AI

Proprietary AI includes features developed in-house by smartphone brands, tailored specifically for their devices, such as, Samsung's Galaxy AI for real-time translation and camera optimisation, Apple's Apple Intelligence for enhancing Siri and photo editing, and Motorola's Moto AI for organising information and simplifying tasks.

AI by Outcome

Generative AI

It refers to AI systems designed to create new content, such as text, images, audio, or video, based on patterns learned from existing data. Examples include tools like OpenAI's ChatGPT for text generation, DALL-E for image creation.

Agentic AI

It refers to AI systems that act autonomously to achieve specific goals or tasks, often mimicking human decision-making processes. These systems can plan, learn, and adapt in real-time. Examples are virtual assistants like Siri or Gemini, and also AI features that help in battery optimisation and display colour tone.

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Key AI Features

ChatGPT	Gemini	Galaxy AI	Moto AI
Voice Assistant Integration	Gemini AI Assistant	AI Powered Notes	AI Intelligent Search
Voice Control	Gemini Live	Sketch to Image	Voice Recording to Text Summary
	Circle to Search	Writing Assistant	Context Aware Screenshot
	Live Translation	Real Time Call Translation	
	Photo Editor	Real Time Interpreter	
	Magic Eraser	Personalised Information	
	Sketch to Image	Voice Recording to Text Summary	
	AI Zoom Enhance		
	AI Image generator		
	Photo Unblur		
	Best Take		
	Add Me		
	Video Boost		
	AI Generated Summary		
	Smart Reply		
	Call Notes		
	AI Wallpaper		
	Context Aware Screenshot		
	Voice Assistant Integration		

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NOTE: Gemini is proprietary for Google Pixel smartphones.

ACE Framework

The ACE framework designed by Techarc to benchmark AI smartphones holistically covers all the features and use cases that are powered by artificial intelligence.

All the features, whether powered by Generative AI or Agentic AI are categorised in **A**ssist, **C**reate and **E**nhance elements basis the value addition they bring to the smartphone experience.

Assist
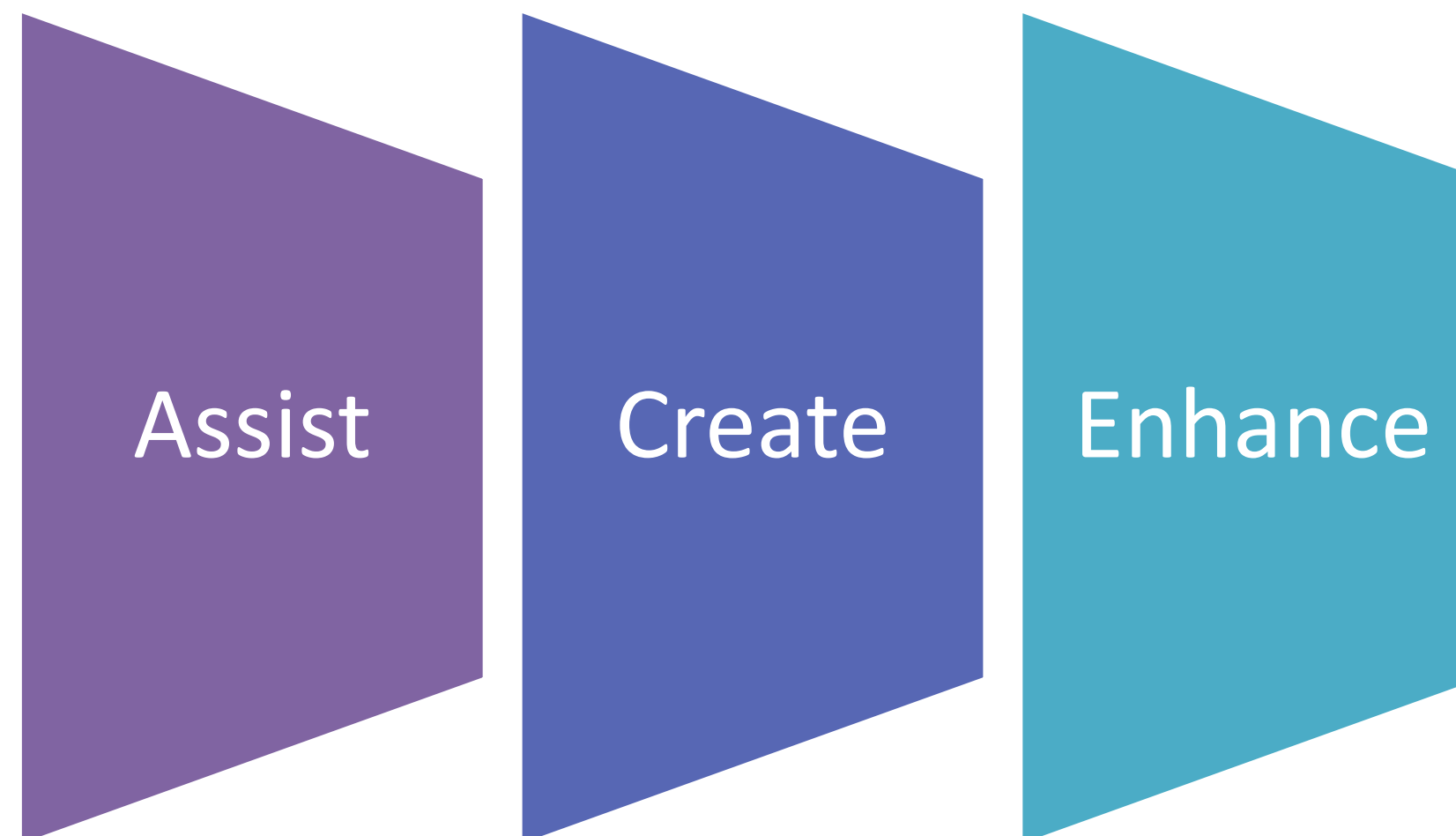
Create

Enhance

01 **Assist**

Agentic AI features that help users organizing calendar, scheduling, and data retrieval.

02 **Create**

Generative AI-driven tools that create new content, like text, images, or music, based on user prompts or inputs.
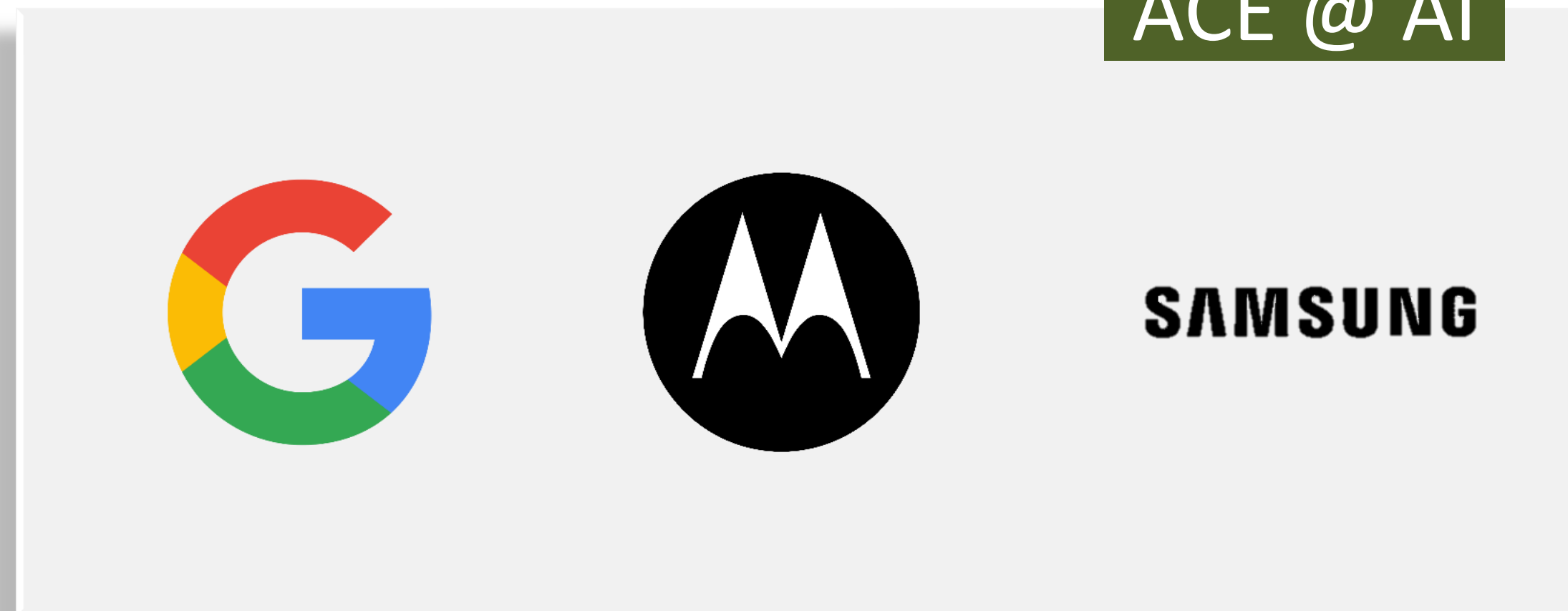
03 **Enhance**

AI capabilities that improve existing content, such as refining images, optimising videos, or improve connectivity.

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ACE@AI Brands

Other AI Smartphone Brands	
Apple	CMF
Honor	Infinix
iQoo	Nothing
OnePlus	Oppo
Poco	Realme
Redmi	Tecno
Vivo	

Ordered Alphabetically

The ACE framework evaluated all the smartphone brands that have announced any kind of AI integration. During evaluation all the AI features (proprietary or third-party), or generative or agentic, were categorised into Assist, Create and Enhance. However, three brands, Google, Motorola and Samsung (ordered alphabetically), distinctly stand out other brands. They key criteria that distinguishes these three brands than others are listed below:-

- At least one feature each in Assist, Create and Enhance resulting in a holistic AI experience.
- Significantly higher number of features each in Assist, Create and Enhance increasing the use cases.
- Proprietary AI features that are creating unique distinctive brand specific AI experiences.
- AI smartphone range is wide in terms of price points serving different market segments.
- AI is officially available in these brands in India either in alpha or beta mode.
- These brands are specifically promoting AI giving them a top of mind recall advantage.

NOTE: In our methodology, we have not done any competitive ranking using ACE framework. This is because its paramount to have user experiences incorporated while ranking AI capabilities and experiences. As we are in early stage of AI smartphone usage, there isn't enough time period for which users will have an opinion. Right now, AI has a wow factor, which could swing the rankings positively.

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AI Smartphone – Google

Pixel 8a, ₹ 44,999

Pixel 9 Pro, ₹ 1,09,999

Pixel 9 Pro Fold, ₹1,72,,999

Pixel 9, ₹74,999

Pixel 9 Pro XL, -₹ 1,39,999

Total Smartphone Models Launched	Models Launched with AI	Models with Out of Box AI	Models with Upgraded AI	First AI Smartphone(s)	Proprietary AI	Proprietary AI Features	Third-party Features
05	05	05	0	Google Pixel 8 Series	Gemini	17	0

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AI Smartphone – Motorola

Edge 50 Neo, ₹ 20,999

Edge 50 Pro, ₹ 29,990

Razr 50, ₹ 54,999

Edge 50, ₹23,999

Edge 50 Ultra, ₹49,999

Razr 50 Ultra, ₹1,18,890

Total Smartphone Models Launched	Models Launched with AI	Models with Out of Box AI	Models with Upgraded AI	First AI Smartphone(s)	Proprietary AI	Proprietary AI Features	Third-party Features
12	06	06	0	Motorola Edge 50 Pro	Moto AI	09	04

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AI Smartphone – Samsung

A55, ₹39,999

Galaxy S24+, ₹71,499

Galaxy Z Flip 6, ₹1,51,999

Galaxy Z Fold 6, ₹ 1,76,999

A35, ₹24,999

Galaxy S24 FE, ₹50,999

Galaxy S24, ₹1,21,499

Galaxy S24 Ultra, -₹ 1,51,999

Total Smartphone Models Launched	Models Launched with AI	Models with Out of Box AI	Models with Upgraded AI	First AI Smartphone(s)	Proprietary AI	Proprietary AI Features	Third-party Features
18	**08**	**06**	**02**	**Samsung Galaxy S24 Series**	**Galaxy AI**	**12**	**07**

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AI Chipset Dashboard

On Device AI Chipsets

21

Maximum Smartphone Models on a Chipset

Qualcomm Snapdragon 8s Gen 3
(7 models; 5 new launches, 2 upgrades)

Number of Smartphone Models with On Device AI Chipsets

54

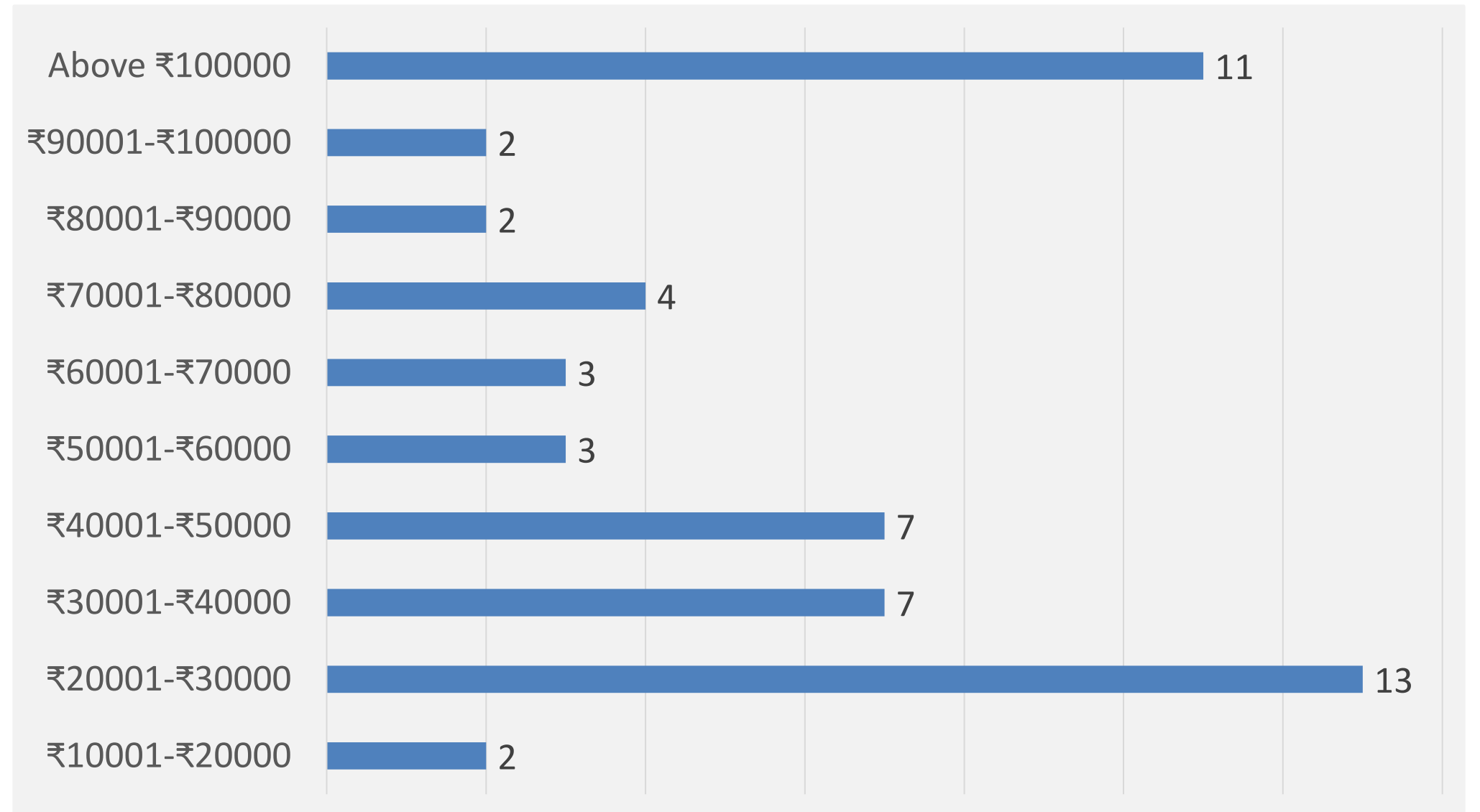On Device AI Chipsets by Smartphone Form Factor

15%

85%

■ Candybar ■ Foldable
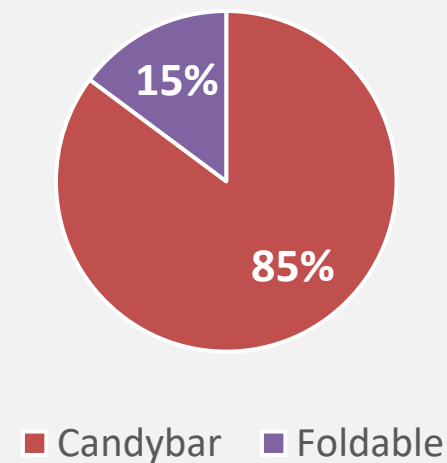
Chipset Brand	Number of On Device AI Chipsets
MediaTek	9
Qualcomm	7
Google	2
Apple	2
Samsung	1

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Smartphone Models with On Device AI Chipsets - Price Segment

Segment	Price Range (₹)	Smartphones
Entry	Below 6000	0
Basic	6001-12000	0
Mid	12001-25000	06
Premium	25001-50000	23
Luxe	Above 50000	25

Price Range	Count
Above ₹100000	11
₹90001-₹100000	2
₹80001-₹90000	2
₹70001-₹80000	4
₹60001-₹70000	3
₹50001-₹60000	3
₹40001-₹50000	7
₹30001-₹40000	7
₹20001-₹30000	13
₹10001-₹20000	2

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14

Smartphone Models with On Device Enabled

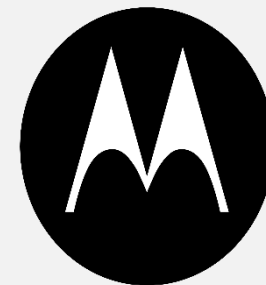| On-Device AI Enabled Smartphones	On-Device AI Smartphones Enabled by Gemini Nano
13	**4**

Smartphone Brands Enabling On Device AI Capability

Apple   Google   Motorola   Samsung

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NOTE: Apple Intelligence is not yet enabled in India.

Smartphone Models with Out of Box AI

Out of Box AI Smartphone Models Form Factor

15%

85%

■ Candy Bar ■ Foldable
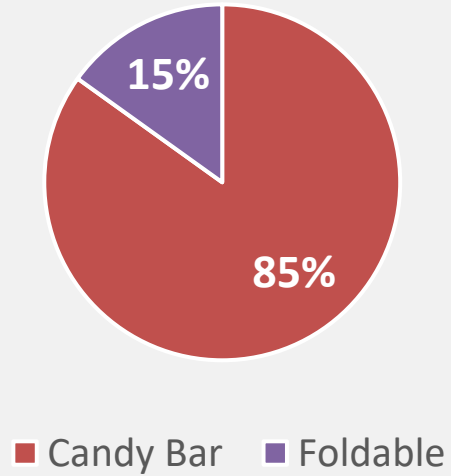
Models with Out of Box AI

54

Category	Price Range (₹)	Out of Box AI Smartphone Models
Entry	Below 6000	0
Basic	6001-12000	0
Mid	12001-25000	13
Premium	25001-50000	20
Luxe	Above 50000	21

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Methodology

| Conduct of Literature Search | → | Development of Knowledge Repository | → | Identification of Smartphones with AI | → | Identification of Proprietary and Third-party AI features | → | Categorisation as per ACE functionalities | → | Weighted Evaluation of Smartphone Brands as per ACE Framework | → | Defined the Qualifying Criteria | → | Finalisation of ACE@AI Smartphone Brands |
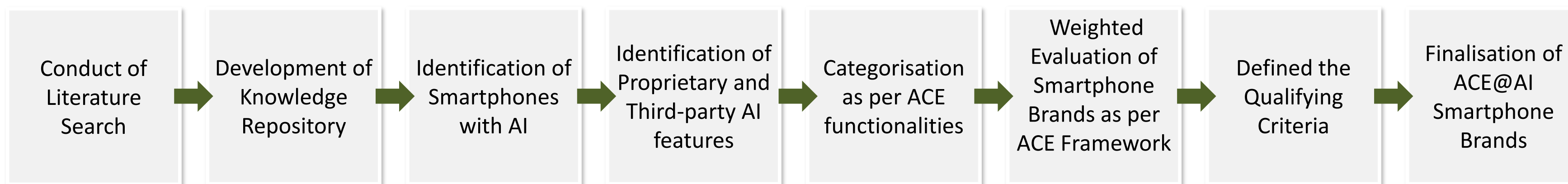
ACE	No. of Features	Weightage
Assist	22	50%
Create	10	20%
Enhance	15	30%

Type of AI	No. of Features
Proprietary	26
Third-party	21

Qualifying Criteria
- A holistic approach to ACE (Assist, Create, Enhance) functionalities.
- A significantly higher number of AI features compared to competitors.
- Ownership of a proprietary AI operating system.

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List of Smartphone Models

2025 Smartphone Models

OnePlus 13	OnePlus 13R	Oppo Reno 13	Oppo Reno 13 Pro	Poco X7	Poco X7 Pro
Realme 14 Pro	Realme 14 Pro+	Samsung Galaxy S25	Samsung Galaxy S25 Ultra	Samsung Galaxy S25+	

2024 Smartphone Models

Apple iPhone 16	Apple iPhone 16 Plus	Apple iPhone 16 Pro	Apple iPhone 16 Pro Max	CMF Phone 1	Google Pixel 8a
Google Pixel 9	Google Pixel 9 Pro	Google Pixel 9 Pro Fold	Google Pixel 9 Pro XL	Honor 200	Honor 200 Pro
Honor Magic 6 Pro	Infinix Note 40	Infinix Note 40 Pro	Infinix Zero 40	Infinix Zero Flip	iQoo 13
iQoo Neo 9 Pro	iQoo Z9s Pro	Motorola Edge 50	Motorola Edge 50 Neo	Motorola Edge 50 Pro	Motorola Edge 50 Ultra
Motorola Razr 50	Motorola Razr 50 Ultra	Nothing Phone 2a	Nothing Phone 2a Plus	OnePlus 12	OnePlus 12R
OnePlus Nord 4	OnePlus Nord CE 4 Lite	OnePlus Open Apex Edition	Oppo A3 Pro	Oppo F27	Oppo F27 Pro+
Oppo Find X8	Oppo Find X8 Pro	Oppo K12x	Oppo Reno 12	Poco F6	Realme 13
Realme 13 Pro	Realme 13 Pro+	Realme 13+	Realme 14x	Realme GT 6	Realme GT 6T
Realme GT 7 Pro	Redmi Note 14	Redmi Note 14 Pro	Redmi Note 14 Pro+	Samsung A35	Samsung A55
Samsung Galaxy S24	Samsung Galaxy S24 Ultra	Samsung Galaxy S24+	Samsung Galaxy Z Flip 6	Samsung Galaxy Z Fold 6	Tecno Phantom V Flip 2
Tecno Phantom V Fold 2	Tecno Pova 6 Neo	Vivo T3 Pro	Vivo T3 Ultra	Vivo V40	Vivo V40 Pro
Vivo V40e	Vivo X Fold 3 Pro	Vivo X200	Vivo X200 Pro	Vivo Y300	

2023 and Earlier Smartphone Models

Apple iPhone 15 Pro	Apple iPhone 15 Pro Max	Google Pixel 7 Pro	Google Pixel 7a	Google Pixel 8	Google Pixel 8 Pro
iQoo 12	Nothing Phone 2	OnePlus 11	OnePlus 11R	Oppo Find N3 Flip	Samsung Galaxy S23
Samsung Galaxy S23 FE	Samsung Galaxy S23 Ultra	Samsung Galaxy S23+	Samsung Galaxy Z Flip 5	Samsung Galaxy Z Fold 5	Google Pixel 6
Google Pixel 6 Pro	Google Pixel 7	Samsung Galaxy S22	Samsung Galaxy S22 Ultra	Samsung Galaxy S22+	Samsung Galaxy Z Flip 4
Samsung Galaxy Z Fold 4	Samsung Galaxy S21	Samsung Galaxy S21 FE	Samsung Galaxy S21 Ultra	Samsung Galaxy S21+	Samsung Galaxy Z Flip 3
Samsung Galaxy Z Fold 3					

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List of On Device AI Chipset Models

Apple A18	Apple A18 Pro	Google Tensor G3	Google Tensor G4
MediaTek Dimensity 7050	MediaTek Dimensity 7200	MediaTek Dimensity 7300	MediaTek Dimensity 7350
MediaTek Dimensity 8020	MediaTek Dimensity 8200	MediaTek Dimensity 9000+	MediaTek Dimensity 9200+
MediaTek Dimensity 9400	Qualcomm Snapdragon 7 Gen 3	Qualcomm Snapdragon 7+ Gen 3	Qualcomm Snapdragon 7s Gen 2
Qualcomm Snapdragon 7s Gen 3	Qualcomm Snapdragon 8 Elite	Qualcomm Snapdragon 8 Gen 3	Qualcomm Snapdragon 8s Gen 3
Samsung Exynos 2400			

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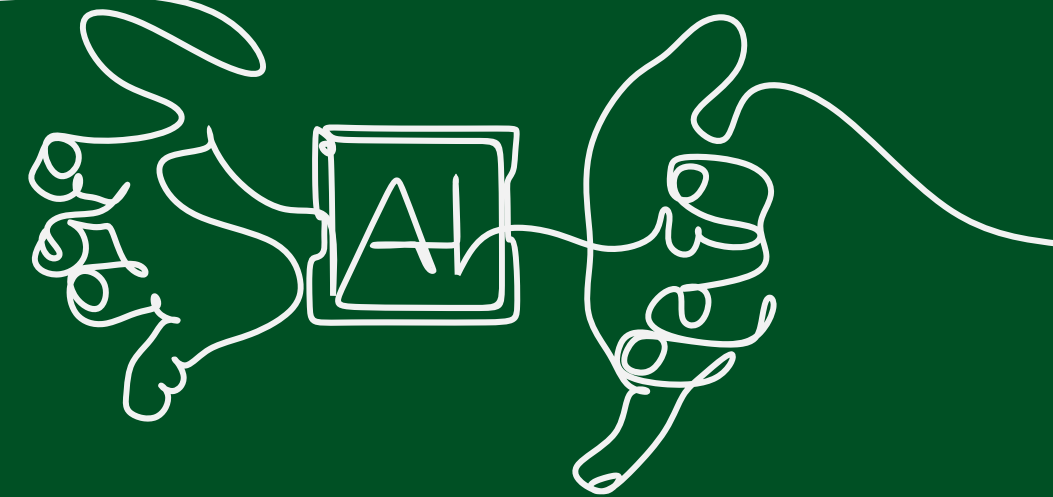
AI Smartphones

The evolving interface between humans and smartphones

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