



Decoding the Customer Voice: Realme's 2025 India Smartphone Report

A RaRe Quadrant Analysis of Customer Ratings & Review Sentiment

A Techarc **RaRe Quadrant** Report

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A Year of Resounding Success, Led by Mid-Range Mastery

01

Dominant Delight:

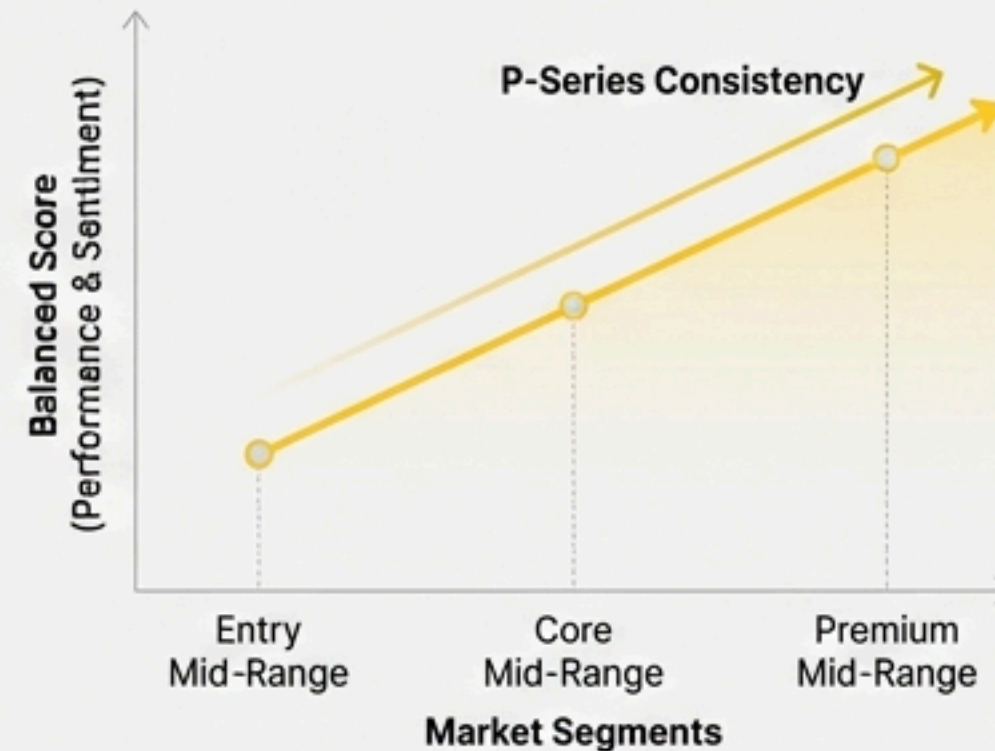
Realme's 2025 portfolio has overwhelmingly captured customer approval. The P-Series and Number Series are the clear drivers of this success, firmly occupying the 'Delight' quadrant.



02

Series-Level Strength:

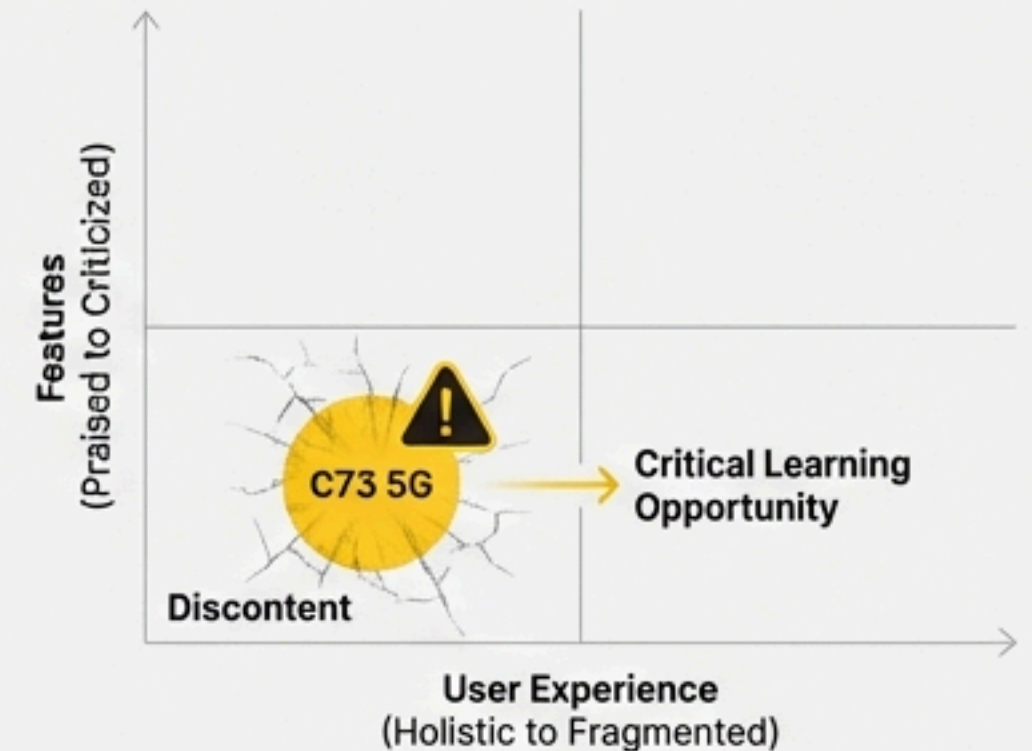
The P-Series, in particular, demonstrates exceptional consistency in balancing performance and positive sentiment, emerging as the strategic blueprint for market resonance.



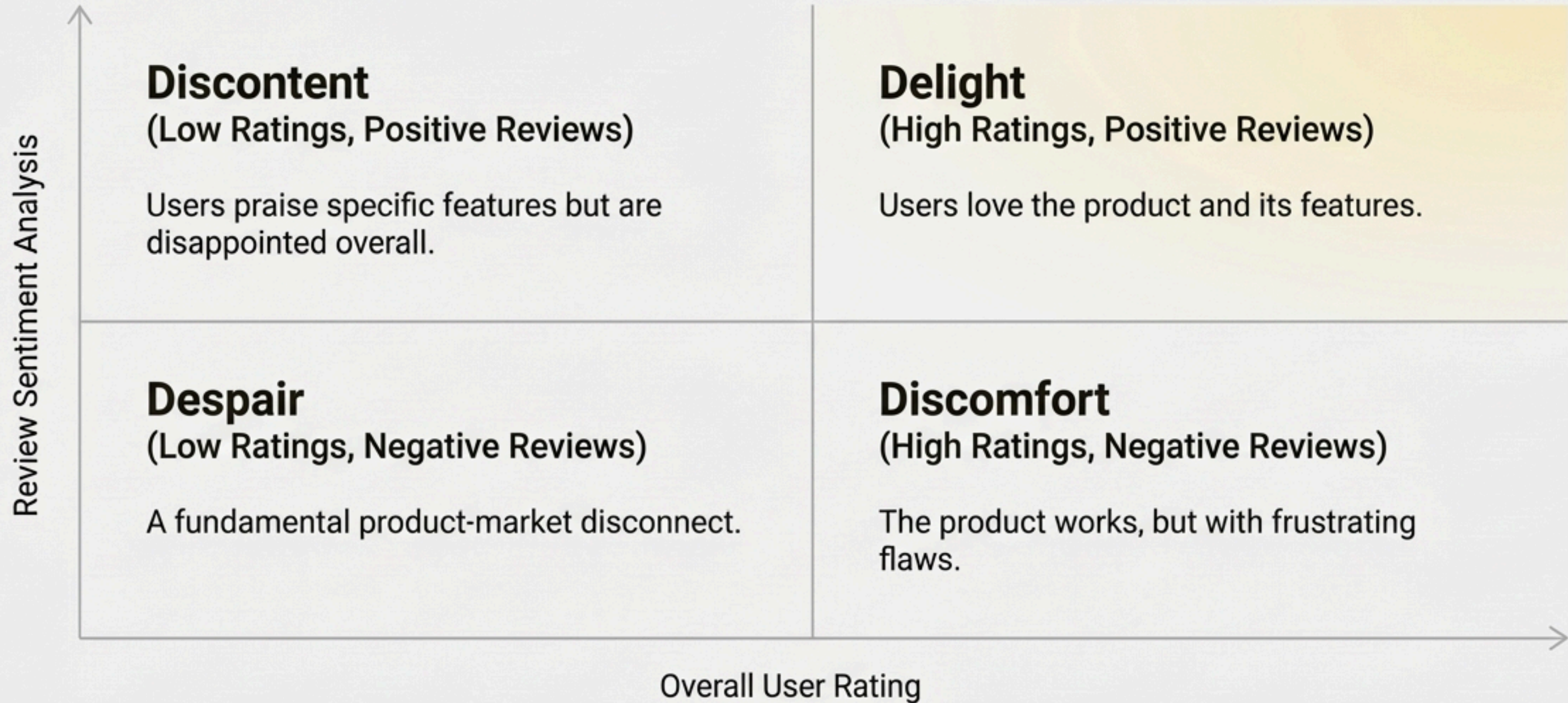
03

The Budget Anomaly:

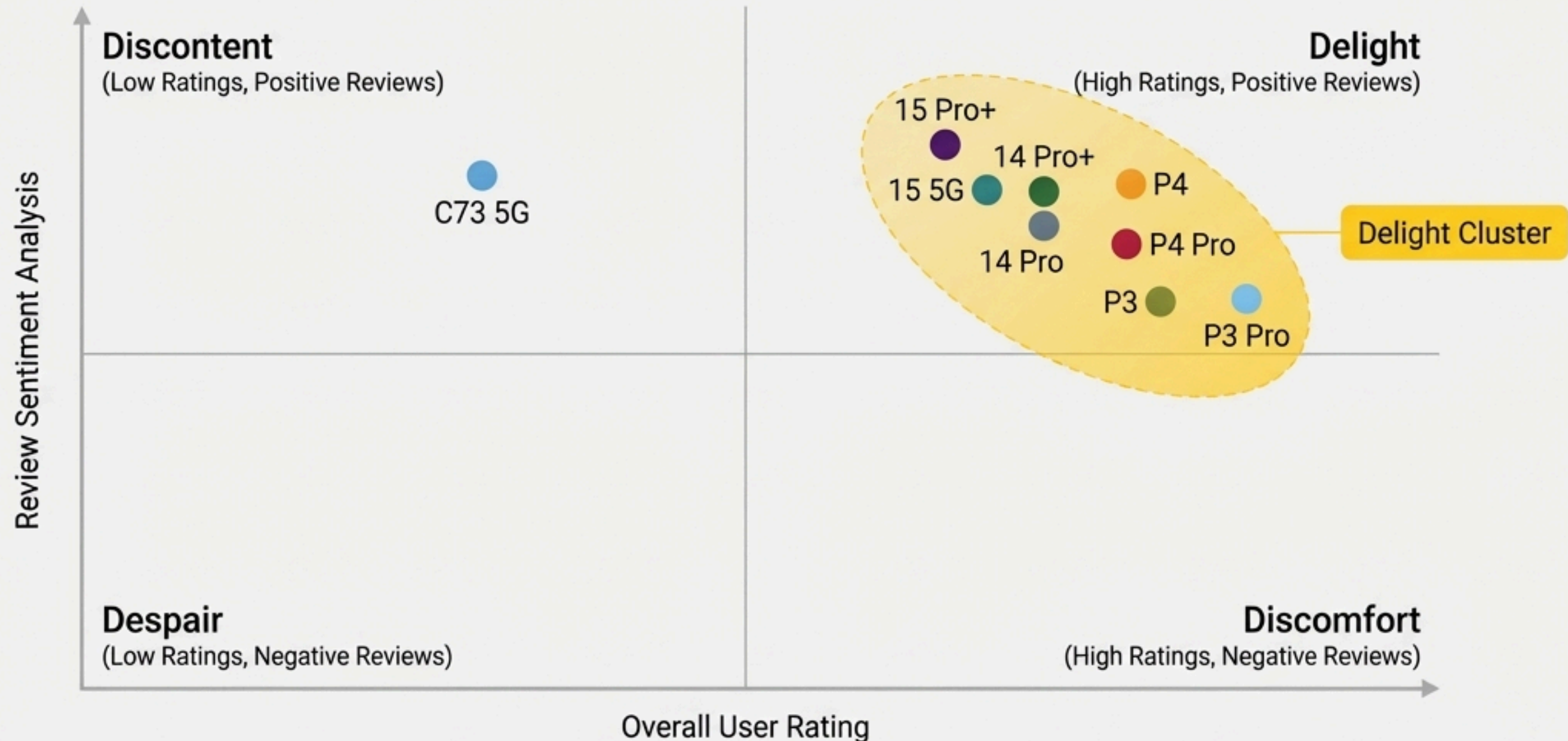
The C73 5G presents a critical learning opportunity. Its position in the 'Discontent' quadrant signals a disconnect between praised features and the holistic user experience that warrants strategic attention.



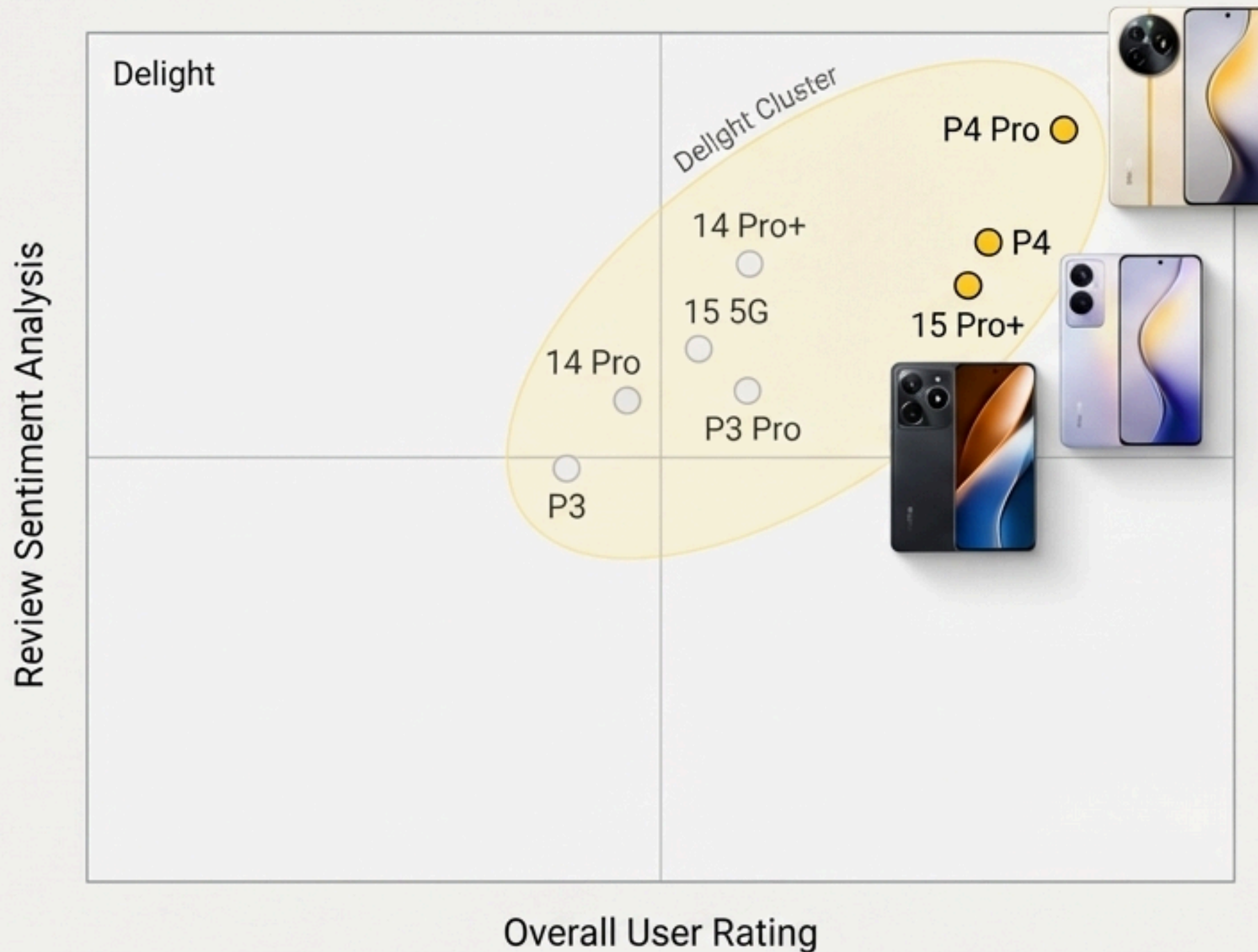
How We Measure Customer Voice: The Ratings & Reviews (RaRe) Framework



Realme's 2025 Portfolio is Heavily Concentrated in Customer Delight



P-Series & Number Series Lead the Charge in User Satisfaction



Top Performers

The P4, P4 Pro, and 15 Pro+ lead the pack, achieving the highest combined scores for both ratings and positive review sentiment.

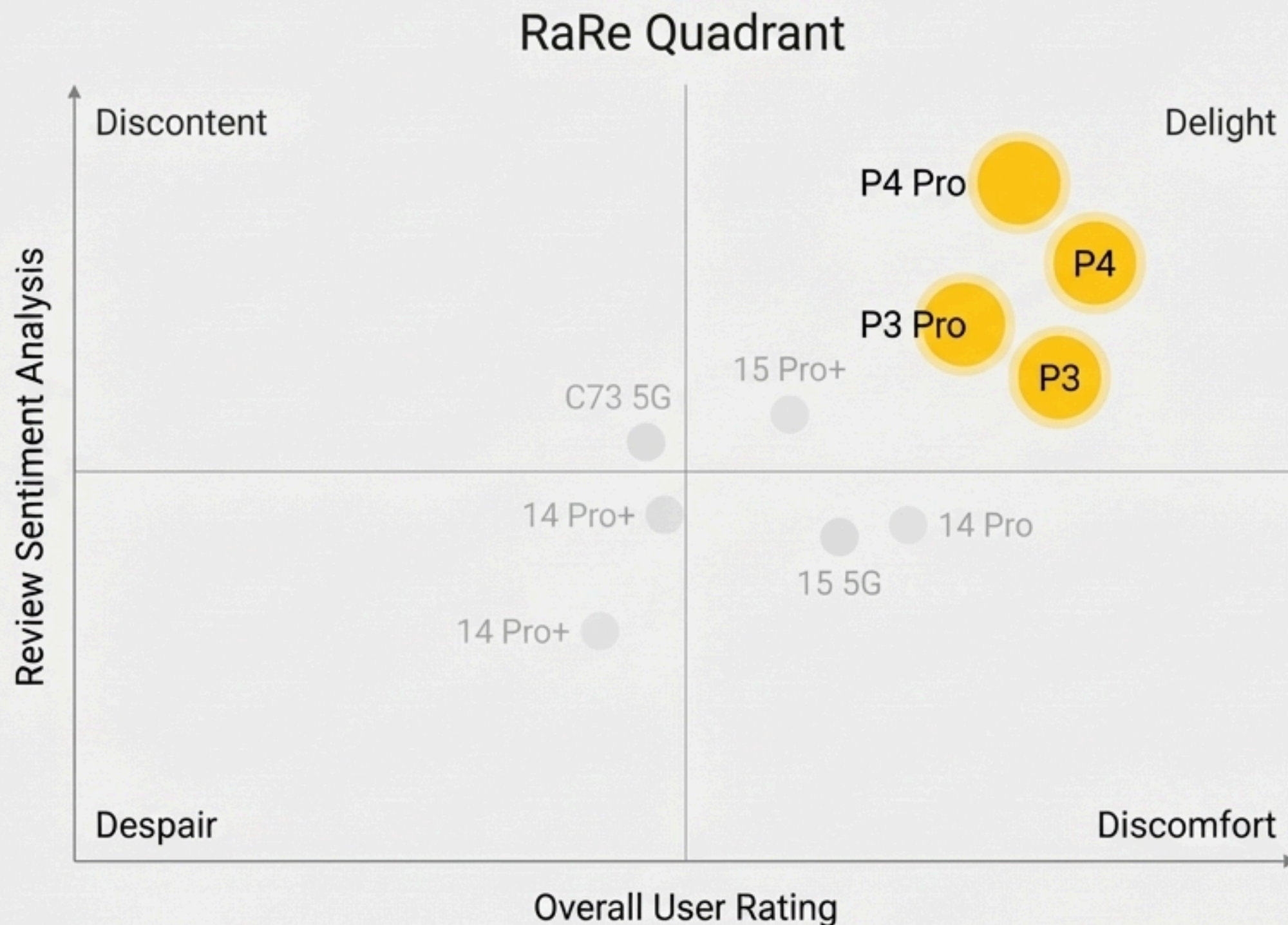
Key Insight

This tight clustering signifies that Realme is consistently delivering well-rounded products that lack significant trade-offs, successfully meeting and exceeding the expectations set by their marketing and brand promise.

The P-Series Delivers Exceptional Consistency and Value Perception



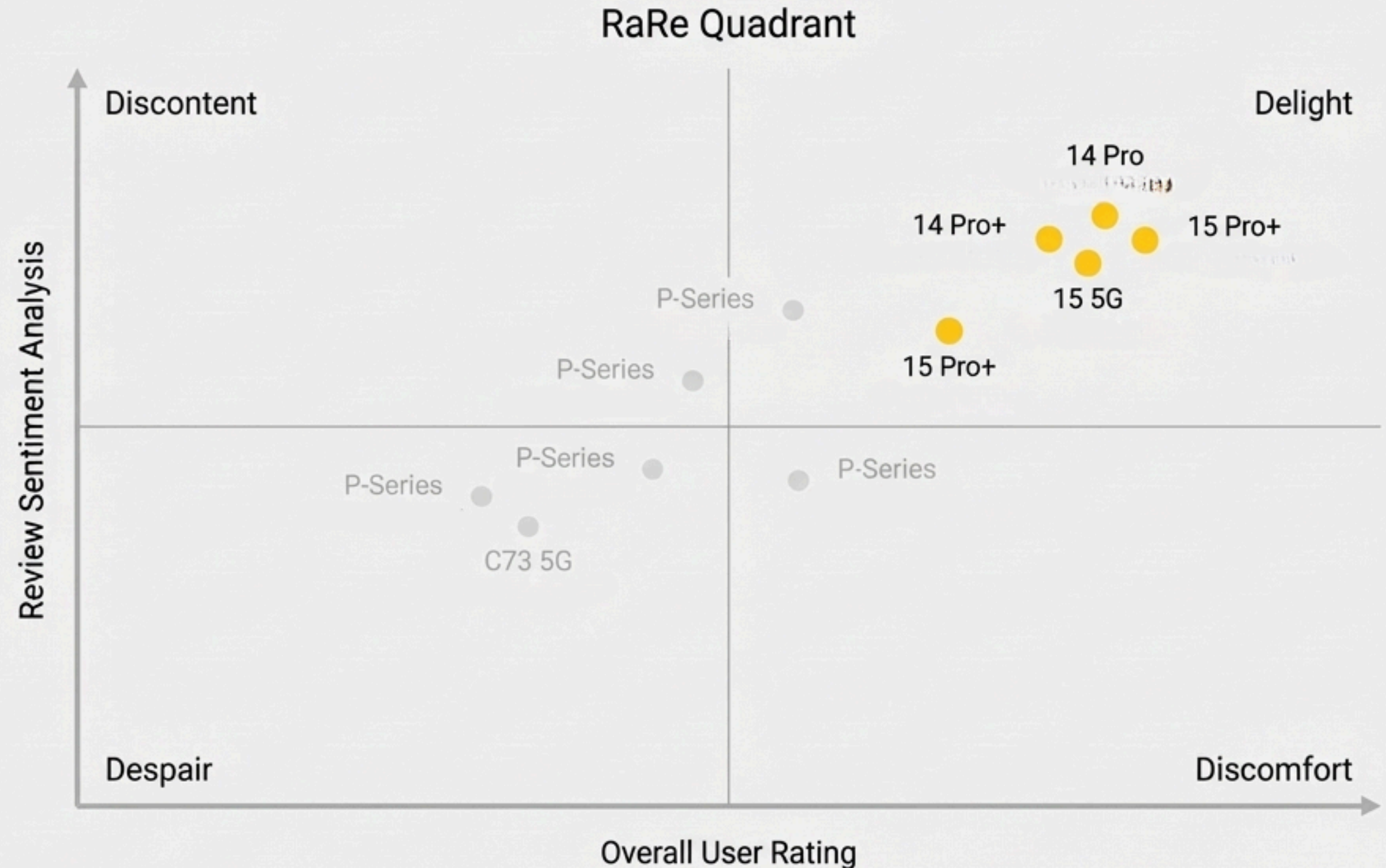
- The entire P-Series lineup lands squarely in the "Delight" quadrant, indicating a successful and repeatable formula for the competitive mid-range market.
- The "Pro" variants (P3 Pro, P4 Pro) consistently score higher than their base models, suggesting that the value-add features are recognized and appreciated by customers.



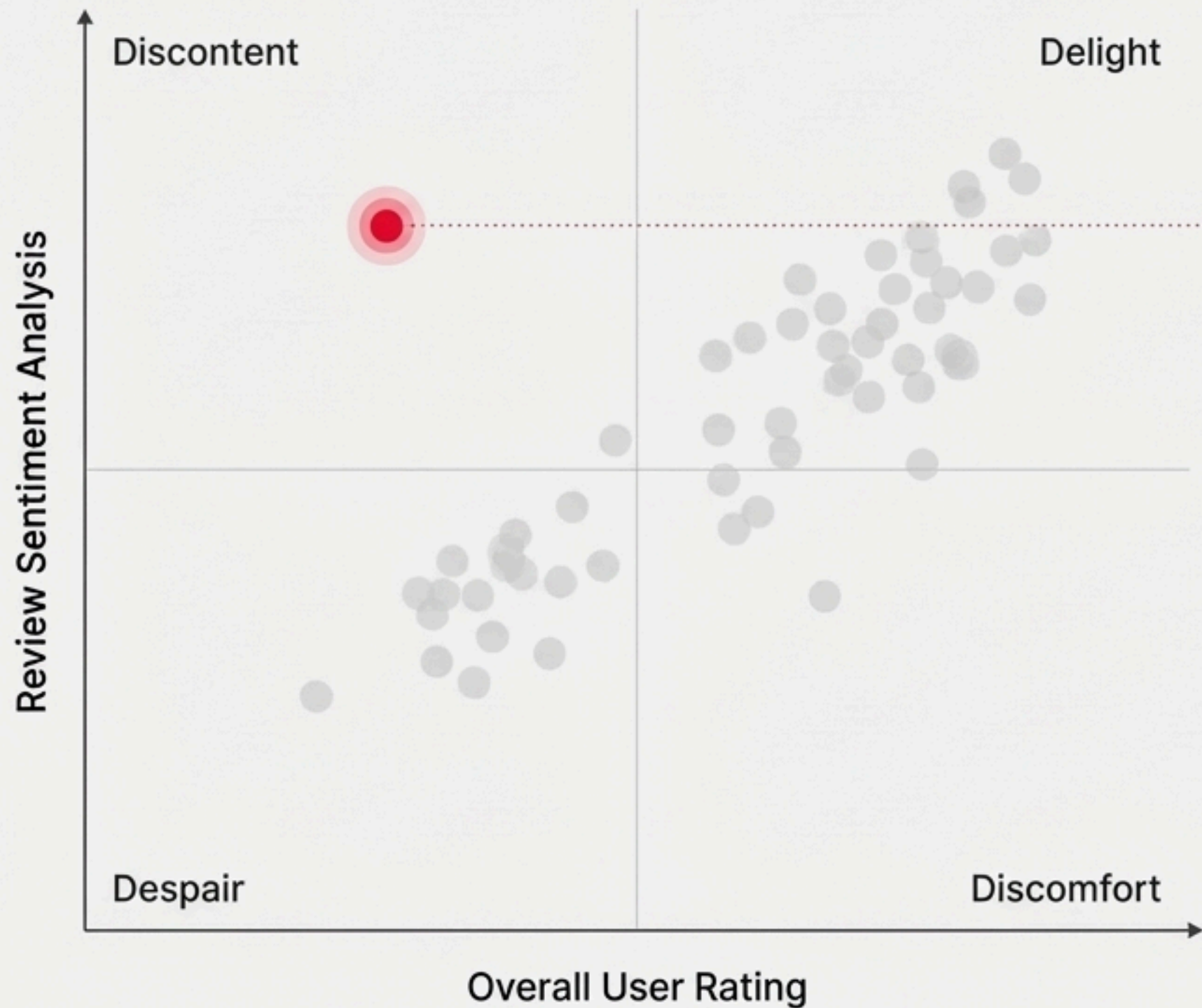
The Number Series Successfully Defends its Premium Territory



- As Realme's core premium offering, the Number Series meets high expectations, securing strong positions deep within the 'Delight' quadrant.
- This performance reinforces the series' brand equity as a reliable choice for users seeking cutting-edge features without compromising on overall experience.



The C73 5G: A Case of 'Good Features, Flawed Experience'



The Disconnect

The C73 5G is the sole model in the 'Discontent' quadrant. This means users are mentioning positive aspects in their reviews (driving up sentiment) but are ultimately giving the device a lower overall rating.

Probable Cause

This pattern typically points to one or two well-marketed "hero" features (e.g., large battery, unique design) that are overshadowed by core usability issues (e.g., software lag, poor camera processing, build quality).

Portfolio Context: Where are the GT & Narzo Series?



realme
GT
SERIES



realme
narzo
SERIES



- This analysis focuses on the 2025 models with the highest volume of available user feedback in the Indian market.
- A complete picture of Realme's brand health would include the performance-centric **GT Series** and youth-focused **Narzo Series**.
- Understanding their position on the RaRe Quadrant is a recommended next step for a holistic portfolio strategy.

Three Key Takeaways for 2025 and Beyond



1. **Double Down on the P-Series Formula.** The P-Series is the strategic blueprint for market-beating value. Its consistent success in balancing features and experience should be analyzed and replicated.



2. **Protect the Number Series Legacy.** The flagship line is performing well. The focus should be on continued innovation to maintain its premium status and justify its price point against increasing competition.



3. **Rethink the Core C-Series Experience.** The C73 5G is a crucial warning. Future budget models must improve the fundamental user experience, not just lead with one or two standout specs on paper.

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RaRe Quadrant Analysis Report

The RaRe Quadrant Analysis Report is based on a proprietary analysis methodology by Techarc using **InfiSights**, its in-house platform for insights and analysis using ML and AI.

The analysis and insights are carried out strictly as per the market research code of ethics guidelines. The statistical accuracy achieved is with +/-5% margin of error.

To overcome any model limitations and gaps in data trainings, a manual review was randomised on the data as a quality check procedure to co-relate the findings and increase confidence in the findings.

While all the measures and procedures have been followed during the preparation of this report, Techarc shall not be responsible for any business implications, direct or indirect, as an outcome of this report. It is highly recommended to corroborate the findings with other data sources and reports to make any conclusions.

For any query on this report or other Techarc research, please write to us at info@techarc.net.