

Women's enrolment in technical education has surged to 17% in 2025 from 4% in 2022, with the sharpest momentum in deep-tech fields such as Al and cybersecurity, a report released on Thursday stated

Qualcomm's Snapdragon 8 Elite Gen 5: The fastest mobile chip yet

EXPRESS NEWS SERVICE

QUALCOMM on Wednesday QUALCOMM on Wednesday Jaunched the Snapdragon 8 Elite Gen 5, calling it the fastest mobile processor ever made. According to the company, this new chip is designed to make smartphones and tablets faster, smarter, and more efficient than ever before.

The Snapdragon 8 Elite Gen 5 is the successor to the Snap-dragon 8 Gen 3, currently pow-ering flagship devices such as the Samsung Galaxy S25 Ultra,

OnePlus 13, and more. "With Snapdragon 8 Elite

Gen 5, you are at the centre of your mobile experience. It enables personalised Al agents to see what you see, hear what you hear, and think with you hear, and think with you hear, and think with you see, senior vice-president and general manager, mobile handset, Qualcomm Technologies, Inc. "Snapdragon 8 Elite Gen 5 pushes the boundaries of personal AI, allowing you to experience the future of mobile technology today."

HOW IS IT BETTER?

According to Qualcomm, the new chip enables faster multi-tasking, allowing users to

switch between apps smoothly without lag. It also enhances gaming performance, supporting longer play sessions with less heating and better battery life. A key highlight is its smart AI capabilities. The chip learns how you use your phone and offers helpful suggestions—such as recommending apps or adjusting brightness—while keeping your personal data on the device to protect your privacy.

For content creators, the chip supports Advanced Profession-al Video (APV) recording, al-lowing users to shoot studio-quality, professional-level

videos directly from their smartphones.
Powered by the Oryon CPU, Adreno GPU, and Hexagon NPU, the Snapdragon 8 Elite Gen 5 delivers a 20% performance boost over its predecessor, ensuring a smooth and powerful experience across apps, games, and media.

COMING SOON IN PREMIUM PHONES

The Xiaomi 17 series is the first confirmed smartphone line to feature the new Snapdragon 8 Elite Gen 5. These devices are expected to launch in India shortly after the global release. The chipset will also power flag-ship devices from a wide range of global OEMs and smartphone brands, including Honor, igOO, Nubia, OnePlus, OPO, POCO, Calme, Redmi, RedMagic, ROG. Samsung, Sony, vio, Xiaomi, and ZTE. New product an-nouncements are expected in the coming days. While pricing hasn't been officially revealed, devices with this chip are ex-pected to fall into the premium segment, similar to current segment, similar to current flagship phones. Pre-order in-formation and India-specific launch dates will be announced



INDIA'S AVERAGE MOBILE PHONE **SELLING PRICE IN 2025 TO BE**



RAKESH KUMAR @ New Delhi

NDIA'S average selling NDIA'S average selling price (ASP) of mobile phones is expected to remain below \$250 (₹22,100) in 2025, according to a report to the control of the control

phone this year. In comparison, the global ASP is projected to reach \$370 (₹32,800) in the same

reach \$370(<22,900) in the same period. However, the report also notes that, due to premiumisation, India's ASP is expected to gradually increase to \$237 (<25,400) by 2029. This growth is being driven by the migration from feature phones to smartphones, rising demand in rural and semi-urban areas, and increasing digital adoption across the country.

ountry. "India will continue to support the mid-range segment, with its ASP remaining below \$250 in 2025 but gradually increasing amid premiumisation to reach \$287 by 2029," reads the report.

Global ASP trends

Globally, the average selling Globally, the average senting price of smartphones is steadily rising. In 2024, the ASP stood at around \$357 and is expected to climb to \$370 in 2025, eventually reaching \$412 by 2029. This reflects a compounded annual growth rate (CAGR) of 3%. According to the report this up.

renects a compounced annual growth rate (CAGR) of 3%. According to the report, this upward trend is fuelled by consumers opting for more premium devices and the growing adoption of 56 technology, even in mid-range models.

North America continues to be the most premium smartphone market, with ASP expected to grow 7s in 2025, reaching nearly \$894 by 2026. China's smartphone ASP is forecast to rise 3.6% in 2025, driven by strong performance from local brands like Huawet, OPPO, and Vivo, alongside solid sales of premium Apple models.

Brand-wise ASP leaders

Brand-wise ASP leaders

In terms of brands, Apple continues to dominate the premium smartphone market. The iPhone's ASP is projected to increase from \$919 in 2025 to nearly \$1,000 by 2029. According to Counterpoint Research, Apple

is following a dual strategy: expanding in emerging markets with more affordable models like the iPhone 'e' and 'Air' while maintaining its premium status through Pro models and a foldable iPhone expected in 2026. Between 2026 and 2029, regions like the US, China, and Europe will remain Apple's strongest markets. Meanwhile, price-sensitive markets such as Latin America, the Middle Bast and Africa, and India will see higher year-on-year shipment growth, driven largely by the demand for base and older generation iPhones.

Samsung, Apple's closest competitor, is expected to keep its ASP relatively stable. However, weaker sales of flagship models in early 2025 could slightly lower its ASP. Still growth may be supported by its foldables and GenAl (Af-powerd) smartphiants and GenAl is following a dual strategy: ex-

also pursuing premiumisation, but their ASP growth remains modest, mainly due to weak de-

mand in key markets like Chi-

mand in key markets like China and India.

In China, Huawei is seeing a strong ASP rebound. With improved supply chain conditions and growing interest in its Mate and P series foldables, the brand is regaining momentum. Its loyal HarmonyOS user base is also allowing Huawei to maintain premium pricing, although its international presence remains limited.

Role of technology in ASP growth

in ASP growth

New technologies, especially
Al and foldables, are pushing
up production costs but are
also increasing the value of
smartphones. For example,
GenAI smartphones have added roughly \$40-60 to the bill or
materials (BoM) per device. As
AI technology matures, consumers are expected to willingly pay more for enhanced
features and experiences.

Though foldable phones still
make up less than 2% of global
shipments, their high ASP is
helping raise overall averages.

snipments, their nigh ASP is helping raise overall averages. Apple's anticipated foldable iPhone in 2026 could further boost global ASPs and set new benchmarks for the segment.

Festive sales are on, but so are scams: How to protect yourself while shopping online



EXPRESS NEWS SERVICE @ New Delhi

FESTIVE sales are live and all online shopping websites are full of big disshopping websites are full of big dis-counts, flash sales, and great offers. From Flipkart's Big Billion Days to Amazon's Great Indian Festival, it is the best time to buy the items you have been waiting for. However, while you are busy shopping, scammers are also active. They try to cheat people who are not careful. Here are some simple tips to help you stay safe.

OTP scams

Never share your OTPs, passwords, or PINs with anyone. Even if someone says they are from your bank or a shopping site, do not trust them. A common trick is

Bank of Baroda

the OTP scam. Scammers call and pretend to be delivery agents or customer support. They say there is a problem with your order or payment. Then they ask you to share an OTP. If you give the code, they can take control of your account and steal money or your saved card details. Some scammers also make fake delivery calls. They say your order could not be delivered and ask for personal details or a small delivery fee. During sale time, many people place orders, so they easily believe these fake calls are real ones. the OTP scam. Scammers call and pretend

Shop only on trusted websites

Before entering your details, check the website address. Real sites start with "https://" and have the correct spelling of the brand name.

Phishing messages

Scammers send fake messages through SMS, WhatsApp, or email. These messag-es may show fake offers or order updates. They also have links that open fake websites that look like real shopping sites. If you enter your login or card details, scammers can steal them.

Fake social media ads

POSSESSION NOTICE

Scammers also post fake ads on Insta-gram, Facebook, and other social media sites. These ads offer big discounts on pop-ular items like iPhones or smartwatches. If you pay, the seller disappears and de-letes the page.

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CALL FOR ENTRIES

25th BHARAT RANG MAHOTSAV. 2026 (INTERNATIONAL THEATRE FESTIVAL OF INDIA)

National School of Drama investment proposals for participation in the 25" Bharat Rang Mahotsav 2026 - International Theatre Festival of India (World's Largest Theatre Festival) which will be held in New Delhi and other cities of the country and Abroad in January and February, 2026.

Applications are invited online only from interested Theatre Groups, Drama Institutions, Theatre Companies, and Theatre Directors from both India and abroad.

For detailed information and application form please visit NSD website www.nsd.gov.in. (Link will be activated w.e.f. 26 September, 2025).

Last date of submission of application is 25th October, 2025

Application Fee-

ite: www.nsd.gov.in

INR 250/- for India and SAARC countries INR 500/- for others. Enquiry: Phone: 011- 23073647, 011- 23031116 Website: www.nsd.gov.in

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