

Cong should stop unnecessary politics on CM foreign trip: NRR

Hyderabad, Aug 21 : BJP state president N Ramchander Rao today said that "the Congress Should Stop Unnecessary Politics Over Permissions for Chief Minister Revanth Reddy's Foreign Trip." Speaking to media persons at state office here, Rao clarified that there is no political angle "behind the Ministry of External Affairs (MEA) withholding political clearance for the Chief Minister's visit to the United States." He reminded that the Union Government had already granted permission to the delegation of officials accompanying the CM to hold meetings for investments and agreements. He explained that when Chief Ministers or Ministers go on foreign trips, the Ministry of External Affairs makes decisions only after thoroughly examining key factors such as the official necessity of the visit, the background of the inviting organizations, the designation level of attendees, international protocol, diplomatic considerations, security arrangements, and FCRA regulations." In this context, Rao cited past instances during the UPA government in 2012 when the Centre rejected the foreign trips of then Assam Congress Chief Minister Tarun Gogoi (to the US and

Israel) and then Jharkhand BJP Chief Minister Arjun Munda (to Thailand). Furthermore, he recalled how Congress MPs and leaders conspiratorially wrote letters to deny a US visa to Narendra Modi, who was the Chief Minister of Gujarat at the time."

He warned against politicizing the issue, pointing out that the Centre created no hurdles when Revanth Reddy traveled abroad in the past, and that the current decision was made strictly in accordance with regulations and procedural norms."

Earlier, BJP chief welcomed prominent doctors including renowned Dr. Vijayender and Dr. Pramod on joining the BJP."

Dr. Vijayender—a renowned cancer specialist from Hyderabad, Social and Preventive Medicine post-graduate, and organizer of the Cancer Rehabilitation Center—and Dr. Pramod, Chairman of Meghana Hospital, LB Nagar, into the party by presenting them with party scarves. He noted that Dr. Vijayender, who has built committees across 33 districts in the state through the Telangana Doctors Federation and rendered exceptional service, joining the BJP while mobilizing the support of fellow doctors is a very positive development."

Malabar Gold & Diamonds Launches 'Naira' Collection



“Hyderabad, August 21 (Indian Chronicle) : Malabar Gold & Diamonds has launched its new 'Naira' jewellery collection, crafted with natural gemstones, with actress and model Srinidhi Shetty unveiling the collection, Malabar Group Chairman M.P.Ahammed said in a statement on Friday. Srinidhi Shetty, who is also the face of the brand's latest campaign, unveiled the campaign film along with the collection. The 'Naira' collection is being introduced as part of the ongoing Gemstone Jewellery Festival across Andhra Pradesh, Telangana, Tamil Nadu and

Karnataka. As part of the festival, customers can avail discounts of up to 25% on gemstone and uncut jewellery making charges until September 14. According to the company, 'Naira' blends traditional jewellery craftsmanship featuring natural gemstones and uncut jewellery with contemporary designs. The collection has been created to highlight the uniqueness of natural gemstones and fine craftsmanship. The festival will also showcase a range of special natural gemstones and uncut jewellery pieces, the company said.

CM Revanth Reddy invites Oxford University to offer education in Telangana

CM Revanth Reddy, as part of the Telangana Rising delegation, meets top academics in 900-year-old Oxford University to discuss partnership with Telangana

- Oxford University expresses keenness to work with state's youth and working professionals

- CM also visited portrait of Smt Indira Gandhi at historical Somerville College

“August 21, 2026” LONDON

“Telangana Chief Minister Revanth Reddy visits 900-year-old Oxford University on Friday as part of the Telangana Rising delegation.

“He held talks with Professors Maya Tudor of Blavatnik School of Government and Faisal Devji of Balliol College. “The Chief Minister gave an elaborate outline of the Telangana Rising vision and the state's plans to transform Hyderabad into a global education hub. “He invited Oxford to bring their executive education programs and specialized research capabilities and rich ecosystem to Hyderabad and set up a centre there. “K Ramakrishna Rao, Advisor and Ex-officio Special Chief Secretary, CMO gave a detailed presentation on the opportunities available to foreign universities as part of the Central government's National Education Policy, with emphasis on advantages they would have in Hyderabad and Telangana.

“Professors Tudor and Devji responded positively and offered several contexts for collaboration with the Telangana government. “The Telangana delegation also invited the Oxford representatives to send a team for the Telangana Rising Global Summit which to be held in Hyderabad on December 7, 8 and 9, 2026. “Subsequently, the Chief Minister visited the portrait of later former Prime Minister Indira Gandhi at Somerville College, of which she was an alumna. The portrait was gifted to the college by Sonia Gandhi in 2002. “Later in the day, the Chief Minister visited the Utilita Bowl run by the GMR group along with Kiran Kumar Grandhi, Corporate Chairman of GMR Group. “The integrated sporting facility includes a golf course, other sporting infrastructure and a hotel. “The Chief Minister held discussions with Mr Rao and the GMR global sports unit and invited him to invest and contribute to creating world class sporting infrastructure in Telangana. “The Chief Minister is slated to visit the Emirates Stadium to watch an EPL match featuring current champions Arsenal and Coventry later today evening.



Malkajgiri Municipal Corporation to implement 'free left' lanes at six stretches to ease traffic

Hyderabad: Malkajgiri Municipal Corporation (MMC) is focusing on implementing 'free left' on six stretches to ensure smoother vehicular movement. The drive is aimed at removing obstructions on these stretches to facilitate better traffic flow.

On Thursday, MMC Commissioner Vinay Krishna Reddy inspected the stretches at Bandlaguda Y-junction, Mansoorabad Y-junction, Hayathnagar T-junction, BN Reddy Nagar junction and SKD Nagar junction, along with the 'free left' route from Panama Godown to the Sahara service road. Accompanied by engi-

neering officials, he directed that major junctions be developed to reduce traffic congestion.

The Commissioner said junction development should be based on a comprehensive assessment of vehicle movement, availability of 'free left' lanes, road islands, bus stops, utility poles and pedestrian facilities. He also instructed to identify electric poles obstructing movement at junctions and relocate them wherever required.

Hyderabad-based NGO, Bring A Smile Foundation's Collection Drive on August 22, 2026



Hyderabad: Bring a Smile Foundation, a Hyderabad-based NGO, is conducting a collection drive at various locations in the city whereby people have the opportunity to donate old but reusable household items. These will then be distributed to the underprivileged.

This collection drive on August 22 from 9 am to 3 pm will be at seven locations of Kukatpally, Gachibowli, Narsingi, Kondapur, Nizampet, Moosapet and Hafeezpet. "We will accept old but not damaged clothes, accessories, toys, books, utensils, footwear, school items and any other household items which can be

reused," said Archana Suresh, Founder, Bring A Smile Foundation.

This collection drive is being project led by Aashi Rupani and Aparna Ravikrishnan. In 14 years, Bring A Smile Foundation has collected and distributed 144 tonnes of items to the underprivileged.

With more than 550 volunteers in 10 global geographies, Bring A Smile Foundation's charitable projects span Education, healthcare and infrastructure assistance. The team comprises only volunteers comprising working professionals, entrepreneurs, home-makers, students and senior citizens.

Pulse Pharma Gets Dcgi Approval For Nanocarrier Vitamin D3 Technology

Hyderabad: Pulse Pharmaceuticals on Thursday announced that receipt of Drugs Controller General of India (DCGI) approval for its pioneering nanocarrier technology in Vitamin D3 delivery. Geographic Reference

The company's proprietary "Aqueol" platform technology is specifically designed to effectively deliver lipophilic compounds in water-based mediums. The nanotechnology is used to improve how well a drug works, its bioavailability, how easily it is tolerated, and the overall patient experience, said Pulse Pharma Managing Director KV Rambabu.

In a press release, the company claimed that clinical studies had demonstrated 50 to 60 percent higher serum vitamin D levels with Nano-carrier entrapped Vitamin D3 oral dispersion compared to conventional formulations. Pulse has developed several proprietary platform technologies to effectively deliver medicines. Beyond Vitamin D3, Pulse is applying these platforms to other essential nutrients (like Vitamin K2-7, Vitamin B12, and Iron) and widely used medications, according to the release. History

Jindal Steel, IIT Hyderabad join hands to set up Centre of Excellence



Sangareddy: Jindal Steel, one of India's leading steel manufacturers, and the Indian Institute of Technology Hyderabad (IITH) have signed a Memorandum of Understanding (MoU) to establish the Jindal Steel Centre of Excellence (CoE) for high-strength, value-added and value-engineered steel products and solutions at the IITH campus.

The first-of-its-kind Centre will accelerate the application and adoption of advanced steel solutions across infrastructure, engineering, construction and strategic industrial sectors. The Centre will combine IITH's technical capabilities with Jindal Steel's manufacturing, metallurgical and engineering expertise to develop and demonstrate applications for high-strength, value-added and value-engineered steels. These solutions were aimed at offering higher performance, lower material consumption, reduced weight, faster execution, improved durability and better life cycle economics. South Asians & Diaspora

The applications will span buildings and bridges, penstocks and large-diameter pipes, defence, yellow goods and heavy equipment, power plants, refineries, transportation, heavy engineering and other critical industrial applications. The Centre will work with designers, consultants, engineers, fabricators, EPC companies, equipment manufacturers and project developers to identify applications and facilitate the adoption of advanced steel grades.

Jindal Steel will invest in developing a physical Centre of Excellence (CoE) at the IITH campus, which will serve as a hub for application development, technical demonstrations, training, industry engagement and knowledge sharing.

Speaking on the partnership, Director of IITH Prof BS Murty said this Centre of Excellence will strengthen IITH's role in promoting advanced steel solutions across India's engineering, infrastructure and industrial sectors. The Director said that it will enable faculty and students to work closely with industry on real-world applications and demonstrate how high-strength and value-engineered steels can drive efficiency, performance and sustainability.

MD of Jindal Steel VR Sharma said the partnership with IIT Hyderabad was a major step in expanding the use of high-strength and value-engineered steel across India's infrastructure, engineering and industrial sectors.

Adilabad: Five held for duping man of Rs 3.78 lakh in fake fertiliser franchise scam

Adilabad: Police busted an inter-state cybercrime racket from Bihar involved in duping people under the guise of providing franchise of the National Fertilizers Private Limited by arresting five members. They seized 10 mobile phones, cash Rs 70,000 and froze stock market shares worth Rs 8 lakh. Briefing the details of the arrest to media persons here on Friday, SP Akhil Mahajan said that Abhishek Kumar alais Saurabh, Ashuthosh Kumar, Rithesh Kumar, and Abhinash Kumar, all from Bahari-Bishu in Nawada district and Nishu Kumar of Nalanda district in Bihar were apprehended for duping a man from Bhoraj mandal of Rs 3.78 lakh. On being interrogated, the five reportedly confessed to committing the offence under the pretext of the franchise belonging to NFPL. Police said that the five had been involved in 500 crimes across the country and extracted Rs 3.50 crore from the victims. They stated that the five were suspected to have indulged in 90 offenses reported in Telangana alone. The SP stated that the fraudsters would lead simple lives in their villages, but lure people by promising to provide the franchise by creating a fake website. He noted that the five collect various charges from those who were interested to buy the franchise. He advised the public not to fall prey to cyber fraudsters and to report offences on the toll free number 1930 without delay.



Tiger pugmarks spark panic in Adilabad's Bheemapur mandal

Adilabad/Kumram Bheem Asifabad: A tiger scare has gripped parts of Bheemapur mandal on Thursday.

Locals claimed that they noticed pugmarks of a tiger at a hillock and in agricultural fields on the outskirts of Bheempur Arli (T) village in Bheemapur mandal, triggering panic among farmers. A farmer raised an alarm after spotting it in his field. He said that the tiger entered the forests after killing a wild boar. They urged forest officials to divert the tiger.

Forest officials said that a tiger might have drifted towards the forests of Arli (T) and Gunjala villages in Bheempur from Tipeswar Tiger Reserve in Yavatmal district of Maharashtra by crossing the Penganga river in search of territory. They stated that animal trackers were pressed into service, while CCTV camera traps were installed to track the movement of the tiger. They urged the farmers to be cautious of the tiger movement.

Meanwhile, residents said that they found pugmarks of a tiger between Adipelli and Dabba villages in Chintalamanepalli mandal. They stated that they were afraid of taking up farm activities, considering the movement of the tiger. They requested the officials to track the tiger and to prevent human loss. They cited that a woman was killed by a tiger while harvesting cotton at Easgaon village in 2024.

Officials said that a tiger from Maharashtra's Tadoba Andhari Tiger Reserve strayed into the forests of Sirpur (T) before entering Chintalamanepalli from Kadamba forests. They advised the farmers to move in groups and to make noise while removing weeds in cotton farms. They stated that CCTV camera traps were set up to trail the tiger.



Harish Rao urges Rahul Gandhi's intervention over alleged misuse of 22A provisions

Hyderabad: BRS deputy floor leader and former Minister T Harish Rao urged Lok Sabha Opposition leader Rahul Gandhi to intervene in the alleged widespread misuse of Section 22A and corruption in the Telangana Revenue department. He demanded the immediate dismissal of Revenue Minister Ponguleti Srinivas Reddy, protection of bona fide property owners, and ordered an independent judicial inquiry.

In an open letter to Rahul Gandhi, Harish Rao said private properties were being arbitrarily included in the prohibited list to create disputes and facilitate extortion. He stated that thousands of privately owned properties, including HMDA-approved properties in Hyderabad, Rangareddy, Medchal-Malkajgiri and Sangareddy districts, were being subjected to 22A restrictions.

The BRSLP deputy leader raised concerns over harassment, threats and coercion tactics against property owners. He said middlemen were demanding commissions of up to 30 per cent of market value to get properties removed from the prohibited list. He alleged that landowners around the Outer Ring Road (ORR) were being pressured to enter 50:50 joint development agreements with benami entities allegedly backed by politically influential persons.

He questioned why Chief Minister A Revanth

Reddy had remained silent despite Minister Komatireddy Venkat Reddy reportedly stating four months ago that 40,000 acres in Yadadri Bhongir district were included in the 22A list.

Calling for an independent probe headed by a retired High Court judge, Harish Rao sought scrutiny of every property added to or removed from the prohibited list since December 2023. He also demanded a forensic audit to establish who ordered the inclusion or removal of properties, the role of intermediaries and any financial transactions involved.

He said properties regularised decades ago under the Urban Land Ceiling (ULC) laws and those with registered documents were also being brought under 22A restrictions, causing hardship to owners.

The former Minister demanded that district-wise 22A lists be placed in the public domain, along with details of when properties were included or removed in the prohibited list and whose orders authorised such changes. He said the Congress government's Bhumata initiative was expected to bring clarity to land records, not leave ordinary property owners in distress.

"If the allegations are false, the Revanth Reddy government should order an independent probe immediately and prove its integrity," he said, warning that the BRS would continue its agitation until justice was delivered to the affected property owners.

Telangana tragedy: Couple and their two children die as car falls into well in Siddipet

Siddipet: Thursday began on extremely tragic note for a family in Siddipet, after their car plunged into roadside well leaving all the four family members dead.

According to information available, the four family members including two children were traveling in their car which plunged into the roadside well on the outskirts of Appanapally in Dubbak mandal in the early hours of Thursday.

The deceased car occupants were identified as D. Raj (35), his wife Bhagya (22) and their two children Niyansh (5) and Shanvika (3), residents of Balavanthapur. They were on their way to their village from Siddipet, when the horrific incident happened. Raj, who was driving the car, is believed to have lost control of the vehicle leading to the horrific incident.

The police and fire department officials have retrieved the car from the well after hours of effort. All the four occupants were found motionless when the car was pulled out of the water. The incident left their family members in a shock. The bodies were shifted to the government hospital in Dubbak for postmortem.

High Court questions State's priorities on welfare schemes, land losers' compensation

Hyderabad: Justice N.V. Shravan Kumar of the Telangana High Court on Wednesday questioned the State government's priorities in continuing welfare schemes such as Kalyana Lakshmi and Shaadi Mubarak while allegedly failing to pay compensation to land losers whose properties were acquired for public purposes. City & Local Guides

The Judge was hearing a writ petition filed by advocate Vijay Gopal, challenging the constitutional validity of eight Government Orders through which the Telangana government extended financial assistance for marriages under the Kalyana Lakshmi and Shaadi Mubarak schemes. The Court had earlier granted an interim stay on the operation of the eight GOs, including disbursement of amounts to beneficiaries, and the interim order was continued until September 9, 2026.

Appearing for the Telangana government, Additional Advocate General Mohammed Imran Khan informed the court that the government had stopped disbursements under both schemes following the Court's order and that beneficiaries were facing difficulties. The Additional Advocate General urged the Court to take up the petition to vacate the stay on an urgent basis, stating that the stay had resulted in a "logjam" in the implementation of the schemes.

Justice Shravan Kumar, however, questioned the State's urgency in seeking resumption of welfare payments when, according to the submissions before the Court, land losers were still awaiting compensation for years after surrendering their lands for public projects. The Judge questioned the double standards of the State in showing interest in disbursement of amounts for the said schemes while delaying the compensation to the land owners whose lands were acquired.



Referring to the instances where state officers had expressed financial difficulty in making payments to the land losers, the court questioned "Is it not the statutory duty of the State to pay compensation to the land losers?" and commented on why such payments were not being accorded priority.

The Additional Advocate General maintained that the welfare schemes were backed by budgetary allocations approved by the State Cabinet and the Legislative Assembly and that the Government Orders had been issued pursuant to those decisions.

The party in person Vijay Gopal filed an interim application seeking action against a social media platform/

page, alleging that it was publishing misleading and contemptuous material concerning the writ petition and the two welfare schemes. He sought appropriate directions to the authorities and requested that the Revenue and Police departments be impleaded in the proceedings in view of the alleged threats to him and the social media campaign.

After hearing the submissions, Justice Shravan Kumar asked the Additional Advocate General to look into the security concerns raised by the petitioner. The Judge also observed that attempts to intimidate a person for approaching the Court could have implications for the fundamental right to free-

dom of speech. The Additional Advocate General stated that the schemes had the backing of the Cabinet and budgetary approval of the Assembly.

He further assured the Court that the Government would consider payment of compensation to land losers on priority. The State once again urged the Court to vacate the interim stay so that payments under Kalyana Lakshmi and Shaadi Mubarak could resume. However, Justice Shravan Kumar declined to immediately vacate the stay and posted the writ petition and the connected applications for further hearing on Thursday.

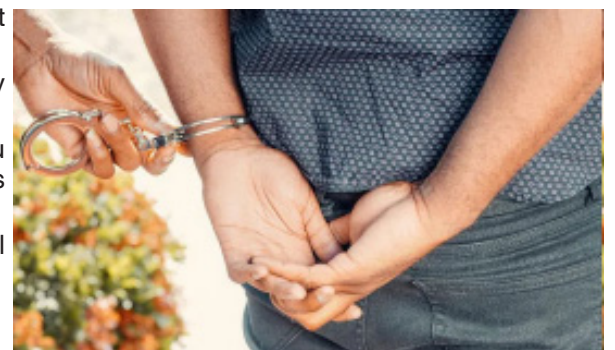
Adilabad man held for duping youth with fake police job offer

Adilabad: A man was arrested for allegedly duping a jobseeker under the guise of providing a placement with the police department in Gudihathnoor mandal centre on Wednesday.

Police said that Pad Raju from Mannoor village was apprehended for duping Swapnil of the same village by collecting Rs 1 lakh after promising to offer a police job.

Trusting the words of Raju, Swapnil transferred Rs 1 lakh from his mother's account in 2018. However, Raju neither provided the job, nor repaid the amount since then. Based on a complaint lodged by Swapnil, a case has been registered against Raju. Investigations have been taken up.

Police advised the public not to trust middlemen for police jobs. They urged the people to believe in official notifications and the recruitment process.



Mumbai's prime residential market records 1.4% capital value growth in H1 2026, remains resilient amid evolving buyer preferences

““““hyderabad ““““Mumbai's prime residential market continued to demonstrate resilience in the first half of 2026, with capital values increasing 1.4% in the six months to June, according to the latest Savills World Cities Prime Residential Index H1 2026. The city also recorded 1.2% growth in prime rental values during the period. The performance comes amid a broader moderation in global prime residential markets. “Average capital values across the 30 cities tracked by Savills increased 0.6% in H1 2026, while rents rose 1.1%. Despite the more measured pace of growth, 60% of cities recorded positive capital value growth, highlighting the resilience of the segment amid economic and geopolitical uncertainty. While end-user demand remains healthy, buyers in Mumbai are becoming more selective following several years of particularly strong capital appreciation. ““““This points to an evolution in the city's luxury residential market, with purchasing decisions increasingly likely to be influenced by the quality and positioning of individual assets rather than market-wide appreciation alone. Location, product quality, lifestyle proposition and long-term value are becoming more important considerations as buyers assess prime residential opportunities.” Shveta Jain, Managing Director, Residential Services, Savills India, said: “Mumbai's prime residential market continues to demonstrate resilience, even as the pace of growth becomes more measured. What is particularly significant is the structural transformation

underway across the city, with redevelopment reshaping established neighbourhoods and unlocking constrained land parcels. The transition from ageing housing stock to well-planned, amenity-rich developments is creating a new quality benchmark across established micro-markets. “This transformation is being reinforced by significant improvements in connectivity. Infrastructure such as the Atal Setu, Coastal Road and expanding Metro network is reshaping access across the city, while the Navi Mumbai International Airport and improved Mumbai-Navi Mumbai links are expanding the wider residential catchment. Further connectivity through the Mumbai-Nagpur Samruddhi Mahamarg is strengthening Mumbai's links with wider Maharashtra and supporting new economic and residential corridors. Together, redevelopment and infrastructure are strengthening the fundamentals of Mumbai's residential market.” “Mumbai's 1.2% rental growth in H1 2026 was marginally ahead of the global average. Globally, prime rents have continued to outperform capital values since mid-2022, as affordability constraints, economic uncertainty and deferred purchasing decisions have supported demand for rental accommodation. The positive rental performance adds another dimension to the city's prime residential market, demonstrating continued demand for high-quality homes beyond the ownership segment.

Section 22A property errors leave Telangana home-loan applications in limbo

Hyderabad: The Congress government's alleged error in updating Telangana's Section 22A prohibited-properties list has now moved beyond stalled registrations, creating problems for banks and housing finance companies. Home-loan applications involving properties tagged under 22A are being kept on hold in many cases, leaving borrowers caught between an administrative error and lenders' title-risk rules.

With sale and registration of properties tagged under Section 22A blocked, fresh housing loans and loans against properties marked as prohibited have effectively been put on hold in many cases. The result is a freeze, where the owner cannot monetise the asset and the banker cannot comfortably accept it as collateral.

Banking officials said a majority of such loan applications were being kept pending rather than rejected, particularly after the government acknowledged errors in the exercise. “Normally, such applications would be rejected. But given the ground reality and the government's admission of the mistake, many applications are being kept on hold,” a senior manager of a nationalised bank said. He stated that an outright rejection could deny the applicant a loan and create further complications for both the borrower and the property in the future.

The problem followed a large-scale updating of the 22A list during 2025-26, in which several privately held properties were reportedly included among prohibited properties. Section 22A is intended to prevent registration of transactions involving protected categories such as assigned, ceiling-surplus, Bhoodan, Wakf, endowment, forest and water-body lands.

However, the erroneous inclusion of private properties has left owners unable to sell, transfer or mortgage their assets. The impact is particularly severe for families that depend on their property as a source of emergency liquidity for medical treatment, education, marriages or business needs.

Transactions backed by agreements and advance payments have stalled at the registration stage. In some cases, owners reportedly discovered the 22A tag only when their documents were rejected. As a re-

sult, some buyers are ending up paying EMIs for home loans after the banks processed them, but the property registration has not been completed.

For banks, the problem starts with title verification. Before sanctioning a home loan or loan against property, lenders conduct a legal check of the title. A 22A tag raises an immediate question over the property's acceptability as collateral. Fresh housing loans and top-up loans against such properties are consequently being held up.

Existing borrowers are in a different position. Bankers said there was no immediate problem where loans had already been sanctioned, and instalments were being paid regularly. The complication arises when a borrower stops repayment on a loan secured against a property subsequently flagged under 22A. The bankers are then faced with difficulty over the security backing the loan, which is putting banks in an uncomfortable position.

The scale of the issue has added to the uncertainty. The extent of land on the prohibited list reportedly rose sharply from around 25 lakh acres during the BRS regime to more than one crore acres across the State under the Congress rule.

Nearly 90 lakh private properties may have been incorrectly tagged during an April update exercise, while more than 2.2 lakh acres are reportedly seeking removal from the list. Hyderabad and surrounding districts, including Ranga Reddy, Medchal-Malkajgiri and Sangareddy, are among the affected areas. Owners seeking relief have to approach revenue authorities with title deeds, pattas, government orders and other records.

More than three to four months after the issue surfaced, and nearly a month after the Revenue Minister apologised and acknowledged official apathy and technical errors, a comprehensive solution remains elusive. With applications reportedly piling up, officials admitted that the promised case-by-case review could take considerable time.

Price Reset Hits Ai+ smartphone Lineup Revision comes amid sustained increase in component and input costs across the smartphone industry



“Hyderabad: Ai+ Smartphone today announced a price revision of Approx ₹2,000 across select devices in its smartphone portfolio, effective immediately. The adjustment comes in response to sustained increases in component and input costs impacting the broader smartphone industry. “The smartphone industry continues to navigate a challenging cost environment, with rising costs across key components, particularly memory, alongside manufacturing, logistics and other critical inputs. These pressures have increasingly impacted device economics across price segments, requiring brands to reassess pricing while continuing to balance affordability with product experience. “Ai+ Smartphone has absorbed a significant portion of these incremental costs to maintain accessible pricing for consumers. However, with cost pressures continuing, the company has implemented a measured price revision across select devices effective today. “Commenting on the development, Madhav Sheth, CEO, Ai+ Smartphone and Founder, NxtQuantum Shift Technologies, said: Our Mission is to deliver exceptional technology and real value to Indian consumers while building a strong, sustainable business. The industry is under pressure with rising component costs, and while we've absorbed much of it, a strategic price adjustment is necessary. One thing remains clear: we will keep technology accessible, and Ai+ will continue to provide unparalleled value across our offerings. “The company emphasised that the revision reflects the broader change in industry cost structures and is aimed at maintaining a sustainable balance between affordability, product experience and long-term value. “Despite the adjustment, Ai+ Smartphone will continue to focus on delivering a strong price-to-experience proposition across its portfolio, while closely evaluating market and supply-chain dynamics to ensure its devices remain competitively positioned for Indian consumers.