

Is your Apple iPhone 15 really more expensive this year?



It was anticipated that the prices of the new phone would be reduced keeping in mind the domestic production.

iPhone 15 launch: Tech giant Apple has launched its much-awaited iPhone 15, and for the first time ever, the Made in India models of the phone are likely to be available from the very beginning. Media reports circulating hours before the announcement of the new phone had also indicated towards indigenously produced phones being available from the get go, especially as Apple supplier in India Foxconn had begun production of the latest iPhone about a month before it was announced. Consequently, it was anticipated that the prices of the new phone would be reduced keeping in mind the domestic production.

iOS17 Specifications



Contact Posters to customise how users appear to their contacts

NameDrop for sharing contact information easily



Live Voicemail to see real-time on-device transcription of voicemails

StandBy for customisable full-screen experience with glanceable information

However, once the phones were unveiled and the prices made public, users started comparing the prices of iPhone 15 with those of iPhone 14 launched last year, noting that the prices had not gone down as widely speculated. Analysts are primarily citing factors such as depreciated value of Rupee and smaller production scale as the reason for this. It was anticipated that with India's strong production-linked incentive (PLI) schemes, the users would finally get new iPhones at more affordable prices.

iPhone 15 lineup pricing

On Tuesday, Apple launched the iPhone 15 lineup, with the base iPhone 15 model starting at Rs 79,900, iPhone 15 Plus from Rs 89,900, iPhone 15 Pro starting from Rs 1,34,900, and iPhone 15 Pro Max beginning at Rs 1,59,900. Compared with last year, the prices of iPhone 15 and iPhone 15 Plus were kept the same as those of iPhone 14 and iPhone 14 Plus. Meanwhile, iPhone 15 Pro has been priced at Rs 5,000 more than iPhone 14 Pro, and the iPhone 15 Pro Max is about Rs 10,000 dearer.

[All eyes on Apple: Tim Cook announces iPhone 15 lineup, Watch Series 9, carbon neutrality](#)

What's inside: Apple iPhone 15, iPhone 15 Plus



Starting price
iPhone 15
₹79,900
iPhone 15 Plus
₹89,900

DISPLAY

- iPhone 15: **6.1-inch screen**
- iPhone 15 Plus: **6.7-inch screen**
- Dynamic Island
- Super Retina XDR display

CAMERA

- **48MP** Main camera

PERFORMANCE

- **A16** Bionic chip
- **6-core** CPU: **2** high-performance cores that use 20% less power; **4** high-efficiency cores
- **5-core** GPU with 50% more memory bandwidth

CONNECTIVITY

- USB-C connector
- Precision Finding for Find My friends

STORAGE
128GB, 256GB and 512GB

COLOUR OPTIONS
Pink, Yellow, Green, Blue, Black



It must be noted here that for the most part, Apple has priced its iPhone 15 lineup the same as that of the iPhone 14 lineup at the time of its launch last year, keeping the prices at \$799, \$899, and \$999 for iPhone 15, iPhone 15 Plus, and iPhone 15 Pro, respectively, while the price for iPhone 15 Pro Max has been kept at \$1,199, up from \$1,099 of iPhone 14 Pro Max last year.

[Apple integrates NavIC support to iPhone 15 Pro and iPhone 15 Pro Max](#)

A report from TechCrunch cited a note from analysts at AllianceBernstein as saying that as is usual, Apple moved the international prices of iPhones mostly to reflect currency movements. Consequently, they said, Apple raised the prices for the Pro models in India in line with the currency movements.

Is the price really higher?

Taking a deeper look gives more insight. As per the USDINR rate last year, the \$799 base iPhone 14 had been priced at Rs 79,900 in India, then translating into \$1,087, while the \$899 iPhone 14 Plus cost Rs 89,900 or \$1,223. This year, the \$799 iPhone 15 costing Rs 79,900 translates to around \$962, while the \$899 iPhone 14 Plus has been priced at Rs 89,900 or \$1082. Both are significantly lower than the cost of the phones last year.

[Apple to start iPhone 15 pre-booking on September 15 in India](#)

Meanwhile, the \$999 iPhone 14 Pro had been priced starting at Rs 1,29,900 last year, translating to \$1,767. iPhone 15 Pro, on the other hand, costs Rs 1,34,900, translating to \$1,623.

What's inside: Apple iPhone 15 Pro, iPhone 15 Pro Max



Starting price
iPhone 15 Pro
₹1,34,900
iPhone 15 Pro Max
₹1,59,900

DESIGN

- Lightweight titanium design: Apple's **lightest Pro lineup**
- **New Action button** replaces ring-silent toggle switch
- iPhone 15 Pro: **6.1-inch** screen
- iPhone 15 Pro Max: **6.7-inch** screen

CAMERA

- **48MP** Main camera

PERFORMANCE

- **A17 Pro chip**: industry's first **3-nanometer** chip
- **6-core GPU**

CONNECTIVITY

- USB-C connector
- Precision Finding for Find My friends
- Wi-Fi 6E

STORAGE

- **iPhone 15 Pro**
128 GB, 256 GB, 512 GB, 1 TB
- **iPhone 15 Pro Max**
256 GB, 512 GB, 1 TB

FINISH OPTIONS

- Black Titanium
- White Titanium
- Blue Titanium
- Natural Titanium



iPhone 14 Pro Max, which was priced \$1,099, cost Rs 1,39,900 (\$1,835). This year, iPhone 15 Pro Max is \$100 costlier at \$1,199. In India, the phone has been priced at Rs 1,59,900, which translates to \$1,925, less than the absolute increase in the Dollar cost of the phone.

While at a superficial glance, it seems as though the iPhone maker

has not transferred any cost benefits to the consumers, considering the depreciated value of Rupee since last year and the low economies of scale, the phone is actually more affordable.

[Apple iPhone 15 launch; Prices for iPhone 13, 14, 14 Plus models slashed](#)

iPhone 14 price now

However, for anyone deciding between purchasing iPhone 14 and iPhone 15 now must note that post the launch of the iPhone 15 lineup, Apple has reduced the prices of iPhone 14 and iPhone 14 Plus by Rs 10,000, now costing at Rs 69,900 and Rs 79,900, respectively. Notably, iPhone 14 Pro and iPhone 14 Pro Max are not available on the official Apple website in India.

[7 brand new features of iPhone 15 and iPhone 15 Pro | PHOTOS](#)