

Amazon India sells at least ₹17,423 crore of smartphones a year. Two in three phones sold come from Chinese-owned groups, and Amazon is cheaper than the phone chains.

SMARTPHONES · AMAZON INDIA, FLIPKART, POORVIKA, RELIANCE DIGITAL, VIJAY SALES, BLINKIT · READ 2026-10-28

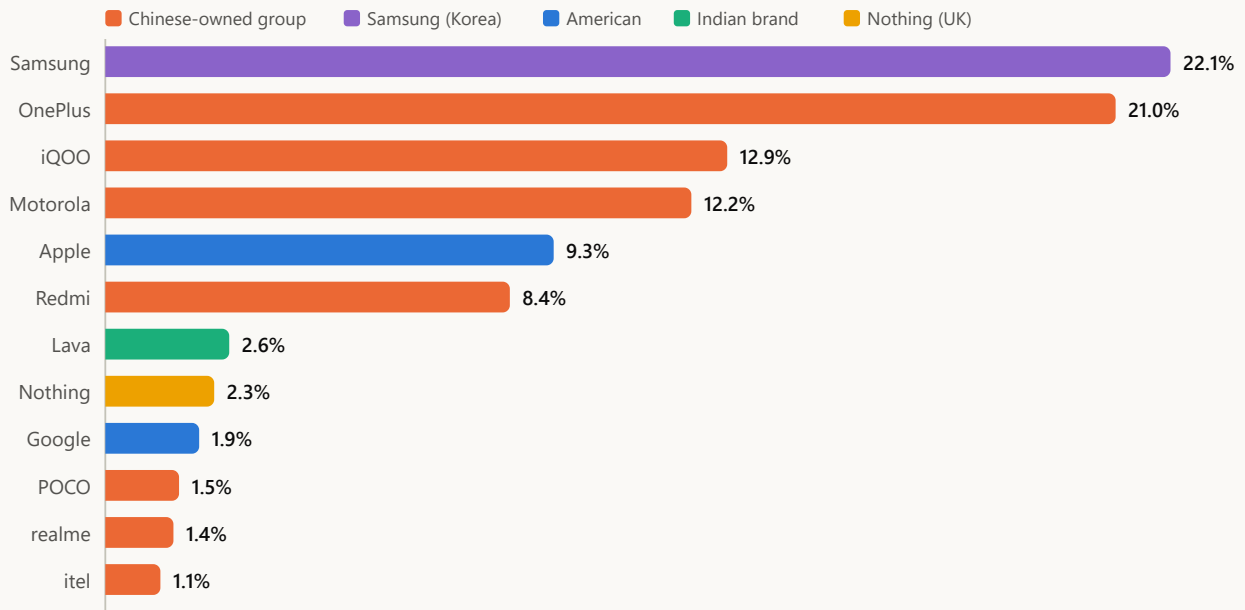
We read every phone Amazon India shows for 22 phone searches and opened every product page that shows sales, 420 of them. Then we matched the same phone, by model, RAM and storage, across Flipkart and three phone chains, and read a year of one chain's dated price changes.

The measure. Sales on Amazon India: the "bought in past month" figure at its lower bound, times the product-page price, times twelve. Prices are the shelf price before bank-card offers. Read on 2026-10-28, during the festive sales and before Diwali.

1 · THE SHORT VERSION

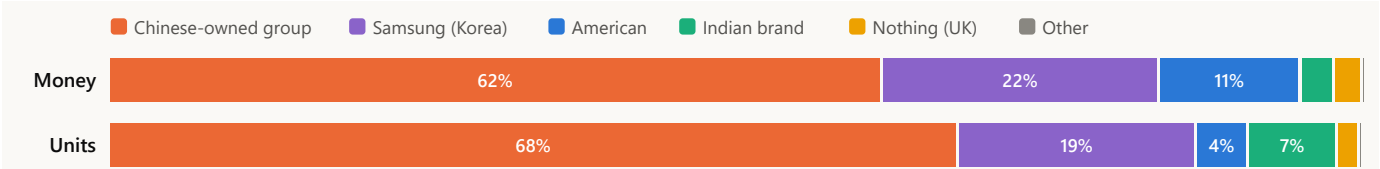
- Amazon India sells at least **₹17,423 crore of smartphones a year**, about 511,350 phones a month at an average ₹28,394.
- **Samsung leads with 22.1%** of the money, then OnePlus 21.0%, iQOO 12.9% and Motorola 12.2%. Apple is fifth at 9.3%.
- **Chinese-owned groups sell 67.7% of the phones** and take 61.7% of the money: BBK's OPPO, realme, OnePlus, vivo and iQOO; Xiaomi; Lenovo's Motorola; Transsion.
- **Two sellers hold the buy box on 71% of the money.**
- On the same phone, **Amazon is cheaper than the chains 115 times and dearer 14 times** in 223 matched pairs. The chains mostly agree with each other: the same price on 312 of 456 pairs.
- **Prices are going up.** Poorvika changed phone prices 2,133 times in 2026: 1,889 rises, 244 cuts, median rise 6.9%.
- Quick commerce barely sells phones: Blinkit carries 1 to 7 phone variants per dark store, mostly iPhones and Galaxy flagships.

2 · WHO SELLS THE PHONES



Share of the Amazon floor by brand, coloured by where the owning group is based

BRAND	GROUP	SHARE OF MONEY	SHARE OF UNITS	SALES A YEAR, AT LEAST
Samsung	Samsung	22.1%	19.0%	₹3,851 crore
OnePlus	OPPO / realme / OnePlus	21.0%	17.3%	₹3,652 crore
iQOO	vivo	12.9%	12.5%	₹2,248 crore
Motorola	Lenovo (Motorola)	12.2%	14.4%	₹2,118 crore
Apple	Apple	9.3%	3.2%	₹1,621 crore
Redmi	Xiaomi	8.4%	10.7%	₹1,462 crore
Lava	Indian brands	2.6%	6.9%	₹448 crore
Nothing	Nothing	2.3%	1.7%	₹394 crore
Google	Google	1.9%	0.9%	₹339 crore
POCO	Xiaomi	1.5%	3.0%	₹266 crore
realme	OPPO / realme / OnePlus	1.4%	2.0%	₹247 crore
itel	Transsion	1.1%	3.9%	₹199 crore



Samsung is the largest single brand and Chinese-owned groups are the largest bloc. Taken by group, BBK’s OPPO, realme and OnePlus take 23.5%, more than Samsung. Apple sells 3.2% of the units and 9.3% of the money; Indian brands (Lava, AI+) sell 7.1% of the units.

3 · WHERE THE MONEY SITS BY PRICE

PRICE BAND	SHARE OF UNITS	SHARE OF MONEY
Under ₹10k	9.1%	2.8%
₹10-15k	10.9%	5.0%
₹15-20k	25.4%	15.5%
₹20-30k	25.9%	23.4%
₹30-50k	17.9%	24.2%
₹50-80k	7.8%	18.0%
₹80k and above	3.0%	11.1%

Half the phones sold cost ₹15,000 to ₹30,000. Half the money is in phones above ₹30,000.

SELLER ON THE PRODUCT PAGE	SHARE OF MONEY
Dawntech Etel	49.1%
Clicktech Retail Private Ltd	22.3%
#GreenMobiles	8.7%
Crazy Dealss	3.0%
Baltica	2.6%

The buy box, the seller named on the product page, belongs to two sellers on 71% of the money.

4 · THE SAME PHONE AT FIVE SELLERS

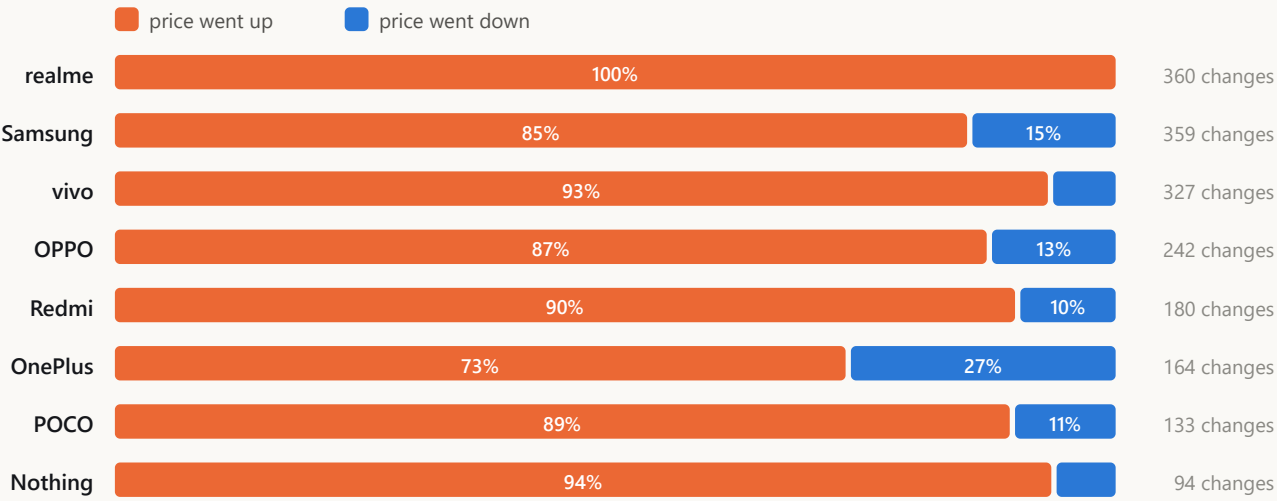
Each pair below is the same phone, matched by brand, model, RAM and storage, at two sellers on the same day. “Same” means within half a percent. Gaps above 25% are a stale price or a wrong match and are left out.

PAIR	PHONES MATCHED	SAME PRICE	FIRST CHEAPER	SECOND CHEAPER	MEDIAN GAP
Amazon vs Poorvika	87	32	52	3	-4.5%
Amazon vs Reliance Digital	47	21	21	5	+0.0%
Amazon vs Vijay Sales	89	41	42	6	+0.0%
Flipkart vs Poorvika	94	52	33	9	+0.0%
Flipkart vs Reliance Digital	60	38	15	7	+0.0%
Flipkart vs Vijay Sales	91	46	25	20	+0.0%
Poorvika vs Reliance Digital	137	93	4	40	+0.0%
Poorvika vs Vijay Sales	190	126	2	62	+0.0%
Reliance Digital vs Vijay Sales	129	93	23	13	+0.0%
Amazon vs Flipkart	73	20	36	17	-0.4%

Amazon undercuts the chains; the chains mostly match each other. Against Poorvika, Reliance Digital and Vijay Sales together, Amazon is cheaper 115 times, the same 94 times and dearer 14 times. The three chains price the same phone the same on 312 of 456 pairs; where they differ, Poorvika is the dearer one.

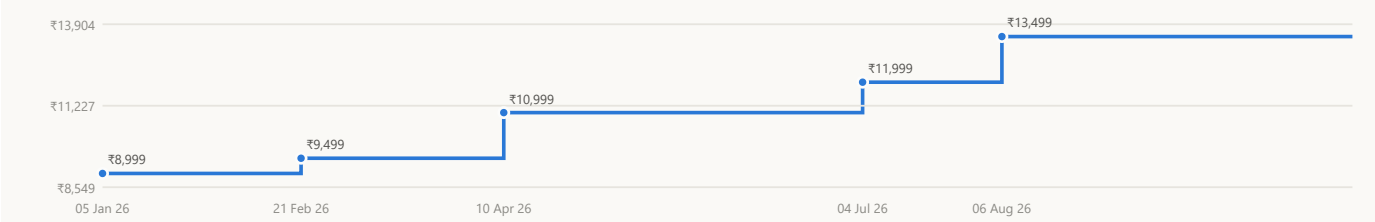
The gap is widest on Samsung. On 35 Samsung pairs, Amazon is cheaper 28 times, by a median 13.6%. Samsung’s Galaxy M series has been an Amazon exclusive since 2019.

5 · PRICES ARE GOING UP



Poorvika price changes in 2026, by brand, from its own dated price records

Poorvika’s catalogue keeps the date of every price change. Since January it changed the online price of 892 phone variants 2,133 times. **1,889 were rises**, by a median 6.9%; 244 were cuts. The trade press reports the same: memory costs, more than 50 models raised by 3 to 28% in March and April, and Samsung’s ninth Galaxy price rise in eight months in August.



Samsung Galaxy A07 (Light Violet, 4GB-64GB) at Poorvika: ₹8,999 to ₹13,499

6 · QUICK COMMERCE

BLINKIT DARK STORE	PHONE VARIANTS	BRANDS
Indiranagar	7	Apple, Samsung, Lava
Bandra West	4	Samsung, Apple
Banjara Hills	2	Apple, Samsung
Powai	2	Apple, Samsung
Connaught Place	1	Apple

Blinkit sells phones, but only a handful per store: iPhones, Galaxy flagships and one Lava. It is a ten-minute shelf for a phone the buyer has already chosen.

7 · WHAT SHARE OF EACH COMPANY'S SALES THIS IS

COMPANY	REPORTED REVENUE	ON AMAZON, PHONES	SHARE OF REVENUE
Samsung India Electronics (FY25)	₹111,183 crore	₹3,851 crore	3.5%
Motorola Mobility India (FY25)	₹14,001 crore	₹2,118 crore	15.1%

Amazon phones are a small slice of Samsung India, which also sells TVs and appliances and exports. For Motorola they are about a seventh of its revenue. Across the market, Counterpoint valued Indian smartphones above \$50 billion for 2025 and IMARC puts 48.6% of sales online; our 6.1 million phones a year is a floor well under any estimate of Amazon's share.

Samsung India Electronics: Revenue from operations FY2024-25, Rs 1,11,183 crore, Registrar of Companies filing (Business Standard); includes TVs, appliances and Rs 45,930 crore of exports. Motorola Mobility India: Revenue FY2024-25, Rs 14,000.7 crore, Registrar of Companies filing (Telecomlive).

8 · WHAT WE PREDICTED

We wrote down our predictions before we read the shelf. 3 of 5 held.

WE SAID	WE FOUND	
Amazon India sells ₹3,000 to ₹12,000 crore of phones a year	₹17,423 crore	Wrong
Apple is the largest brand by money	Samsung (22.1%); Apple 9.3%	Wrong
Samsung is the largest brand by units	Samsung (19.0%)	Right
Chinese-owned groups sell over half the units	67.7%	Right
Blinkit stocks under 40 phone variants per dark store	7 at most	Right

9 · METHOD

Amazon India: 22 phone searches, 589 distinct listings, every product page that shows a sales figure opened (420), 384 phones admitted after renewed, refurbished and bundled listings were taken out. Flipkart: the same 22 searches, 1,078 listings. Poorvika (1,673), Reliance Digital (970) and Vijay Sales (855): the full phone catalogue from each site's own catalogue service. Blinkit: five phone searches in six dark stores, scrolled to the end.

A phone is its brand, model, RAM and storage; colour is ignored. Models come from the clean model names the retailers publish. Sales are Amazon's "bought in past month" figure at its lowest value, times the product-page price, times twelve. The owning group is where the parent company is based.

The price pairs are drawn from the phones in stock on the read date at one more South Indian chain we read, matched to each seller; that chain's own figures are not in this report.

We read shelves like this one across marketplaces, chains and quick commerce, by city, and read them again to show what moved. If you sell phones or electronics, **book a discovery call at www.impuls8.com/enterprise.**

impuls8 · read 2026-10-28 · Amazon India, Flipkart, Poorvika, Reliance Digital, Vijay Sales, Blinkit · every figure is generated from the read.