



In-Car Entertainment in India

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Transition from aftermarket to OEM-integrated entertainment systems in 2025
- AI-powered voice assistant integration in premium vehicles becomes the norm
- Electric vehicle-driven advanced infotainment adoption leaves traditional in-car entertainment behind

PROSPECTS AND OPPORTUNITIES

- 5G-enabled cloud-based entertainment ecosystems set to transform the landscape
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Consumer Electronics in India - Industry Overview

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