

# Nokia N73 Price In India 2007

**nokia n73 price in india 2007** holds a special place in the hearts of mobile enthusiasts and tech aficionados from the late 2000s. Released in 2006 and gaining popularity well into 2007, the Nokia N73 was renowned for its sleek design, impressive camera capabilities, and robust multimedia features. During that period, mobile phones were rapidly evolving, and the N73 stood out as a high-end smartphone that catered to users seeking a blend of style, functionality, and reliability. In India, the pricing of the Nokia N73 in 2007 played a significant role in its widespread adoption, making it a sought-after device among teenagers, professionals, and tech-savvy consumers alike. In this article, we delve into the details of the Nokia N73 price in India in 2007, exploring its market positioning, factors influencing its cost, and how it compared to other phones of its time.

## Understanding the Nokia N73 and Its Market Context in 2007

### Design and Features that Defined the N73

The Nokia N73 was part of Nokia's Nseries lineup, which emphasized multimedia and high-performance features. Its key specifications included:

1. 2.4-inch TFT LCD display with 240x320 pixels resolution
2. 3.2 MP autofocus camera with Carl Zeiss optics
3. Symbian Series 60 v3.1 OS
4. Music player supporting multiple formats
5. Expandable memory via microSD cards (up to 2GB officially, more unofficially)
6. Bluetooth, infrared, and USB connectivity
7. GSM/EDGE network support

These features made the N73 a versatile device suitable for photography, music, and basic internet usage, which was quite advanced for its time.

### The Mobile Market in India in 2007

In 2007, India's mobile telecom sector was witnessing explosive growth, with approximately 200 million subscribers by the year's end. The market was characterized by:

1. High demand for affordable yet feature-rich phones
2. Growing popularity of camera phones
3. Introduction of 3G services (though limited at the time)
4. Presence of multiple brands, including Nokia, Samsung, Sony Ericsson, and LG

Nokia, at that time, was the dominant market leader in India, holding a significant share due to its extensive dealer network, brand reputation, and diverse product offerings.

## Nokia N73 Price in India 2007: The Price Range

### Official Retail Price in 2007

When launched, the Nokia N73 was positioned as a premium multimedia device. Its official retail price in India was approximately INR 16,000 to INR 17,000. This price bracket reflected its high-end features, camera

quality, and build quality.

## Pricing Trends Throughout 2007

As the year progressed, the Nokia N73's price gradually decreased due to several factors:

1. Introduction of newer models and successor devices
2. Increasing competition from other brands offering similar features at lower prices
3. Market dynamics and exchange rate fluctuations affecting import costs

By the end of 2007, the Nokia N73 was often available in the range of INR 14,500 to INR 15,500, especially through third-party retailers and grey market imports.

## Factors Influencing the Price of Nokia N73 in India

Several factors contributed to the pricing of the Nokia N73 in 2007:

1. **Brand Reputation:** Nokia's dominance in India allowed it to command premium pricing for its flagship models.
2. **Feature Set:** The N73's advanced camera, multimedia capabilities, and design justified higher pricing compared to entry-level phones.
3. **Import Duties and Taxes:** Mobile phones imported into India were subject to import duties, affecting retail prices.
4. **Distribution and Retail Channels:** Prices varied between authorized Nokia stores, third-party retailers, and grey markets.
5. **Market Demand and Supply:** Popularity of camera phones and multimedia features increased demand, sustaining higher prices initially.

## Comparison with Other Phones in 2007

### How the Nokia N73 Competed in the Market

In 2007, the Nokia N73 faced competition from several other models:

1. Sony Ericsson K800i - Known for its superior camera capabilities
2. Samsung D900 - Slim design with a focus on multimedia
3. Motorola RAZR2 V8 - Stylish design and good multimedia features

While some competitors offered better camera resolutions or sleeker designs, the Nokia N73's balanced feature set and Nokia's extensive after-sales support made it a preferred choice for many consumers.

### Pricing Comparison Among Competitors

- Sony Ericsson K800i was priced around INR 16,500 at launch, similar to the N73. - Samsung D900 was slightly cheaper, around INR 14,000 to INR 15,000. - Motorola RAZR2 V8 was priced at approximately INR 17,000, positioning it as a premium device. Overall, the Nokia N73 offered a compelling value proposition, combining strong multimedia features with reliable performance at a competitive price point.

## The Legacy and Impact of the Nokia N73 in India

## Popularity and User Experience

The Nokia N73 was widely appreciated for:

1. Excellent camera quality for its time
2. Smooth user interface
3. Durability and build quality
4. Long battery life

These qualities made it a favorite among users who wanted a multimedia-rich device without the high cost of smartphones.

## Pricing's Role in Its Success

The price range of INR 14,500 to INR 17,000 was instrumental in making the Nokia N73 accessible to a broad audience in India. Its affordability relative to its high-end features helped Nokia maintain its market dominance during 2007, despite rising competition.

## Conclusion

The Nokia N73's price in India in 2007, positioned around INR 16,000 at launch and gradually declining throughout the year, reflected its premium status in the feature phone segment. Its competitive pricing, combined with advanced multimedia features and Nokia's trusted brand name, contributed significantly to its popularity and success in the Indian market. For many users in 2007, the N73 was not just a mobile device but a status symbol and a versatile multimedia companion. Today, it remains a nostalgic symbol of the bygone era of mobile technology, representing a time when phones were evolving from simple communication tools to multimedia devices that fit comfortably in users' pockets and lives.

**Nokia N73 Price in India 2007: An In-Depth Analysis of a Mobile Phenomenon** In the rapidly evolving landscape of mobile technology during the mid-2000s, few devices captured the imagination of consumers and critics alike quite like the Nokia N73. Launched in 2006 and widely available in India by 2007, the Nokia N73 represented a significant step in Nokia's line-up—combining advanced features with a sleek design at a competitive price point. But what exactly was the Nokia N73 price in India 2007, and how did it influence consumer choices and market dynamics at the time? This investigative review seeks to unpack these questions, providing a comprehensive look into the device's pricing, positioning, and impact during its prime.

## Contextualizing the Mobile Market in India, 2007

Before delving into the specifics of the Nokia N73's pricing, it's essential to understand the broader environment of Indian mobile telephony in 2007. During this period, India was experiencing a telecom revolution. Thanks to aggressive pricing, increased competition, and expanding infrastructure, mobile phones were transitioning from luxury gadgets to essential daily tools.

- **Market Growth:** The subscriber base was growing exponentially, with millions of new users every month.
- **Price Sensitivity:** Consumers remained highly price-sensitive; affordability was a key determinant in purchasing decisions.
- **Feature Expectations:** Users increasingly demanded features like cameras, multimedia playback, and internet connectivity, but at prices that did not strain their budgets.
- **Brand Competition:** Nokia, Samsung, Sony Ericsson, and LG were competing fiercely, with Nokia often leading the market share. In this environment, the launch of the Nokia N73 was strategic. It aimed to balance high-end features with an affordable price, targeting a broad segment of Indian consumers.

# The Nokia N73: An Overview of Features

To understand its pricing, one must consider the device's offerings: - Design: Compact, candybar form factor with a 2.4-inch display. - Camera: 3.2 MP with Carl Zeiss optics, a significant selling point at the time. - Connectivity: GPRS, EDGE, Bluetooth, and USB. - Multimedia: MP3 player, FM radio, expandable memory via microSD cards. - Operating System: Symbian S60 3rd Edition. - Additional Features: Java support, organizer functions, and a built-in web browser. When launched, the Nokia N73 was positioned as a multimedia-oriented device, appealing to young consumers and tech enthusiasts alike.

## Pricing of the Nokia N73 in India, 2007: The Price Range

Historical data and market observations from 2007 indicate that the Nokia N73 price in India generally ranged between ₹9,500 to ₹12,000 during that year. Several factors influenced this pricing: Factors Influencing Pricing - Retailer Markup: Different outlets had varying margins. - Condition: New vs. refurbished units could differ significantly. - Location: Urban centers like Delhi, Mumbai, and Bangalore often had slightly higher prices due to higher demand and operational costs. - Availability: As stocks fluctuated, so did the prices. Approximate Price Range in 2007 | Type of Seller | Typical Price Range (INR) | Notes | |||| | Authorized Retailers | ₹10,000 - ₹12,000 | Slightly higher, assured genuine product | | Grey Market / Unofficial Sellers | ₹9,500 - ₹10,500 | Lower prices, risk of counterfeit | | Online Retailers (early e-commerce) | ₹10,000 - ₹11,500 | Convenience and some discounts | Price Fluctuations Over the Year The price of the Nokia N73 was relatively stable during 2007, but occasional discounts and promotional offers, especially around festive seasons like Diwali, sometimes brought the price down slightly. Conversely, high demand and limited stock could push prices upward in certain regions.

## Market Positioning and Consumer Reception

Understanding the price also involves analyzing how the device was perceived: Competitive Pricing Strategy Nokia's strategy was to offer a feature-rich device at a mid-range price, making it accessible to a wide demographic, particularly: - Young professionals - Students - Tech-savvy users seeking multimedia features This positioning helped Nokia maintain its dominance in India despite competition from brands like Samsung and Sony Ericsson. Consumer Feedback and Value Perception Feedback from consumers indicated that the N73 was valued for its: - Superior camera quality - Robust build - Symbian-based interface, which was still considered user-friendly - Multimedia capabilities Many users considered the price justified given the device's feature set, especially considering the camera's Carl Zeiss optics—a rarity among phones at that price point.

## Impact of the Nokia N73's Price on Market Trends

The Nokia N73's pricing and features had several notable influences: Catalyzing the Multimedia Phone Segment Its affordable price made advanced camera phones accessible to the masses, accelerating the trend toward multimedia smartphones in India. Setting Price Benchmarks The N73 became a reference point for mid-range smartphones, prompting competitors to adjust their offerings and pricing strategies. Influencing Consumer Expectations The device's blend of affordability and features raised consumer expectations for value-for-money, pressuring other manufacturers to innovate and price competitively.

## Evolution of Pricing Post-2007

As newer models entered the market, the Nokia N73's price naturally declined: - 2008 and Beyond: Prices dropped to the ₹7,000-₹8,500 range as newer models like the Nokia N95 and 5800 XpressMusic launched. -

End of Lifecycle: By 2010, the device was largely phased out, replaced by smartphones with more advanced features but at similar or slightly higher prices.

## Summary and Reflection

The Nokia N73 price in India 2007, ranging roughly between ₹9,500 and ₹12,000, was a strategic sweet spot for Nokia—offering high-end features like a 3.2 MP camera with Carl Zeiss optics at an accessible price. Its affordability, combined with a compelling feature set, helped solidify its popularity among Indian consumers during a pivotal period of mobile adoption. The device's pricing not only reflected Nokia's market positioning but also played a role in shaping the Indian mobile market's trajectory—making multimedia capabilities mainstream and setting consumer expectations for value-driven smartphones. In retrospect, the Nokia N73 remains emblematic of an era where innovation met affordability, and its pricing in 2007 was a testament to Nokia's mastery of balancing technology with market realities. As the Indian mobile industry continues to evolve rapidly, the N73's pricing history offers valuable insights into strategic product positioning and consumer engagement during a revolutionary period of mobile telephony. Conclusion The investigation into the Nokia N73 price in India 2007 reveals a device that was both a technological marvel of its time and a carefully priced product tailored to the Indian market's needs. Its affordability enabled millions to access advanced camera and multimedia features, setting the stage for the smartphones we see today. As a case study, it underscores the importance of strategic pricing in capturing market share and shaping consumer expectations—a lesson that remains relevant in today's fast-paced mobile industry.

## Questions & Answers About nokia n73 price in india 2007

| No | Question                                                                                | Answer                                                                                                                                                                         |
|----|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | What was the approximate price of the Nokia N73 in India in 2007?                       | In 2007, the Nokia N73 was priced around ₹15,000 to ₹17,000 in India, depending on the retailer and location.                                                                  |
| 2  | Was the Nokia N73 considered affordable in India during 2007?                           | Yes, at its release, the Nokia N73 was viewed as a mid-range smartphone with competitive pricing for its features, making it relatively affordable for many users.             |
| 3  | How did the Nokia N73 compare to other smartphones in India in 2007 in terms of price?  | The Nokia N73 was priced competitively against other feature phones and early smartphones, offering advanced features at a reasonable price point compared to high-end models. |
| 4  | Did the Nokia N73 price in India drop significantly after its launch in 2007?           | Yes, like most technology products, the price of the Nokia N73 gradually decreased over time as newer models were released and market competition increased.                   |
| 5  | Was the Nokia N73 popular among Indian consumers in 2007 due to its price and features? | Yes, the Nokia N73 gained popularity in India in 2007 because it offered a good balance of features, camera quality, and an affordable price point for its time.               |
| 6  | Did the price of the Nokia N73 vary across different cities in India in 2007?           | Yes, prices could vary slightly depending on the city, retailer, and whether the phone was bought through authorized dealers or third-party sellers.                           |
| 7  | What factors influenced the pricing of the Nokia N73 in India during 2007?              | Factors included import duties, taxes, retailer margins, and the overall demand for smartphones in India at the time.                                                          |
| 8  | Was the Nokia N73 considered a good value for money in 2007 India?                      | Absolutely, the Nokia N73 was regarded as offering excellent value for its camera quality, multimedia features, and performance at its price point.                            |

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|---|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9 | Are there any online listings or sources where I could find the original 2007 Nokia N73 price in India today? | Since the N73 is an older model, current listings are mostly for used or vintage phones; websites like OLX or specialized vintage tech stores may have historical price references or listings. |
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Nokia N73, price India, 2007 mobile phones, Nokia N73 specifications, Nokia N73 features, mobile phones India 2007, Nokia N73 reviews, Nokia N73 camera, Nokia N73 price comparison, Nokia N73 release date