

#theburningquestion

What drives the smart home market in India?

Indian homes, over the past few years, have gradually transformed through smart devices. Smart homes utilise wireless or wired technologies to allow remote control and monitoring of their various functions via mobile applications, gestures or voice.

Once hailed as the domain of the uber-rich, smart homes are now sought after by all for their many advantages — from energy saving, security and convenience to premium aesthetics. Such homes are not just automated but can also intelligently predict consumer habits and create automation routines using artificial intelligence (AI).

The rise in disposable income, stable broadband, affordable products with brand assurance, consumer education and factors such as touchless operations, energy efficiency, comfort that complements work from home and a growing need for home monitoring from remote locations are some key factors that drive the growth of smart homes in India.

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