

Reuz Urges Indian Phone Owners to Sell Before the September Launch Price Drop

The Gurugram-based smartphone buyback platform says previous-generation resale values have historically fallen 15 to 20 percent in the fortnight after a major September launch, and is advising sellers to check prices now.



Gurgaon, Haryana Aug 22, 2026 (IssueWire.com) - Reuz, the smartphone buyback platform operating at <https://www.reuz.in/>, has issued a consumer advisory urging Indian smartphone owners to check their device's resale value before the September flagship launch window, warning that owners of premium handsets who delay stand to lose a significant share of their device's current value.

The advisory comes as India's secondary smartphone market records one of its strongest years. Counterpoint Research projects roughly 12 percent year-on-year growth for India's refurbished smartphone segment in 2026, against a projected 11 percent decline in new smartphone shipments. The average selling price of a new smartphone in India reached a record 302 US dollars in the first quarter, up 10.4 percent year-on-year, with more than 85 percent of models seeing price increases. Tight memory supply, expected by IDC to persist until at least 2027, continues to keep new device pricing elevated.

The result is unusually strong demand for pre-owned premium devices — and an unusually good position for sellers. Industry analysis places Apple at close to 63 percent of organised refurbished value in India, with buyers increasingly seeking recent-generation flagships rather than budget handsets.

That window narrows in September. Published depreciation data indicates that previous-generation iPhone resale values in India have historically fallen 15 to 20 percent in the two weeks following a major Apple announcement, with Android flagships softening alongside them. On a device worth 60,000 rupees today, that pattern represents a difference of 9,000 to 12,000 rupees. Reports point to an Apple event on 8 or 9 September 2026, though Apple has not confirmed the date.

"Most people treat selling a phone as an afterthought, and it costs them real money," said [Rajan Rustogi], [Co-Founder and CEO] at Reuz. "A premium phone is a depreciating asset with a predictable price curve, and that curve has a cliff in September every year. Our position is simple: if you were going to sell in the next six months anyway, selling before the announcement is the same decision made better."

Reuz operates a doorstep buyback model built around price transparency. Sellers get an instant quote online, book a free pickup, and have the device inspected in front of them before the final price is confirmed. Payment is made by UPI or bank transfer before the executive leaves, and sellers can decline at no cost after inspection. The platform guarantees at least 10 percent more than other buyers and does not require any accompanying purchase, distinguishing it from exchange programmes that pay only in store or checkout credit.

The company also offers a quote lock of up to seven days, allowing sellers to secure a price while waiting for a new device to be delivered — a feature the company says matters most during launch season, when used prices move fastest.

Free doorstep pickup is currently available across Delhi, Mumbai, Bangalore, Pune, Gurugram, Noida, Faridabad and Agra, with coverage confirmed by PIN code. Reuz accepts devices in all conditions, including cracked screens, battery faults and water damage.

The company advises sellers to take four steps before handover: back up their data, sign out of their Apple Account or Google and Samsung accounts, perform a factory reset, and confirm payment has been credited before releasing the device. Reuz notes that failing to sign out of an Apple Account leaves an iPhone activation-locked and unsellable, which remains the single most common cause of stalled sales.

Current buyback prices by brand are published at <https://www.reuz.in/sell-used-phone/apple/> and <https://www.reuz.in/sell-used-phone/samsung/>.

About Reuz

Reuz is an India-based smartphone buyback platform that buys used and damaged phones directly from consumers with free doorstep pickup, transparent in-person inspection and instant payment via UPI or bank transfer. The company focuses on premium and mid-range devices and guarantees at least 10 percent more than other buyers, with no obligation to purchase a replacement. Reuz is headquartered in Gurugram, Haryana

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