

How Much Money Is the New iPhone 17 Pro Max in 2025

It was officially unveiled by Apple on September 9, 2025, and hit the market starting September 19, 2025. In this article we break down how much it costs — in USD, in India, and for buyers in Indonesia — so you can see what you might expect to pay depending on where you are. We also explain how storage variants affect the price.

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USA—Base Price and Options

In the United States the base price for iPhone 17 Pro Max starts at **US\$ 1,199** for the 256 GB model. Apple notes that monthly payment options begin around US\$ 49.95/month for that base iteration.

The higher-capacity versions cost more: as with prior iPhone releases, storage size (512 GB, 1 TB, up to 2 TB) increases the price. According to official pricing, the 17 Pro Max is offered up to 2 TB storage — a first for the iPhone lineup.

Prices in India—Local Retail Market

For buyers in India, the 256 GB iPhone 17 Pro Max is listed at . Variants with larger storage are priced accordingly: 512 GB versions at ₹ 169,900; 1 TB at ₹ 189,900; and the 2 TB top-end variant at ₹ 229,900.

These prices reflect local retail conditions (taxes, import duties, retailer markup) and may differ from equivalent USD-to-INR conversions. The Indian price list shows all available storage options, providing a clear guide for buyers deciding on storage capacity.

Price for Indonesia and Approximate Local Cost

As of November 2025, official local prices for the iPhone 17 Pro Max in Indonesia vary depending on storage. According to an authorized Indonesian retailer, the starting price for the 256 GB model is **Rp 25,749,000**. The 512 GB variant costs around Rp 30,249,000; the 1 TB variant about Rp 34,999,000; and the 2 TB variant approximately Rp 43,999,000.

Some earlier unofficial conversions (based on US pricing) suggested higher amounts — for example, one source estimated 2 TB at USD 1,999 (≈ IDR 33.1 million), 1 TB at USD 1,599 (≈ IDR 26.5 million), 512 GB at USD 1,399 (≈ IDR 23.2 million), and 256 GB at USD 1,199 (≈ IDR 19.8 million). However, the actual retail prices in Indonesia as quoted by official resellers seem to reflect a mix of conversion, taxes/import duties, and local market factors — hence the somewhat higher sticker prices.

Why the Price Differences Across Regions

There are several reasons why the price you pay depends on the country:

- **Official currency exchange and taxes/import duties.** Converting from USD to local currency often does not reflect the final retail cost, because import taxes, shipping, regional markup and local regulations add extra cost.

- **Storage configuration and available variants.** The 17 Pro Max offers storage from 256 GB up to 2 TB. Naturally, larger storage costs more.
- **Retailer pricing strategy.** Some countries have more expensive authorized-reseller markups or more aggressive taxes — this adds up to a higher price than a direct USD ↔ local currency conversion would suggest.
- **Market demand, availability and shipping / supply-chain costs.** Devices with high demand or limited initial supply may be priced higher in some regions. Also, shipping hardware and localization can add cost.

Summary Table: iPhone 17 Pro Max Price by Region & Storage (Typical Examples)

Here's a quick comparison of typical price points across different regions and storage tiers:

Region / Market	Storage Variant	Approx. Price
USA (Official MSRP)	256 GB	US\$ 1,199
India (Retail Price)	256 GB	₹ 149,900
India (Retail Price)	512 GB	₹ 169,900
India (Retail Price)	1 TB	₹ 189,900
India (Retail Price)	2 TB	₹ 229,900
Indonesia (Authorized Retailer)	256 GB	Rp 25,749,000
Indonesia (Authorized Retailer)	512 GB	Rp 30,249,000
Indonesia (Authorized Retailer)	1 TB	Rp 34,999,000
Indonesia (Authorized Retailer)	2 TB	Rp 43,999,000

Is It Worth the Money?

The iPhone 17 Pro Max brings top-tier hardware: updated camera system, largest storage options ever offered (up to 2 TB), and all the usual iPhone traits — high build quality, long-term software support, and resale value. For power users, photographers, videographers or anyone who wants to keep a phone for many years, the higher cost may make sense as an investment.

On the other hand, for casual users — people who mostly use a phone for messaging, social media, streaming or simple apps — the steep price (especially for high-capacity variants) may not justify the cost. In such cases, a lower-storage 256 GB model (if still sufficient) might be the most balanced choice. Or even a less premium iPhone model could offer good value.

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Conclusion

In short: the price of iPhone 17 Pro Max depends strongly on region and storage. In the United States, the base 256 GB model starts at US\$ 1,199. In India, retail prices begin around ₹ 149,900 for 256 GB and rise to ₹ 229,900 for the 2 TB variant. For Indonesia, local authorized retailers currently list it around Rp 25.7 million for 256 GB, up to ~Rp 44 million

for 2 TB. If you live in Indonesia (or nearby) the real cost may be significantly higher than a simple currency conversion due to taxes, duties, and local market pricing strategies.

If you're considering buying — think carefully about how much storage you really need, and whether the price premium for higher-capacity models makes sense for you. For many buyers, the 256 GB model may already offer more than enough space at the most reasonable price point.