



ROCHELLE CRASTO

Lonely hearts and high-tech hookups are a reality. AI-driven companions are becoming the hottest new trend for intimacy. With lifelike movements, realistic appearances, and even the ability to hold a conversation, these sex bots are swiftly replacing the traditional romantic interests of some women and men.

So, the secret is out! If your potential someone seems to be losing interest, it might not be you — they might just be swiping right on a sex bot instead. Yes, you read that right. Studies by some ethics experts claim that sex bots are good for society.

HIGH-TECH HOOKUPS

Dr. Shannon Chavez, a licensed psychologist and certified sextherapist says, "AI technologies can provide a safe and private way to reconnect with sexuality." For women who have experienced trauma or who feel overwhelmed by societal expectations around sex, AI intimacy tools can offer a space to explore and experiment without fear of judgment.

OOH, SOME
LIKE IT BOT!

May sound bizarre to some, but AI-driven companions (read: sex bot) are becoming the hottest new trend in intimacy



The ability to control the situation without the complexities of a real-life partner can help women build confidence and explore pleasure on their own terms.

SASSY & SEXY

India, a country historically known for its conservative views on intimacy and sexual health, is also experiencing a sex-tech revolution.

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The Indian sex-tech market is valued at a whopping \$5 billion, with startups such as Sassiest and IMbesharam leading the charge in focusing on women's sexual wellness. These companies are capitalizing on changing attitudes toward sexual health and pushing the boundaries of what's possible in a culture still reluctant to discuss such topics openly.

It's not all about replacing the human touch (though, it seems, robots are pretty good at imitating it). AI intimacy tools are creating new ways for people to explore their sexuality in private, safe spaces — especially for those dealing with sexual trauma or performance anxiety. In conservative societies like India, where conversations about sex are often silenced, these bots are offering a much-needed platform for empowerment and education. Sextech, including robots and AI-driven intimacy tools, has gained significant traction in recent years. According to a 2023 study by LELO, about 21% of women expressed interest in using a sex robot, with an additional 7.8% considering AI bots for sexual purposes.

THERAPY & FANTASY

India presents a unique case when it comes to the adoption of sex tech. Change is gradually taking place, and the growing advocacy for sexual health and empowerment has created a space for sex tech to flourish. For therapists, AI intimacy tools are both a promising resource and a tricky challenge. Dr. Chavez sees these tools as potentially therapeutic, but only if used thoughtfully. "They can help clients explore desires or scenarios that might feel intimidating with a partner," she says.

Sex tech can assist individuals in identifying their preferences, addressing fears, or practicing scenarios that might otherwise induce anxiety. For someone struggling with intimacy after trauma, an AI companion could help rebuild confidence at their own pace. The potential for AI tools to offer discreet sexual health education — a game-changer in countries like India, where public health challenges and misinformation still persist. AI-driven platforms could provide

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AI ROMP

- AI-driven platforms could provide resources on safe sex, sexual dysfunction, and trauma recovery, all without judgment.
- The Indian sex-tech market is valued at a whopping \$5 Billion
- Startups like Sassiest and IMbesharam focus on women's sexual wellness
- Women may outpace men in engaging with AI-powered sex bots by 2025 (The Independent Study 2023)

THE FLIP SIDE

And just when we think it can't get any crazier, AI's role in relationships is growing even faster. Imagine having a partner who never forgets your favourite song, never drops the ball on a conversation, and — get this — never needs a break. But here's

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the catch: while these AI companions might be built for perfection, they're raising important questions about emotional connection, dependency, and privacy.

As cool as AI intimacy tools might be, they come with some pretty significant downsides. When a robot can deliver flawless moves and never forget your preferences, it's easy to see how the expectations of real-life partners might start to warp. "AI's

predictability can reduce our tolerance for imperfections," Dr. Chavez warns. Human relationships are messy, vulnerable, and sometimes downright awkward. But those quirks are what make intimacy meaningful. Add to that the risk of dependency and isolation. If someone turns exclusively to AI for companionship, they may dodge the emotional work that healthy relationships require. This isn't just a sci-fi dystopia — it's a potential reality if we're not careful.

PRIVACY ISSUES

Then there's privacy. AI intimacy tools often collect sensitive data: usage patterns, preferences, and even biometric

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WITH SEXUALITY.
Dr SHANNON CHAVEZ,
Psychologist &
Certified Sex Therapist

feedback. Who owns that information, and how is it being used? In a world where privacy is already fragile, these questions are more relevant than ever.

Beyond just providing pleasure, sex tech tools have the potential to play a therapeutic role. For therapists like Dr. Chavez, AI-driven intimacy tools can be valuable resources for clients struggling with intimacy issues. Further more, AI-powered platforms can serve as discreet resources for sexual health education, which is especially critical in a country like India, where there is still a significant lack of awareness about sexual health. These platforms could provide information on topics like safe sex practices, sexual dysfunction, and trauma recovery, all while maintaining confidentiality and privacy.

THE BOTTOM LINE

By offering an idealized version of intimacy, AI intimacy tools risk distorting our expectations of real-life partners. If a person becomes too reliant on an AI companion who never makes mistakes, it could lead to frustration or dissatisfaction. However, barriers remain. AI intimacy tools are currently more accessible to urban, affluent communities. The real impact will come when innovation meets education — normalizing these tools as part of a healthy approach to sexuality. If sex bots continue to feature narrow, idealized beauty standards, they could reinforce harmful stereotypes. As Dr. Chavez puts it, "We need ethical guidelines that prioritize emotional health, self-compassion, and transparency."

AI intimacy tools and sex bots are here to stay, and they're evolving rapidly. They offer exciting possibilities for exploration, therapy, and empowerment. But as with all technology, balance is key. For women, especially in cultures where sexual agency is limited, AI could be a powerful ally. These tools should enhance our human connections for that ecstatic experience, not replace them.