

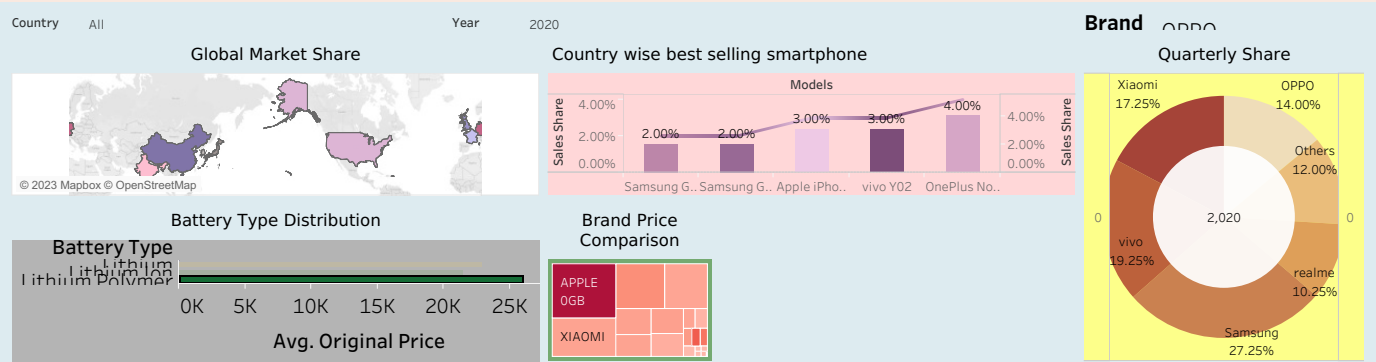
Story 1

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the 10 most sold smart...

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iPhone sales generated \$205 billion in revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPh...



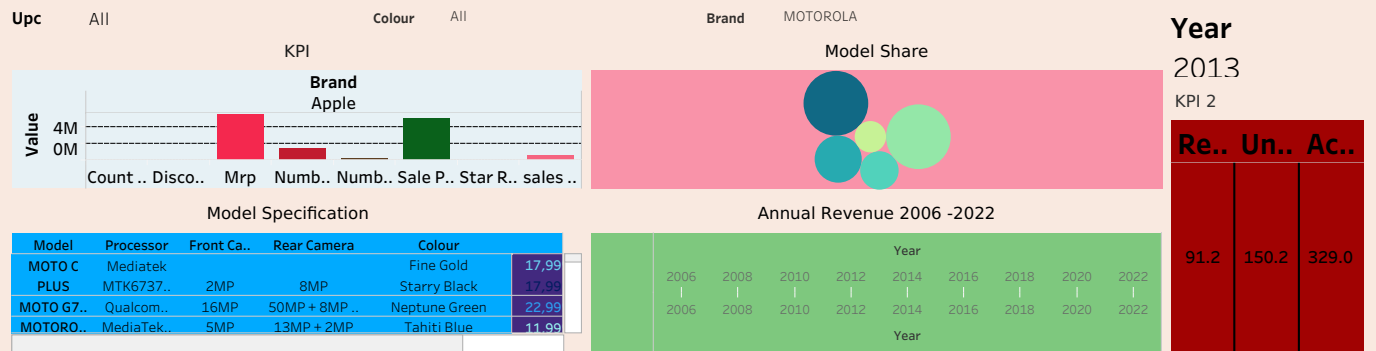
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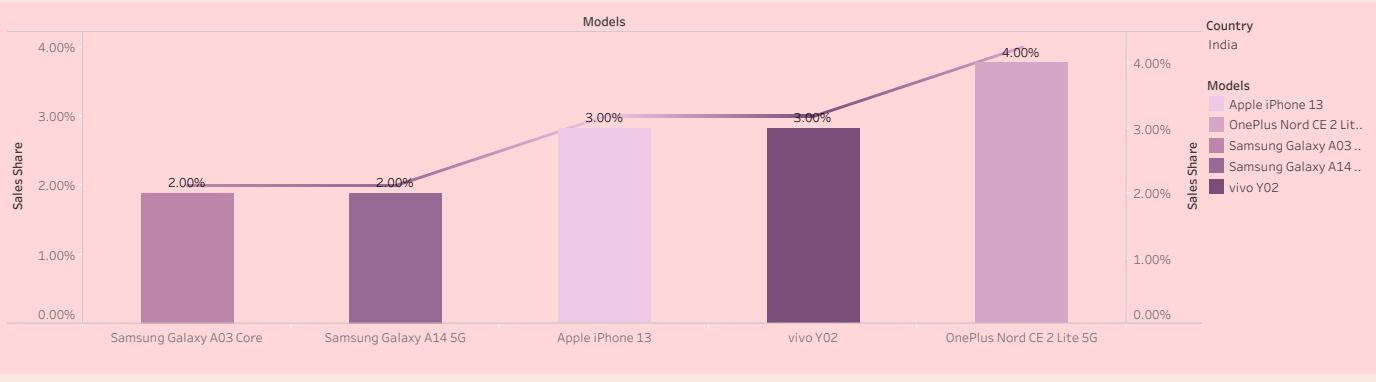
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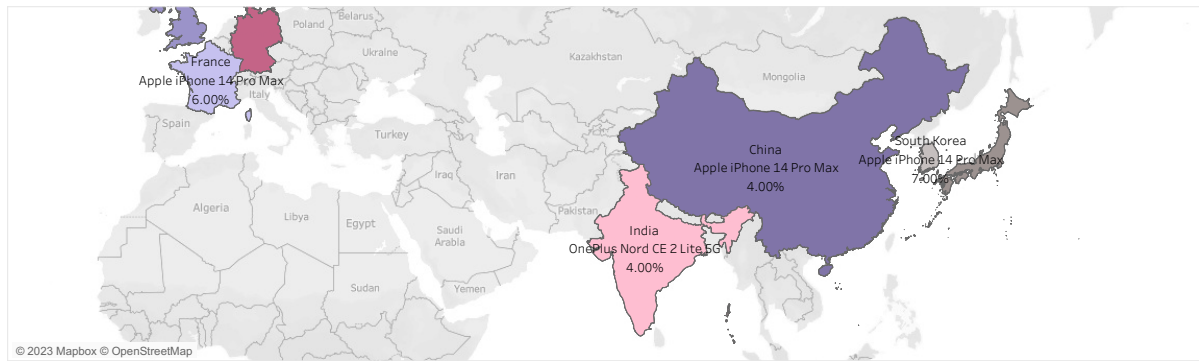
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is significantly lower than its competitors.

Although the iPhone isn't far behind in the competition, it is yet to scale up its marketing strategies and policy formulations for the Indian audience.



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