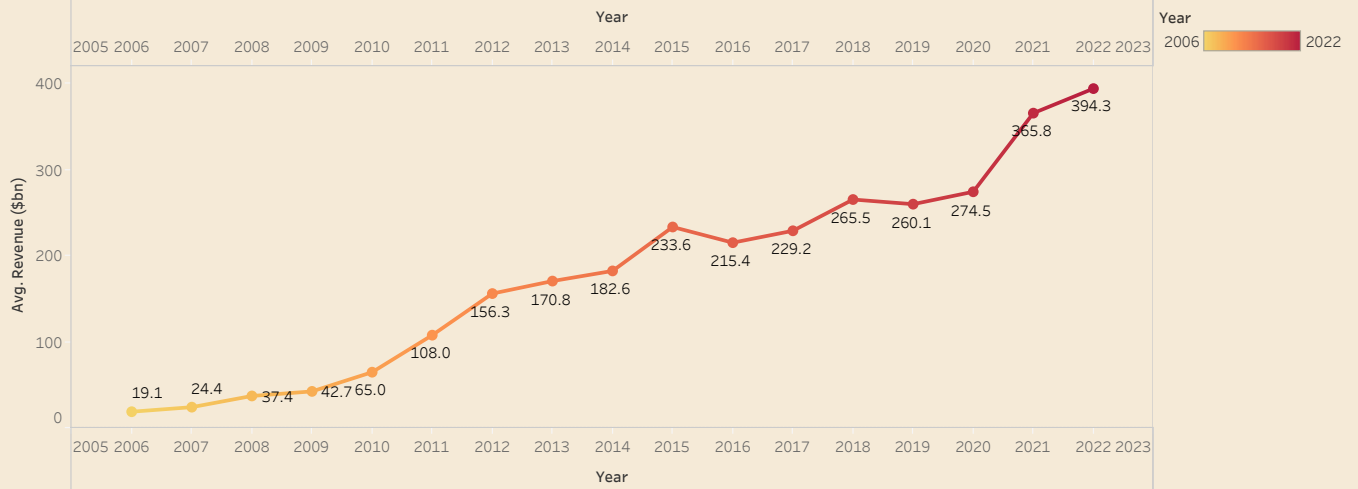


Since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the years, though a slight dip is being observed in 2016 but ever since it has increased to 394.3bn in 2022.

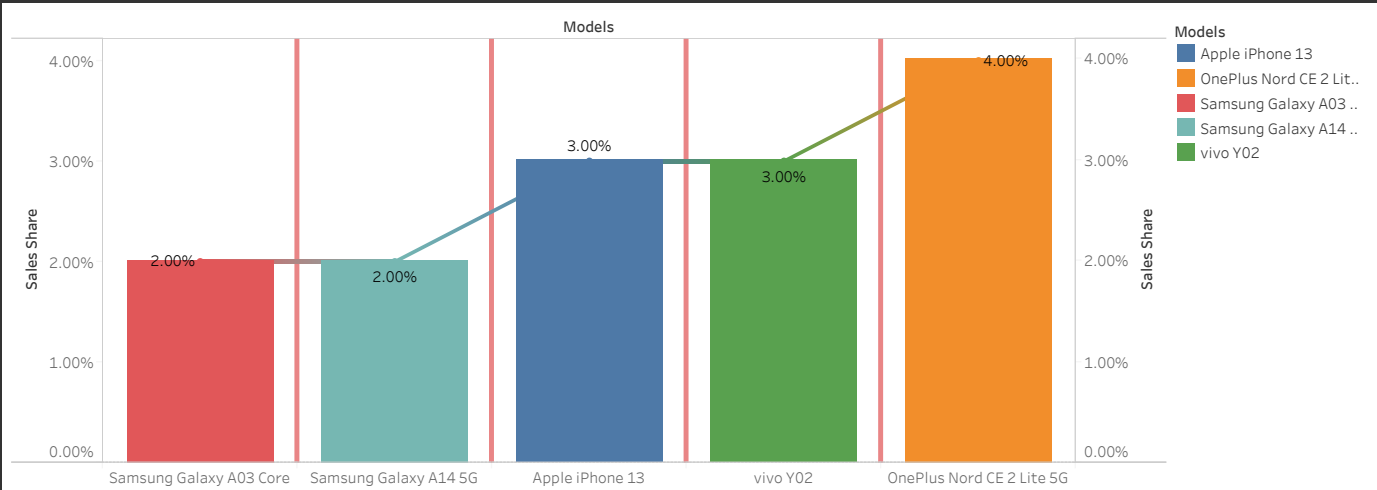
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.



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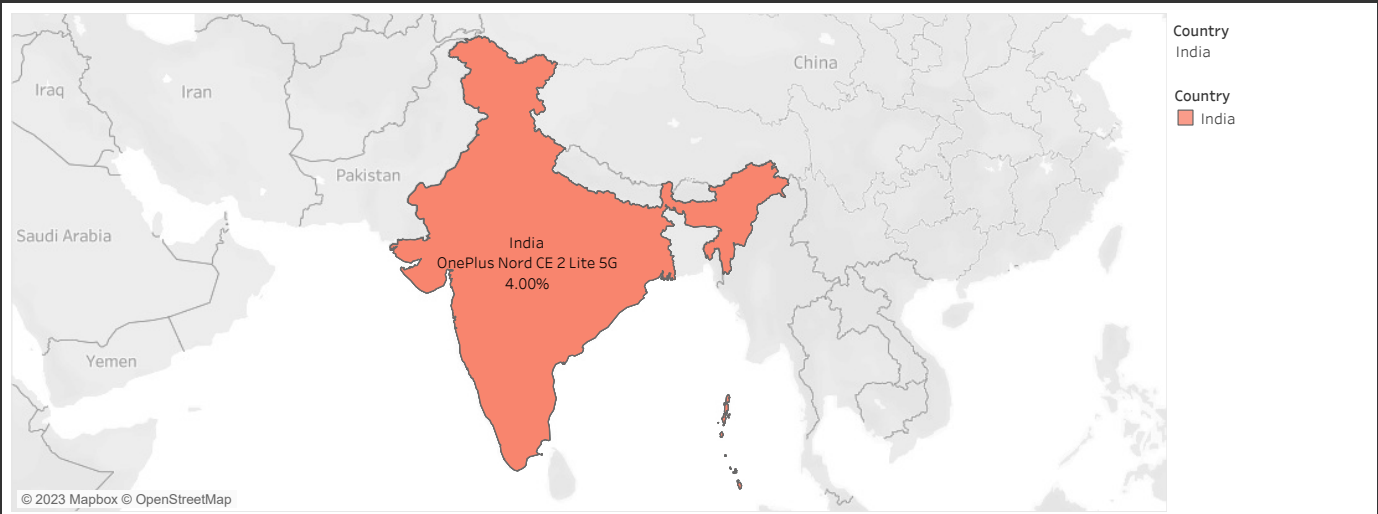
Although the iPhone isn't far behind in the competition.



Comparative analysis amongst various other leading brands in the samrtphone industry shows that iphone is yet to make it's impact in in..

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Apple continues to strengthen it's standing in the smartphone. The brand has risen to a position of particular domimance in the US.



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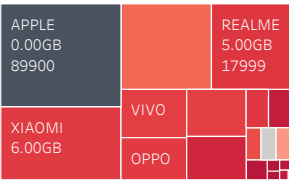
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More than 1. billion consumers currently use iphone.

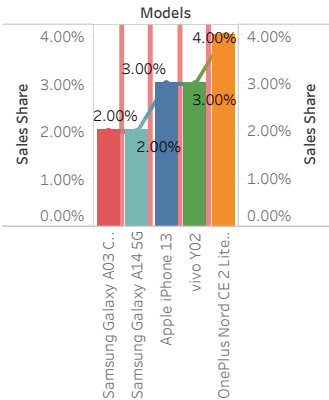
Global Market Share



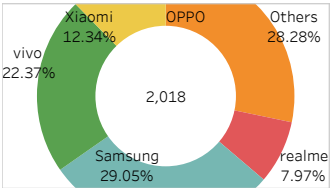
Brand Price Comparison



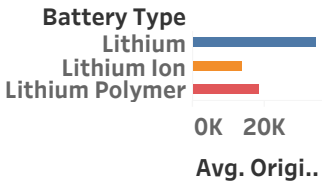
Country wise best selling smartphone



Quarterly -Share



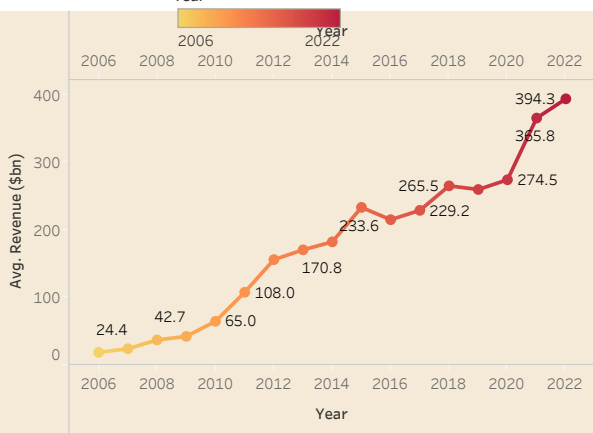
Battery type Distribution



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Annual revenue



Model Specification

Model	Processor	Front Cam..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generatio..	12MP	12MP + 12MP	Blue	59,900
				Black	1,99,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generatio..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 1..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900