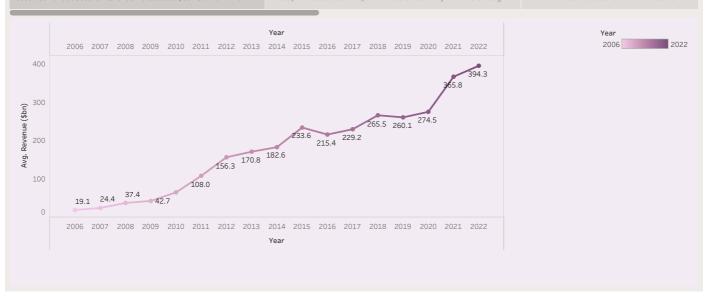
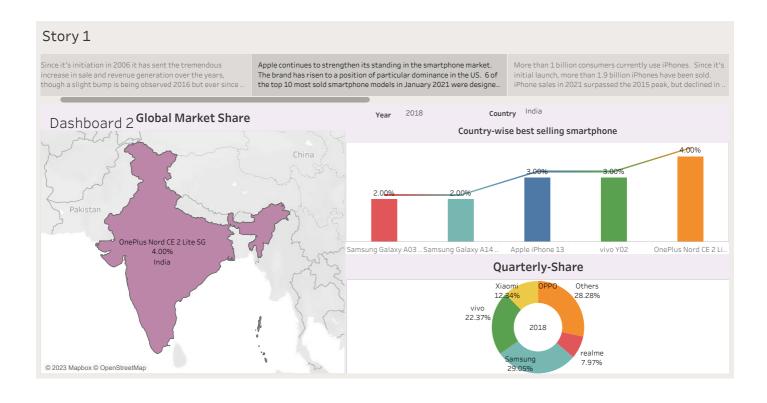
Story 1

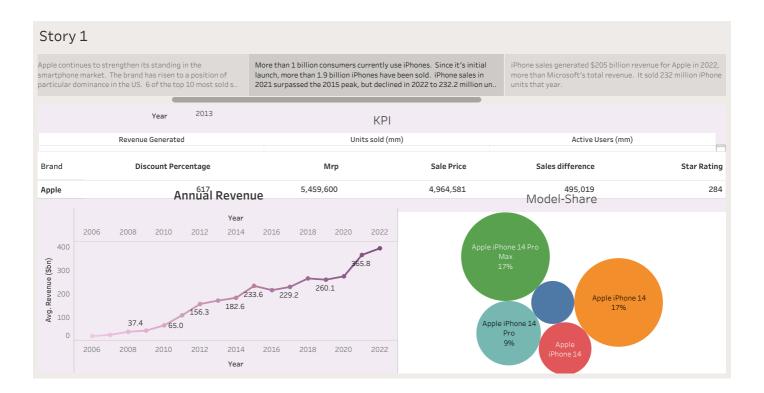
Since it's initiation in 2006 it has sent the tremendous increase in sale and revenue generation over the years, though a slight bump is being observed 2016 but ever since it has increased to \$394.3 billion in 2022.

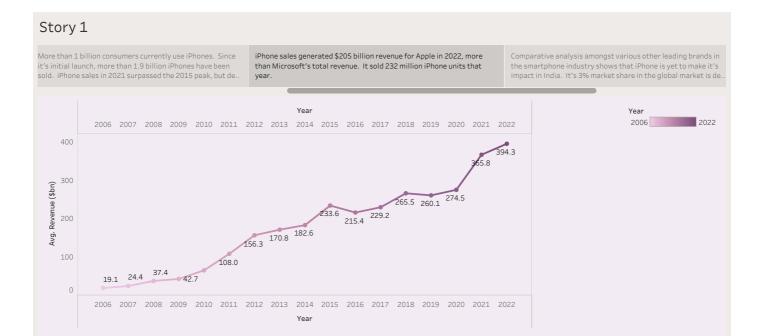
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designe..

More than 1 billion consumers currently use iPhones. Since it's initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 20...







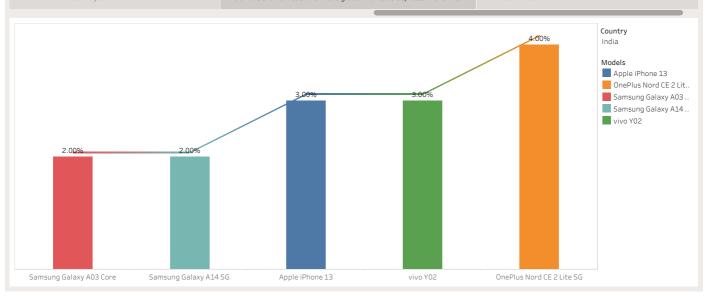


Story 1

iPhone sales generated \$205 billion 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 iPhone is yet to make it's impact in India. It's 3% market share in the global market is depicted in the line-.

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



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