



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona’s name
Short summary of the persona

Apple did \$74 billion in sales in China, Hong Kong, and Taiwan in fiscal 2022. That's about 18% of Apple's total revenue during the period.

India is not there yet. It's reported in a category with other markets called "rest of Asia Pacific," which reported only \$29 billion in sales during the same time period.

Corporate filings in India covered by local media suggest that Apple's sales in the country were about \$4 billion in fiscal 2022, and Bloomberg reported earlier this week that Apple reported nearly \$6 billion in sales in the year ending in March.

We are, in essence, taking what we learned in China years ago and how we scale to China and bringing that to bear," Cook said on an earnings call earlier this year.

Apple had been gradually increasing its presence in the Indian market by offering various models of iPhones at different price points, introducing special offers, and setting up local manufacturing facilities to benefit from India's "Make in India" initiative.

The reception of iPhones in India was influenced by factors such as price, features, and brand loyalty.

While iPhones historically carried a premium price tag compared to many other smartphone brands available in India, Apple's efforts to localize manufacturing and offer installment plans helped make them more affordable to a wider audience.

It's important to note that my information might be outdated, and the situation might have evolved since then.

The iPhone is often associated with premium quality and design. Its presence in India has contributed to elevating Apple's brand image as a luxury and aspirational brand.

The iPhone has played a role in shaping the premium smartphone segment in India. While Apple's market share might not be as dominant as some other brands, its influence is notable in the premium market space.

The iPhone introduced a higher price tier for smartphones in India. This has prompted other smartphone manufacturers to enhance their offerings and cater to consumers looking for premium features.

Apple's move to set up local manufacturing facilities in India has not only allowed the company to adhere to local regulations but also contributed to the "Make in India" initiative. This has led to job creation and investment in the local economy.

The iPhone has contributed to Apple's premium brand image in India. It's often associated with quality, innovation, and luxury.

The iPhone has established and influenced the premium smartphone segment in India, creating a market for higher-priced smartphones with advanced features.

The iPhone's presence has led to the adoption of new technological trends and features in the Indian smartphone market, such as improved cameras, displays, and performance.

The sales of iPhones and related products have contributed to Apple's revenue and also generated taxes for the Indian government.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?