

IPHONE IMPACT AND USES IN INDIA



iRevolution: D data-driven
exploration of Apple's iPhone
impact in India

HOW SUCCESSFUL IS APPLE IN INDIA?



It allowed people
to access
information
through digital
media on their
phones

amazing invention

Apple's
sales in India hit
a new high of
about \$6 billion
in the year

fastest growing
major economy

Apple's iPhones
are not only used
for entertainment
purposes but they
can be used for
business purpose

needs done in one
device

The company has
shifted strategy to
make iPhones more
accessible through
various offers and
promotions

Apple has been
selling iPhones in
India since 2008

iPhones of apple
company was
focusing on
fulfilling
consumer needs

iconic
introduction

Apple is growing
its ambitions in
India through
stores and iPhone
Assemblies

it is a
global
product

iPhone is the
most profitable
product of
APPLE
company

easy to
use in
regular life

iPhones have a
series of processors
that reportedly
deliver better
performance than
most other phones

Apple blends
hardware
and software
well