



iRevolution

Year

2022

Brand

(All)

Country

India

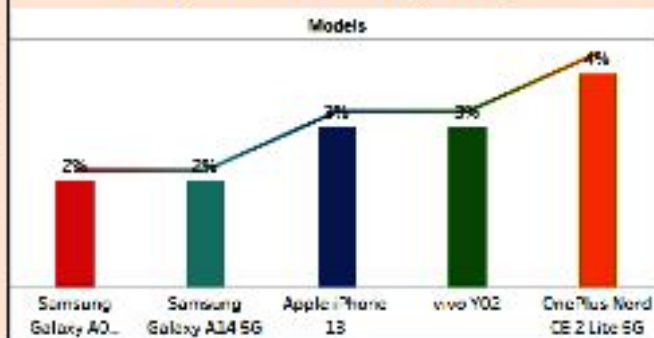
Country

India

Global Market Share



Country Wise Best Selling Smartphone



Quarterly-Share



Brand Price Comparison



Battery Type Distribution





iRevolution

Year

2022

Brand

APPLE

Colour

(Multiple values)

KPI

Revenue Generated

206

Units sold (mm)

232

Active Users (mm)

1,334

Model Share

17.00%
Apple iPhone
14 Pro Max

4.00%

6.00%

17.00%
Apple iPhone
14

9.00%
Apple

Annual Revenue

Year

2006

2010

2015

2020

400
200
0

2006

2008

2010

2012

2014

2016

2018

2020

2022

Year

Model Specification

Model

Processor

Front Ca..

Rear Camera

Colour

APPLE IPHONE 11

A Bionic Chip

12MP

12MP + 12MP

Black

92,800

APPLE IPHONE 12

A Bionic Chip with
Next Generation Ne

12MP

12MP + 12MP

Black

96,700

APPLE IPHONE 12

A Bionic Chip with
Next Generation Ne..

12MP

12MP + 12MP

Black

99,900

APPLE IPHONE 12

A Bionic Chip with
Next Generation Ne..

12MP

12MP + 12MP

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 14 P..

A Bionic Chip, Core

12MP

12MP + 12MP

Blue

99,900

Story 1

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us other leading brands in the smartphone industry

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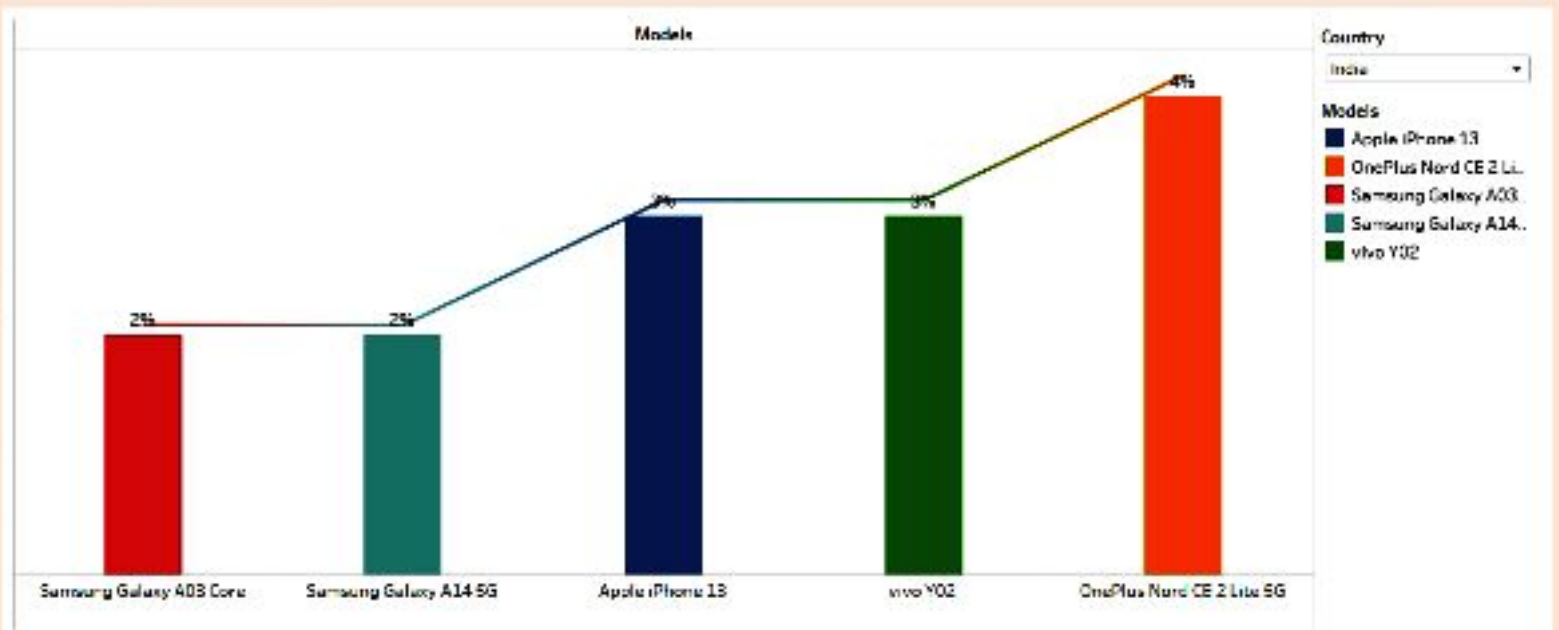
Although the iPhone isn't far behind in the competition, it is yet to

Competitive analysis amongst various other leading brands in

Batteries are a complex technology and the number of

More than 1 million consumers currently use iPhones. Since its

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Story 1

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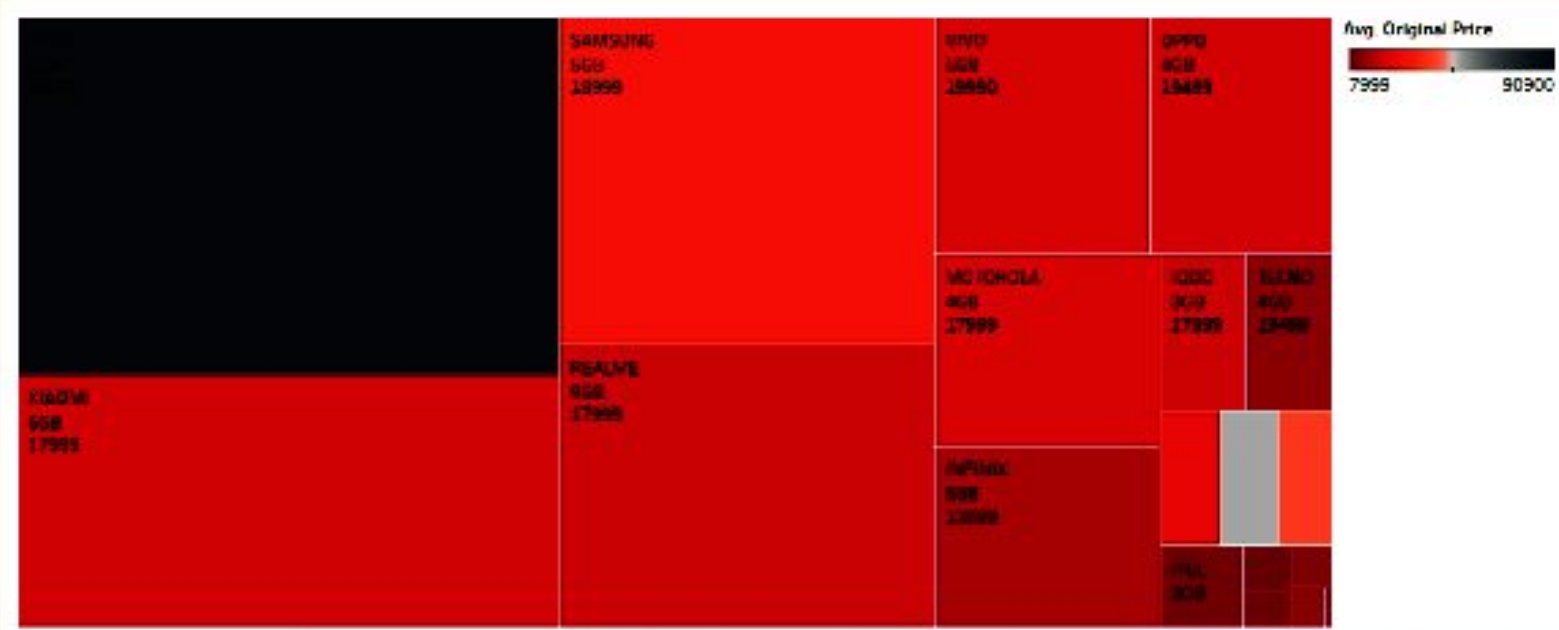
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Story 1



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Battery Type

Brand

(All) ▾

Battery Type

- Lithium
- Lithium Ion
- Lithium Polymer

Lithium



Lithium Ion



Lithium Polymer



0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K

Avg. Original Price

Story 2

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Since it's initiation in 2006 it has seen the tremendous increase

iPhone sales generated \$205 billion revenue for apple in

Apple continues to strengthen its standing in the

Apple is giving the more discounts to their customers

Apple has launching the various models it has difference

>



Story 2

<		Since it's initiation in 2006 it has seen the tremendous increase	iPhone sales generated \$205 billion revenue for apple in	Apple continues to strengthen its standing in the	Apples is giving the more discounts to their customers	Apple has launching the various models it has difference	>	
Model	Processor	Front Ca..	Rear Camera	Colour			Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	67,800		[Multiple values]	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,69,700		Brand	
				Blue	69,900		APPLE	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,500		Black	
				Blue	74,900		Blue	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800			
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,69,800			
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900			

Story 2

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