

# Story 1

iphone sales generated \$205 billion revenue for Apple in 2022, more than microsoft total revenue. It sold 232 million iphone units that year.

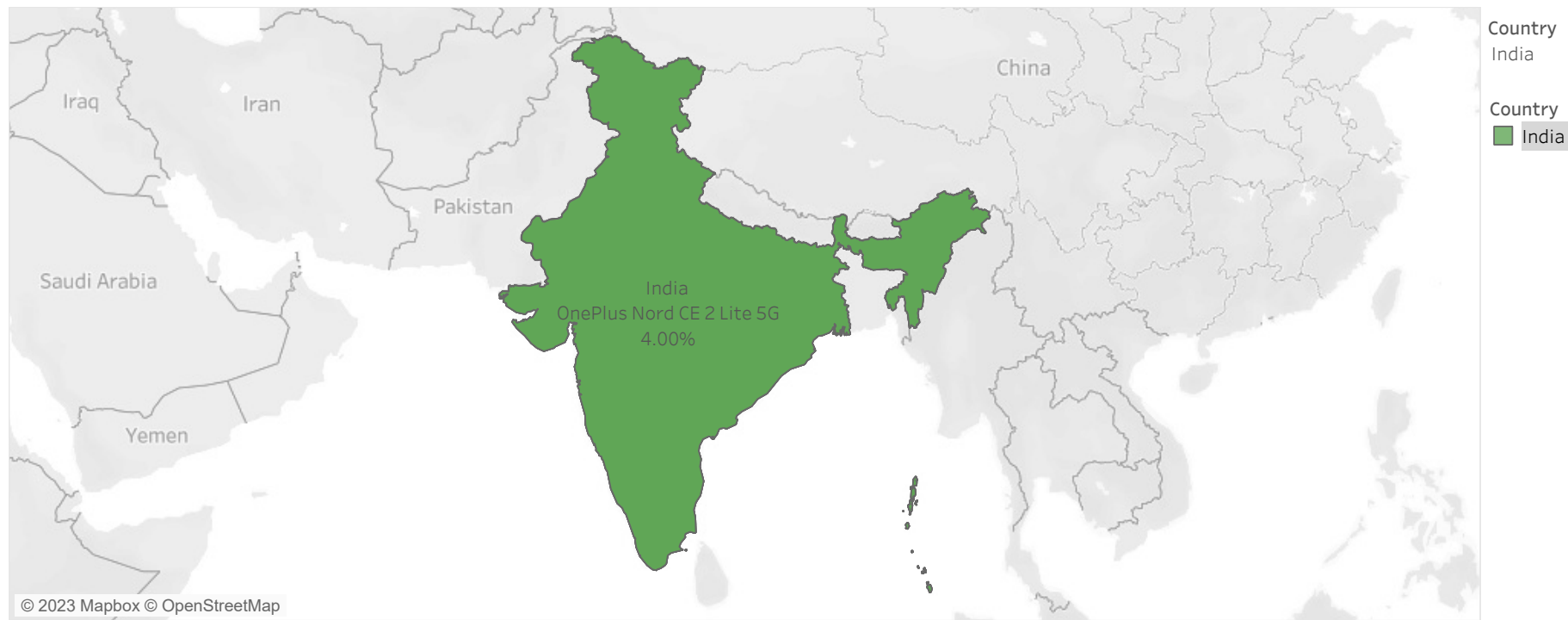
Apple continues to strengthen it's standing in the smart phone market. The brand has risen to a position of particulare in the US  
6 of the top 10 most sold smartphone models in january 2021 Here designed by Apple.

More than 1 billion consumers currently use iphones.  
Since it's initial launch, more than 1.9 billion iphones have seen sold.



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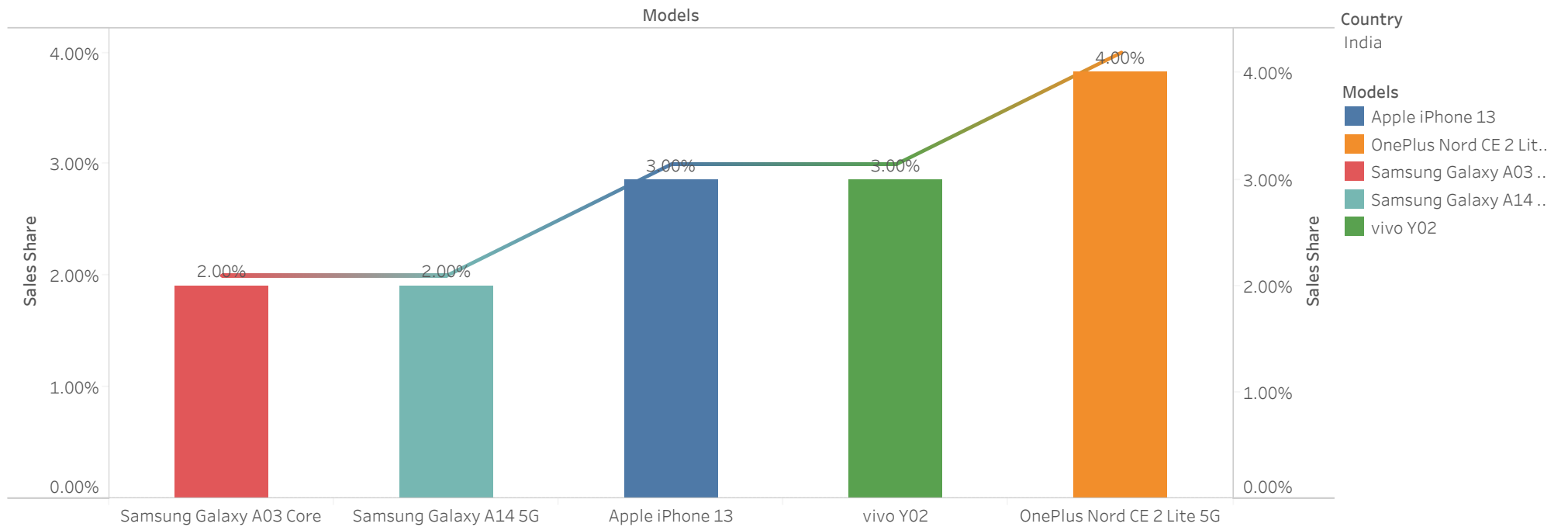


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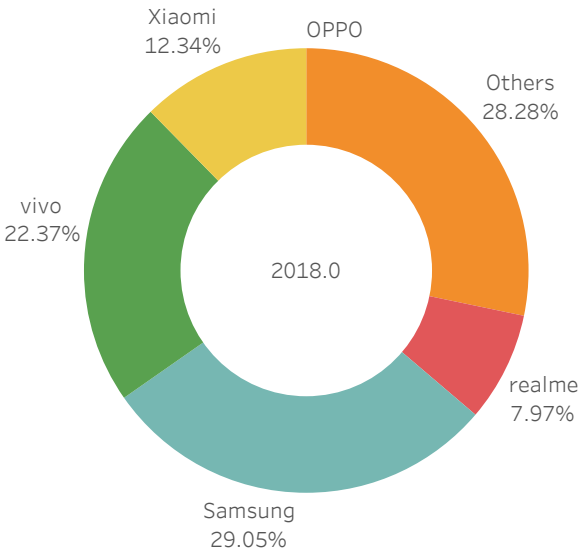


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Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in india.



Year  
2018

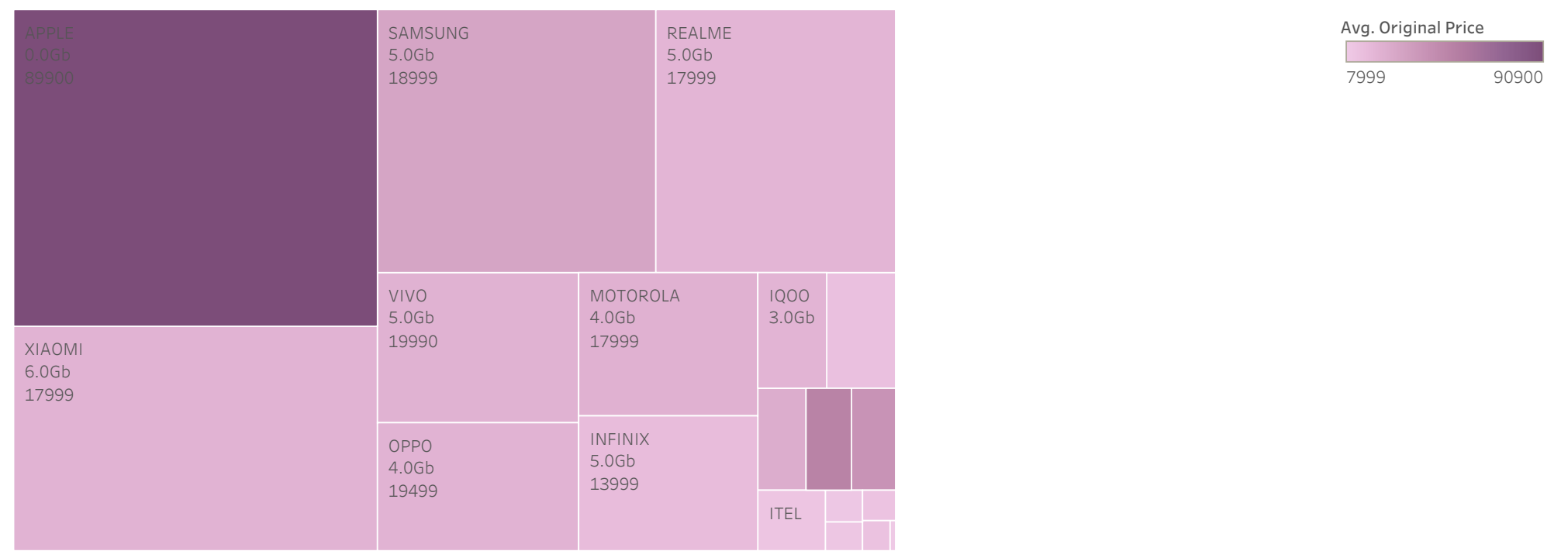
- Brand
- OPPO
  - Others
  - realme
  - Samsung
  - vivo
  - Xiaomi

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