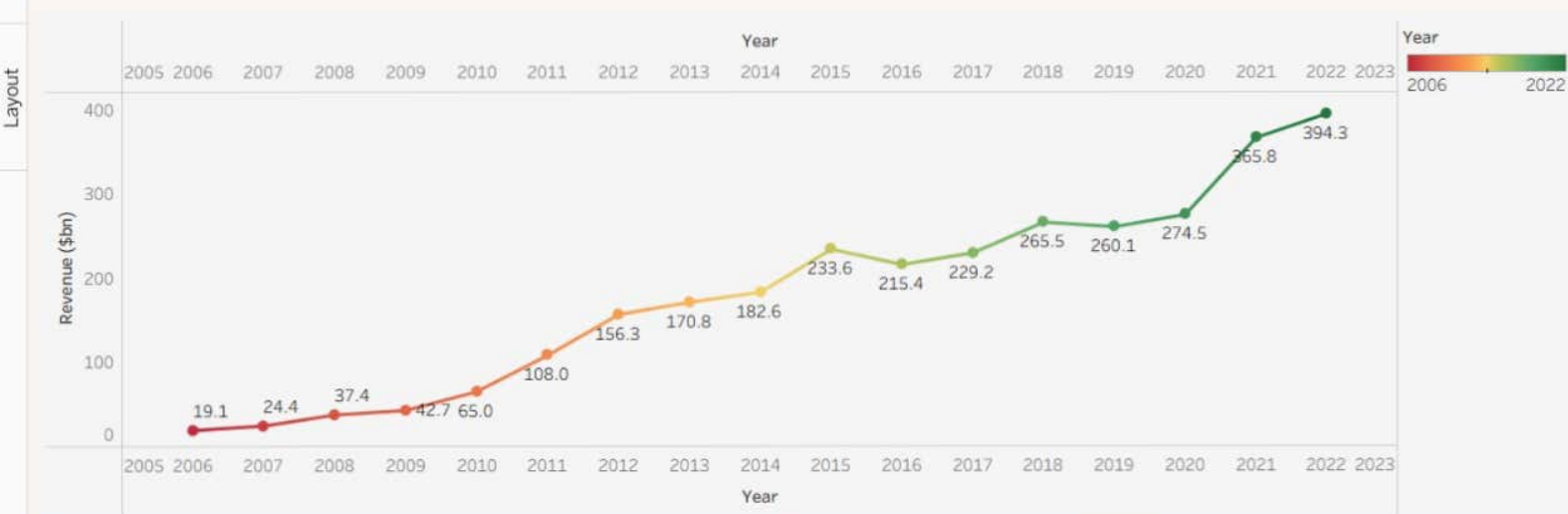


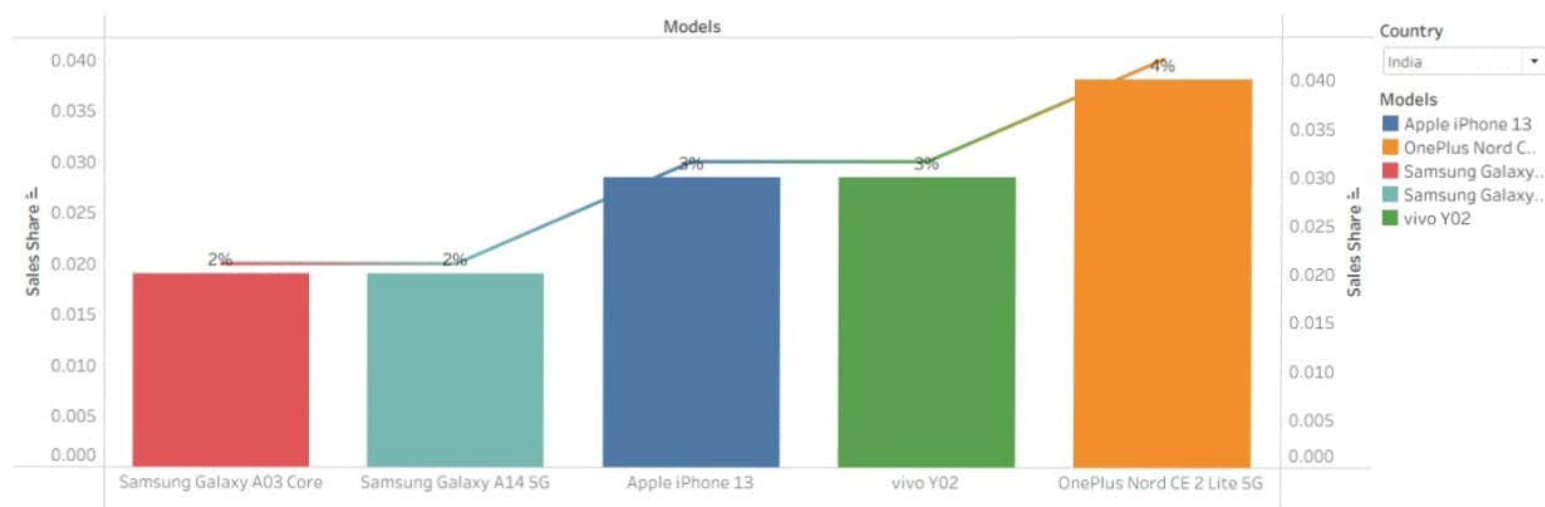
Story 3

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



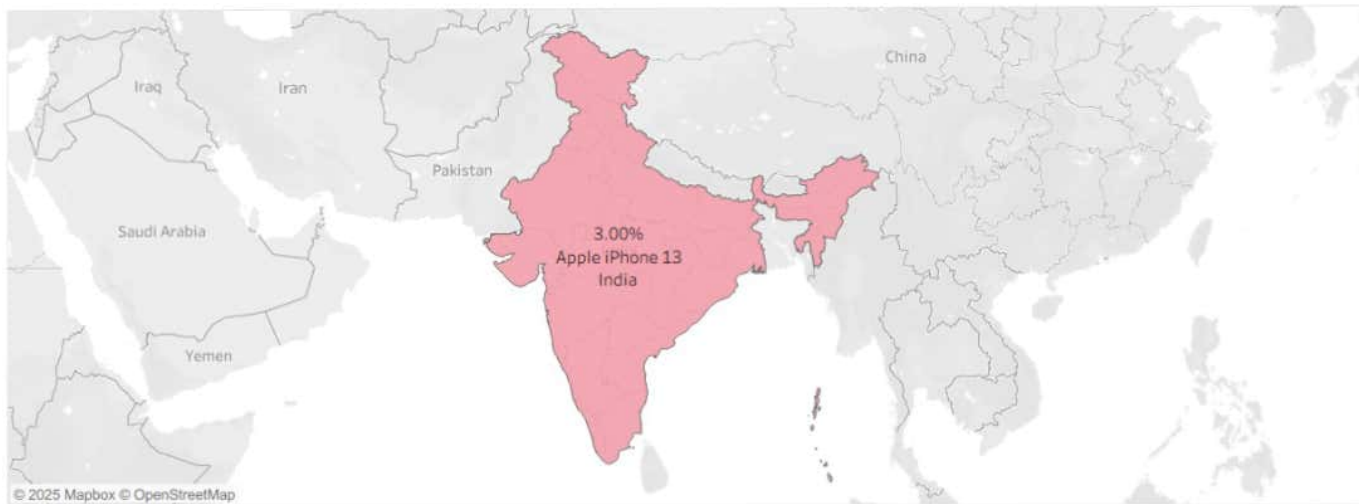
Story 4

Comparitive analysis amongst various other leading brands in the samrtphone industry shows that iphone is yet to make its impact in the indian market



Story 5

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



Models
Apple iPhone 13

Country
India

Country
India

Story 1

More than 1billion consumers currently use iphone. since its initial launch,more than 1.9 billion iphones hae been sold. Iphone sales in 2021 surpassed the 2015 peak , but declined in 2022 to 232.2 million units

KPI

Brand Discount Percent... Mrp Sale Price Number Of R

Yearly KPI

Active Users (mm)	Units sold (mm)	Revenue Generated
10.000	11.600	1.800

Annual Revenue



Model Specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
				Red	92,800
				White	92,800
				Yellow	43,900
APPLE	A Bionic	12MP	12MP + 12MP	Black	1,99,700

Model Share



Upc

MOBFKCTSKDMK...

Brand

APPLE

Year

2008

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 ..
- Apple iPhone 14 ..
- Apple iPhone 14 ..

Year

2006

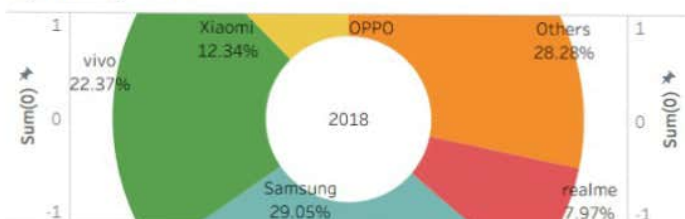
2022



Story 2

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 designed by Apple.

Quarterly Share



Global Market Share



Country

India

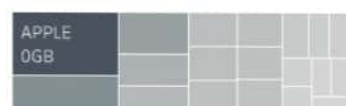
Brand

(Multiple v...

Year

2018

Brand Price Comparison



Country Wise Best Selling Smartphone



Battery Type Distribution

