

Apple's presence in the smartphone market has grown stronger, especially in the United States. In January 2021, six out of the 10 best-selling smartphone models were Apple-designed.

Apple has an impressive user base of over 1 billion iPhone consumers. Since its introduction, they have sold more than 1.9 billion iPhones. In 2021, iPhone sales exceeded the peak levels of 2015, but they saw a decline in 2022, with sales totaling 232.2 million units.

In 2022, Apple's iPhone sales generated an impressive \$205 billion in revenue, surpassing Microsoft's total revenue. During that year, Apple sold a total of 232 million iPhones units.

When compared to other prominent brands in the...

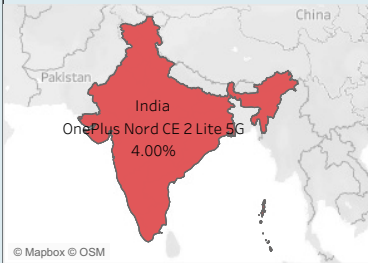
iRevolution - Think Different

Year
2018

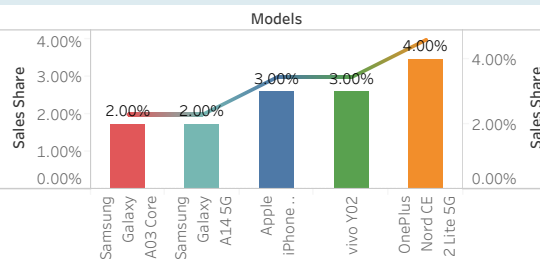
Country
India

Brand
OPPO

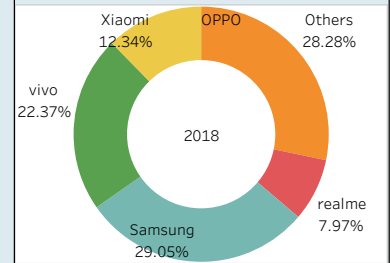
Global Market Share



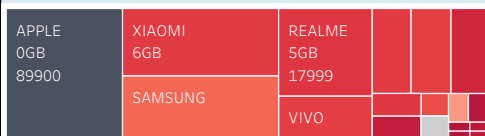
Country wise best selling smartphone



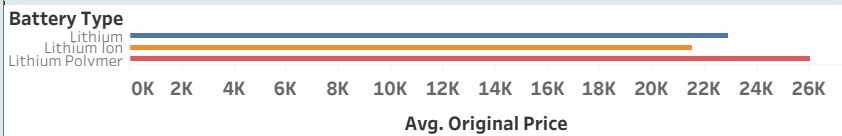
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



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Year
2022

Brand
APPLE

Colour
Multiple values

KPI		
Units sold (mm)	Revenue Generated	Active Users (mm)
232	205	1,334

Brand	Mrp	Sale Price	Discount Pe..	Number Of ..	Star Rating
Apple	77,000	77,000	0	11,202	5

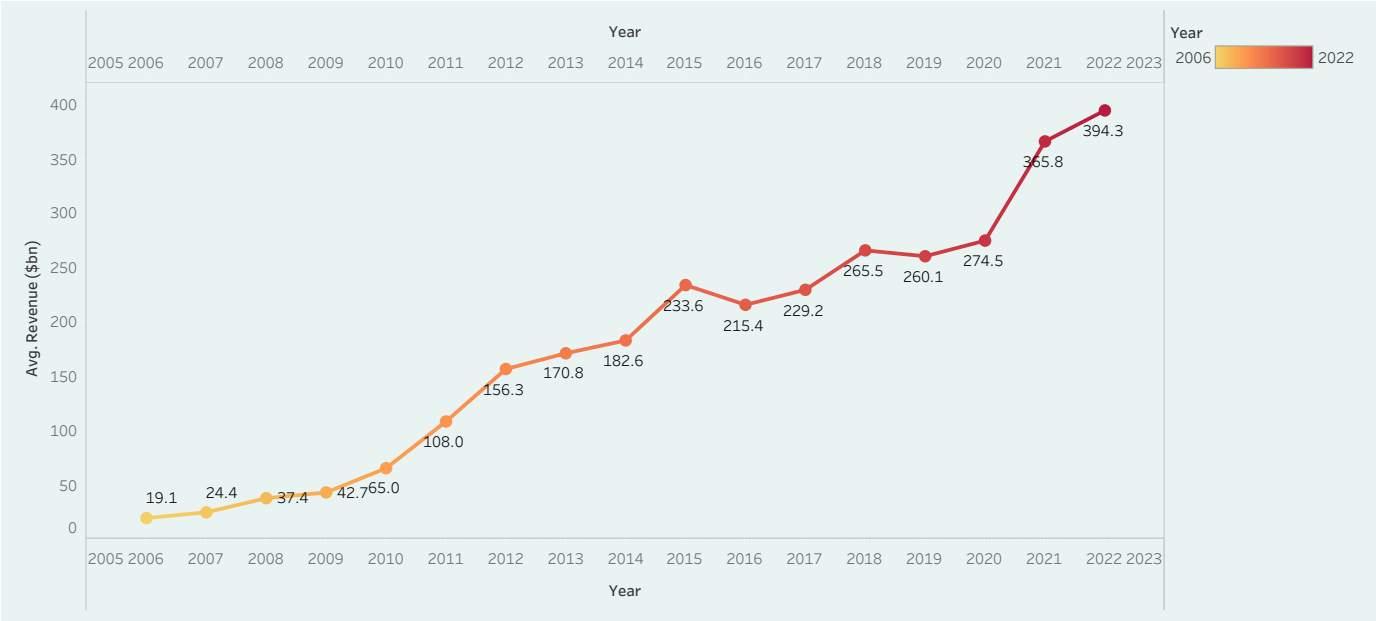


Model wise share

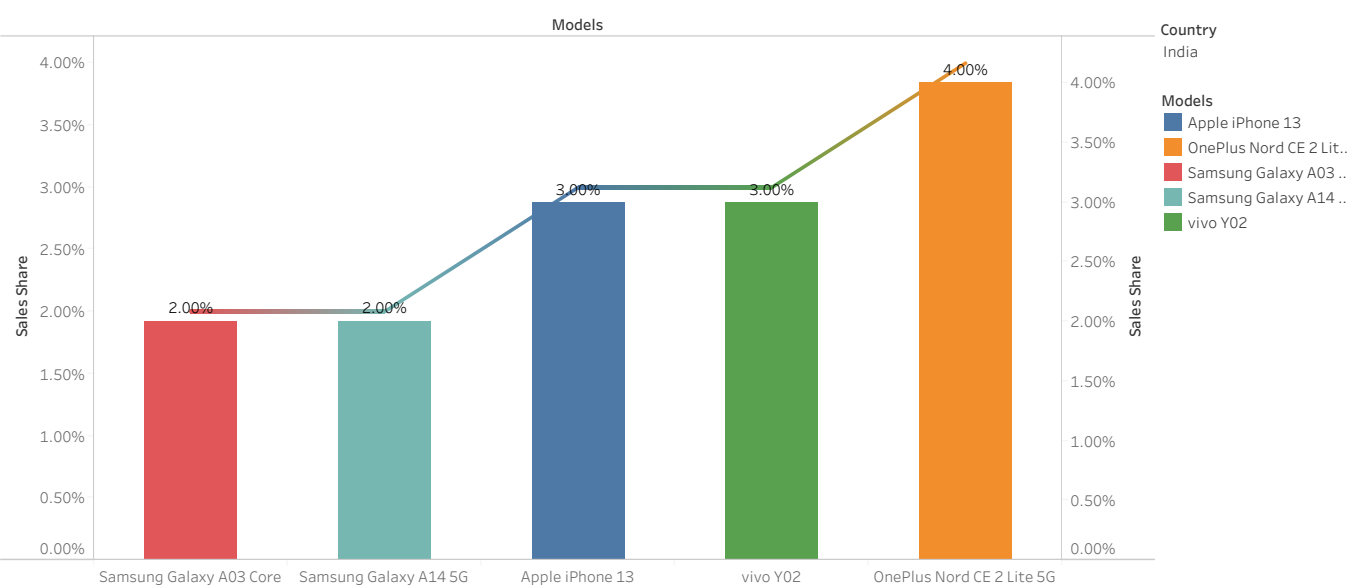


Model specification					
Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Black	92,800
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	149,800
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	189,800
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	99,900

App le's pre sen ce ..	Apple has an impressive user base of over 1 billion iPhone consumers. Since its introduction, they have sold more than 1.9 billion iPhones. In 2021, iPhone sales exceeded the peak levels of 2015, but they saw a decline in 2022, with sales totaling 232.2 million units.	In 2022, Apple's iPhone sales generated an impressive \$205 billion in revenue, surpassing Microsoft's total revenue. During that year, Apple sold a total of 232 million iPhones units.	When compared to other prominent brands in the smartphone industry, it appears that the iPhone has not yet made a significant impact in India.	While the iPhone is close ..
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Apple has an impressive user base of over 1 billion Iphone cons..	In 2022,Apple's iphone sales generated an impressive \$205 billion in revenue,surpassing Microsoft's total revenue.During that year,Apple sold a total of 232 million iphones units.	When compared to other prominent brands in the smartphone industry,it appears that the iphone has not yet made a significant impacts in india.	While the Iphone is close in the competition,it still needs to enchance its marketing strategies and policy formulations tailored for the indian audience.
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