

More than 1 billion consumers currently use iPhones.
Since its initial launch, more than 1.9 billion iPhones have been sold. iPhones sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in the line-bar graph.



IREVOLUTION - THINK
DIFFERENT

KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	617	5,459,600	1,390,065	4,964,581
Revenue Generated		Units sold (mm)		Active Users (mm)
1,634		2,325		8,723

ANNUAL REVENUE



IREVOLUTION
THINK
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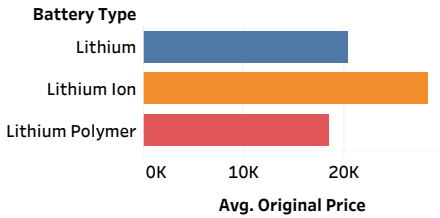
MODEL SPECIFICATION

Model	Processor	Front Cam...	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 IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
				Red	1,34,800
				Green	74,900

Brand

Year

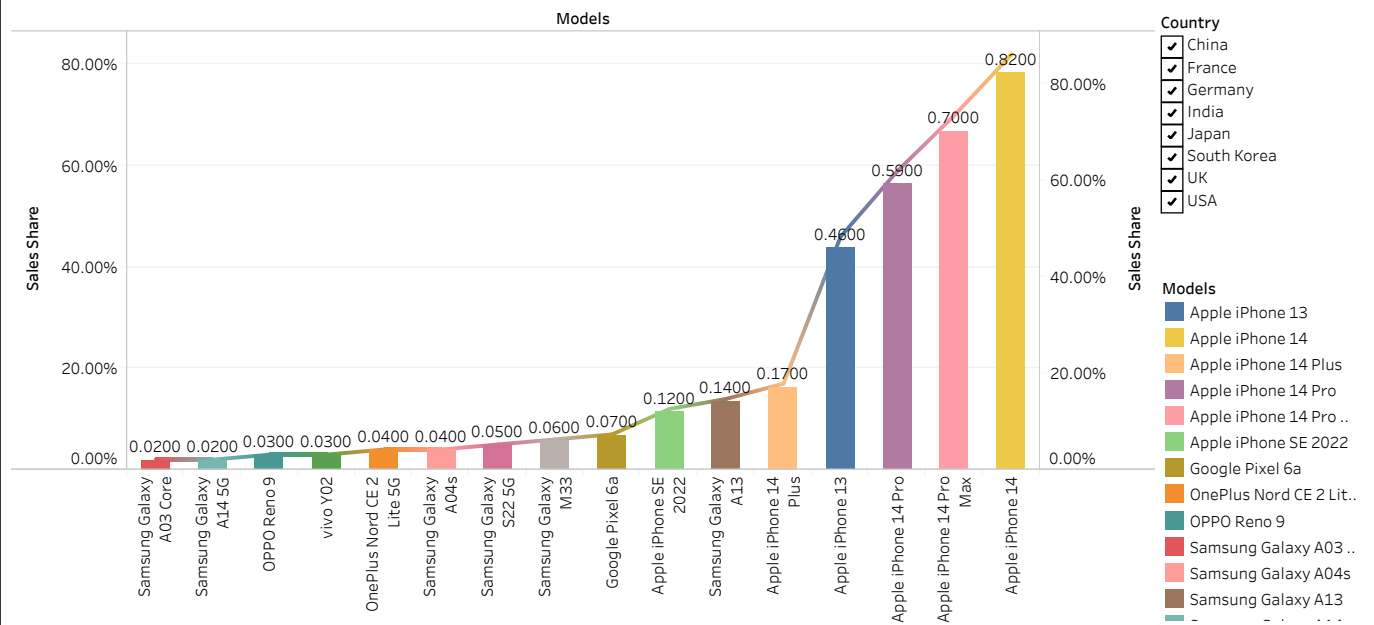
BATTERY TYPE DISTRIBUTION



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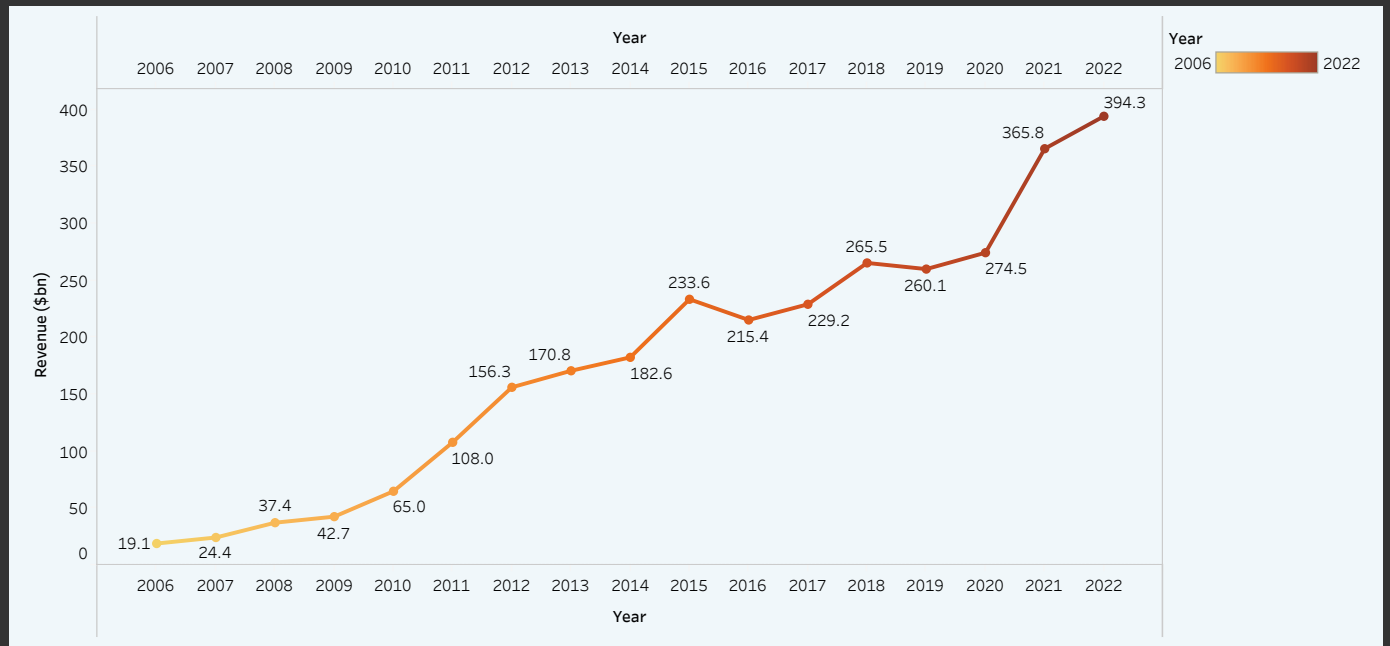
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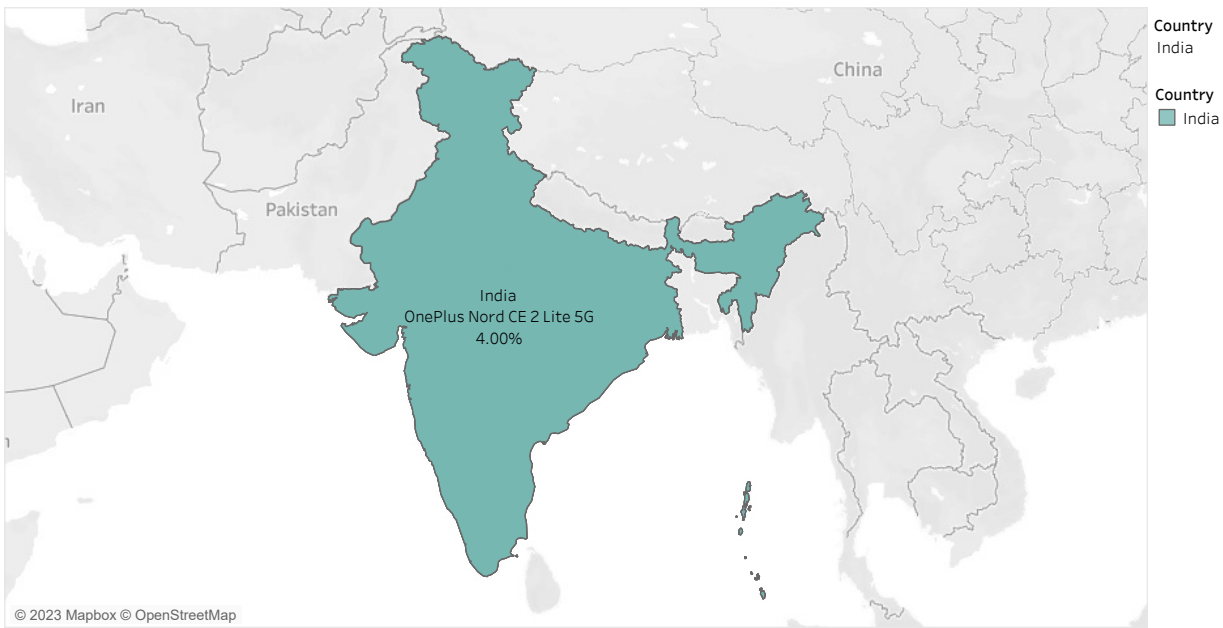
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Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

