



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

iRevolution;A Data driven
Exploration of Apple's iphone
Impact in India

Taiwan-based
Foxconn
manufactures
the majority of
Apple's phones.

In May, iPhone
exports reached a
record Rs 10,000
crore, pushing the
total mobile
shipments from the
country to Rs 12,000
crore.

The firm has been
making older
versions of iPhones
at a facility in the
neighbouring state
of Tamil Nadu

2,000,000 jobs
created across all 50
states. The company
has created 80,000
direct job
employment in the
United States

The growth in the Indian
smartphone industry has
been primarily driven by
the Apple ecosystem,
which alone crossed a
record \$5 billion in
exports from India in
FY23.

Let's take a look
at the quantitative
contribution the
tech giant has
brought to the
country

India has
entered among
the top five
markets for
Apple globally in
Q2 2023

The growth in Apple's
growth story in India
has been a
combination of
Apple's overall
strategy focusing on
Distribution and
Affordability

Apple devices
are
manufactured in
India by Taiwan's
Foxconn, Wistron
and Pegatron

Apple has
significantly
increased its
production of
iPhone models
in India

accounting for
almost 7 per cent
of its total iPhone
production, up
from 1 percent in
2021.

At the moment, the
Indian plants of
Apple's suppliers,
which include
Foxconn, Wistron, and
Pegatron,
manufacture the
standard iPhone 14



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?