

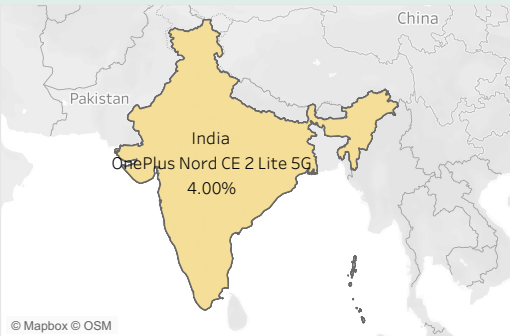
Story 1

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 Ja..	More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold.	sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It soiphoneld 232 million iPhone units that year.	Compara tive anal ysis amo ngst..
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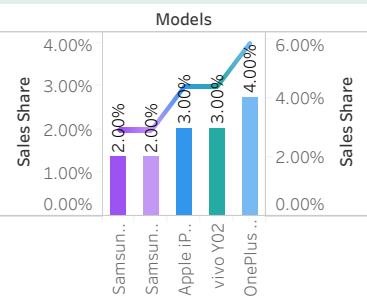


Country	Brand	Year
India	MOTOROLA	2018

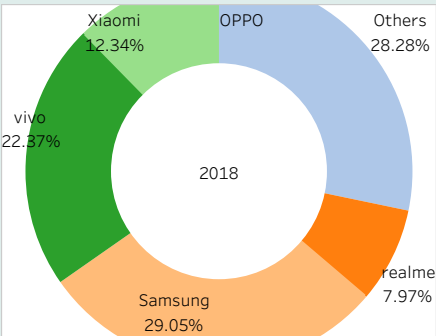
GMS



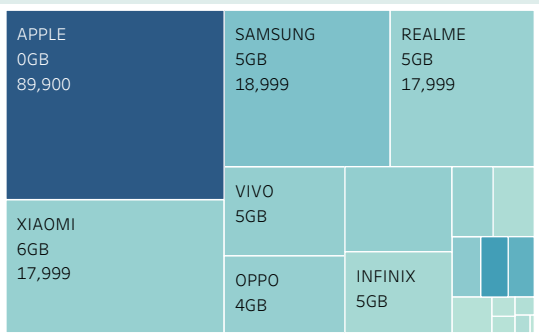
Country Wise Best Selling Smartphone



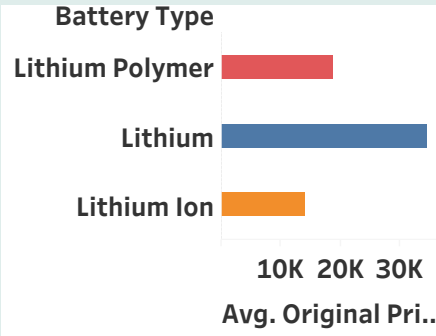
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



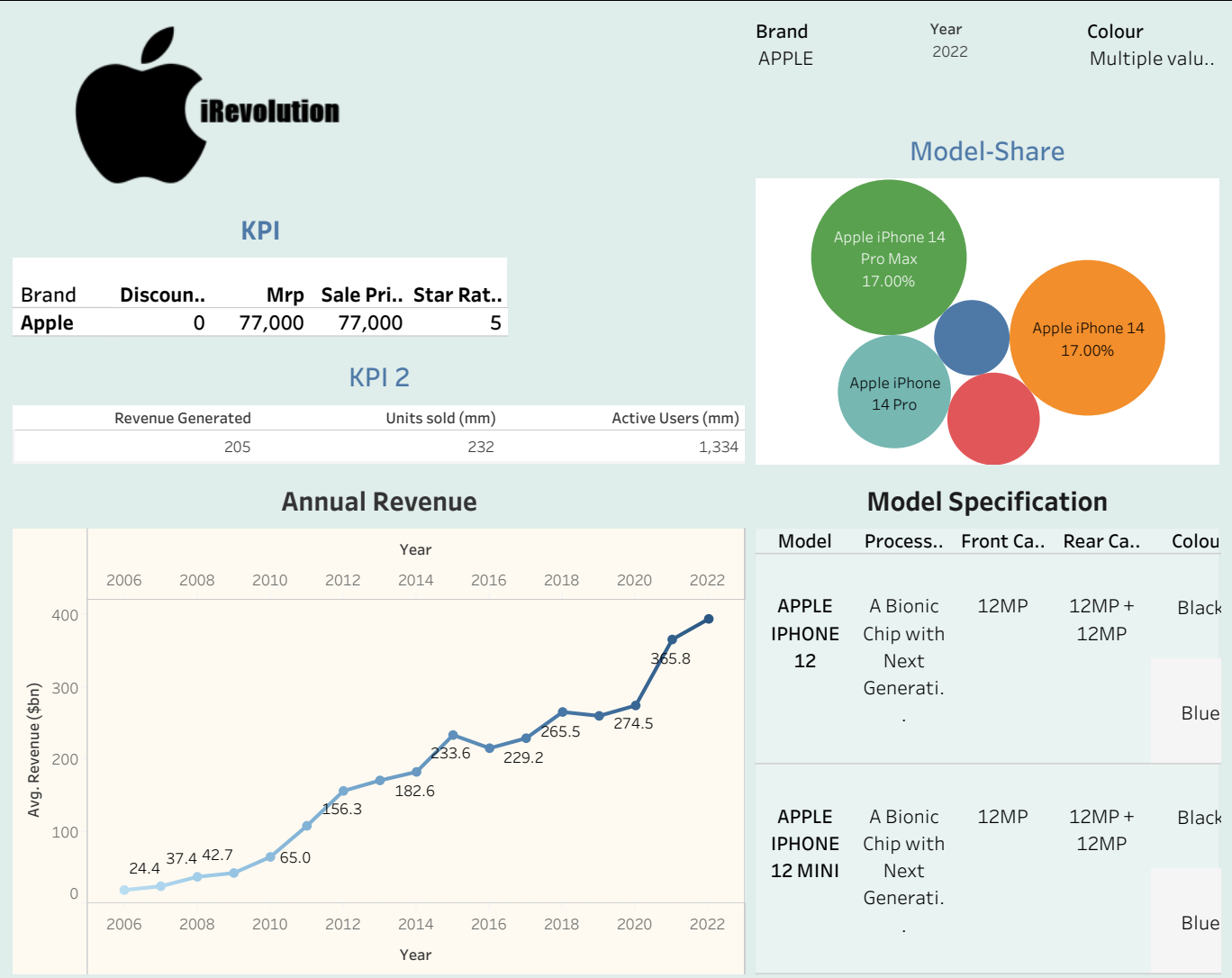
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Compara
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KPI

Brand	Discoun..	Mrp	Sale Pri..	Star Rat..
Apple	0	77,000	77,000	5

KPI 2

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

Model-Share



Annual Revenue

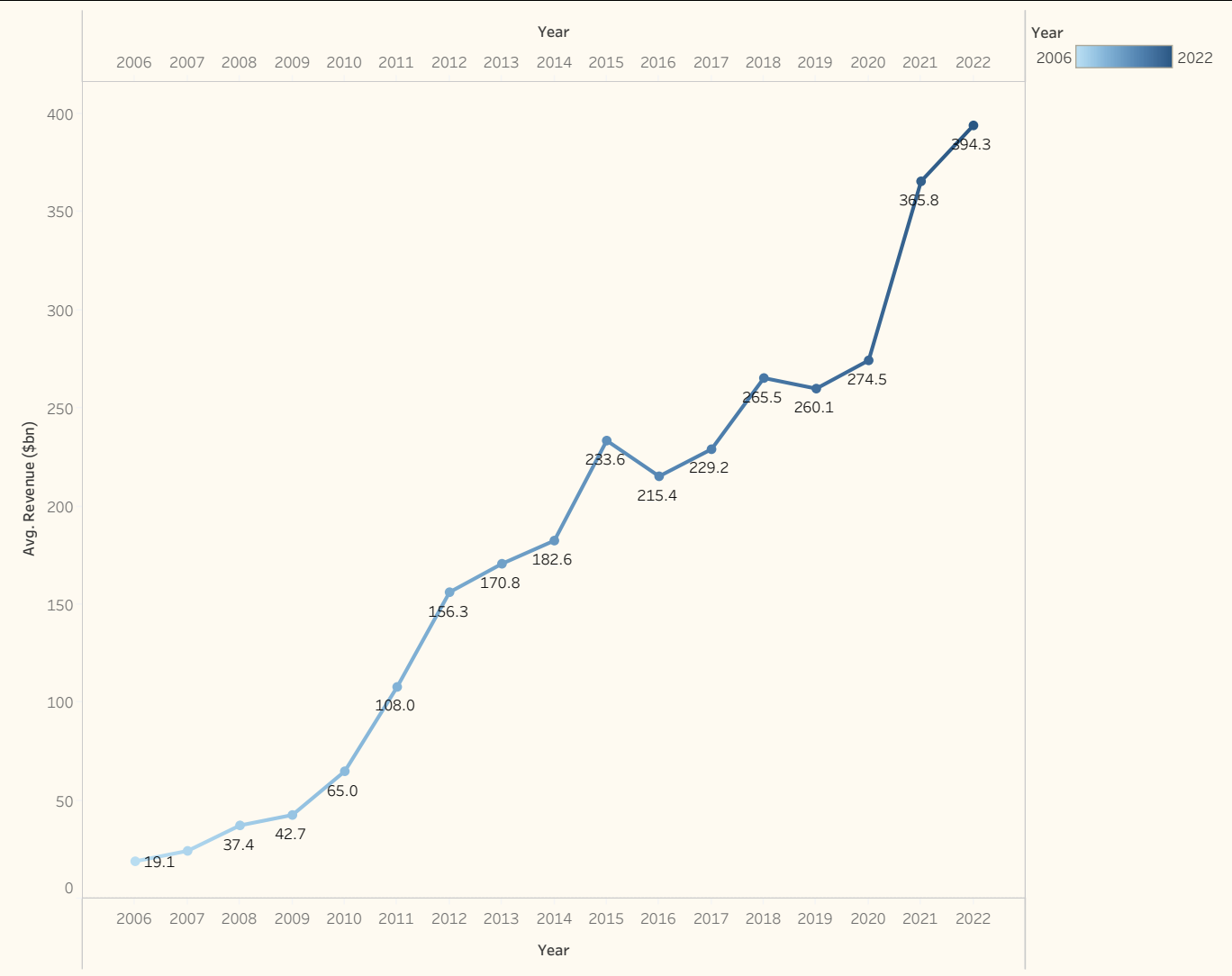


Model Specification

Model	Process..	Front Ca..	Rear Ca..	Colou
APPLE IPHONE 12	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Black Blue
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Black Blue

Story 1

A p pl ..	More than 1 billion consumers currently use iphones. Since its initial launch, more than 1.9 billion iphones have been sold.	sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It soiphoneld 232 million iphone units that year.	Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yat to make it's impact in India.	Alth ough the i pho..
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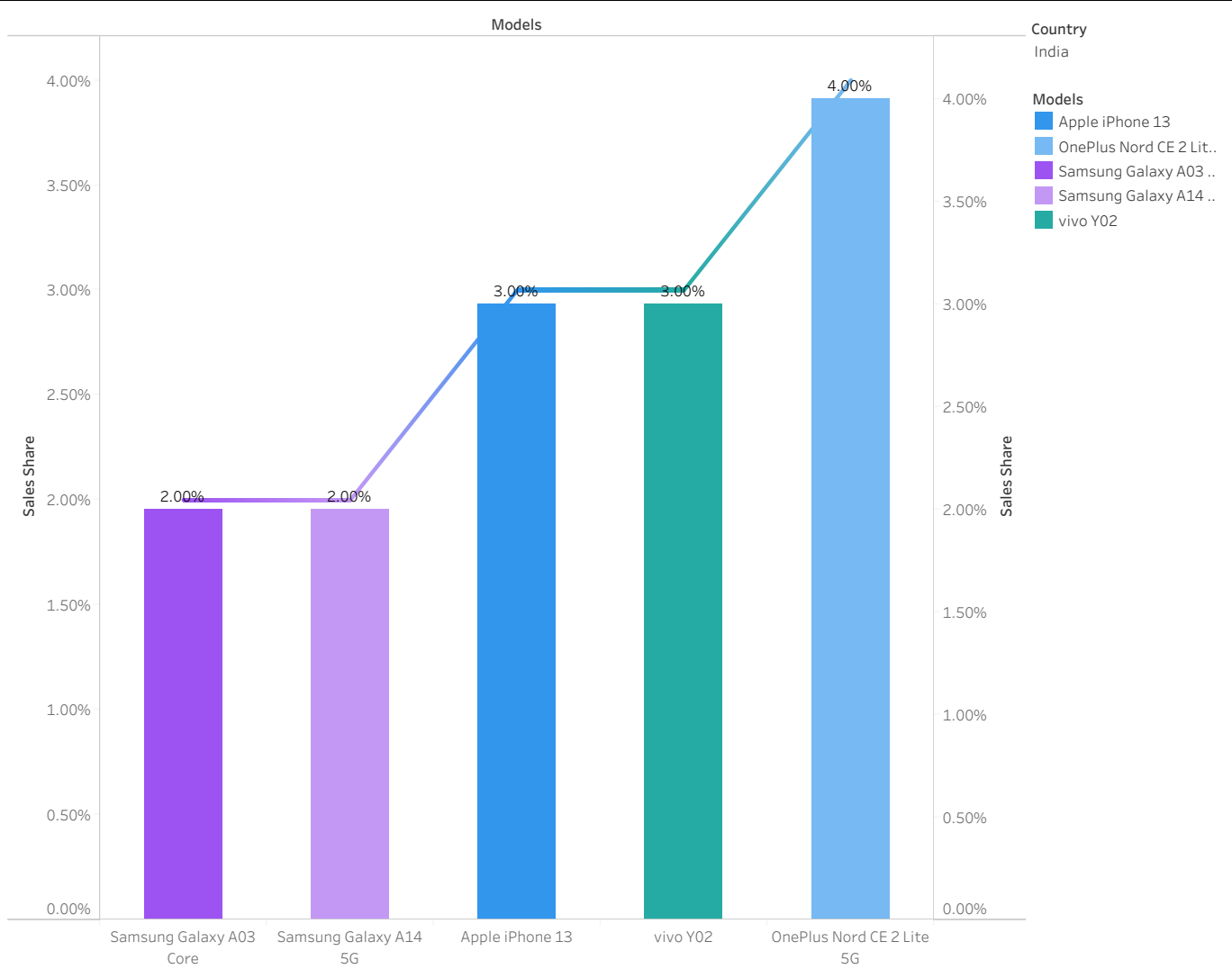
Story 1

More than 1 billion units consumed in India.

Apple generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.

Although the iPhone isn't far behind in the competition. It's yet to scale-up its marketing strategies and formulations for Indian audience.



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