Allhough the ipone isn't far behind in the competition, in is yet to scale-up its marketing startegies and policy formulation for Indian audience.

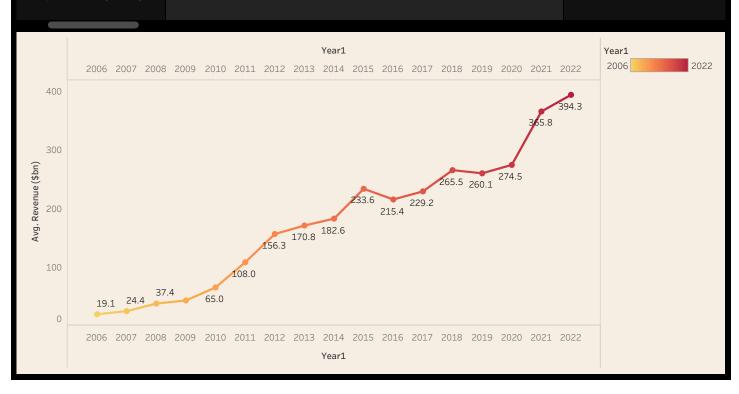
Snice it's initiation in 2006 it has seent he tremendous increase in sales and revenue generation over the years, though a silght bumb is being observed 2016 but ever since it has increased to \$394.3bn in 2022.



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APPLE, GOOGLE, I KALL, INFINIX,
IQOO, ITEL, LAVA, MARQ,
MICROMAX, MOTOROLA, NOKIA, N.



### APPLE, GOOGLE, I KALL, INFINIX, IQOO, ITEL, LAVA, MARQ, MICROMAX, MOTOROLA , NOKIA , NOTHING , ONEPLUS , OPPO , REALME, SUMSUNG, TECNO, VIVO , XIAOMI Brand APPLE Abc GOOGLE Abc I KALL Abc INFINIX Abc IQ00 Abc ITEL Abc $\mathsf{LAVA}$ Abc MARQ Abc MICROMAX Abc MOTOROLA Abc NOKIA Abc NOTHING Abc ONEPLUS Abc OPPO Abc REALME Abc SAMSUNG Abc TECNO Abc

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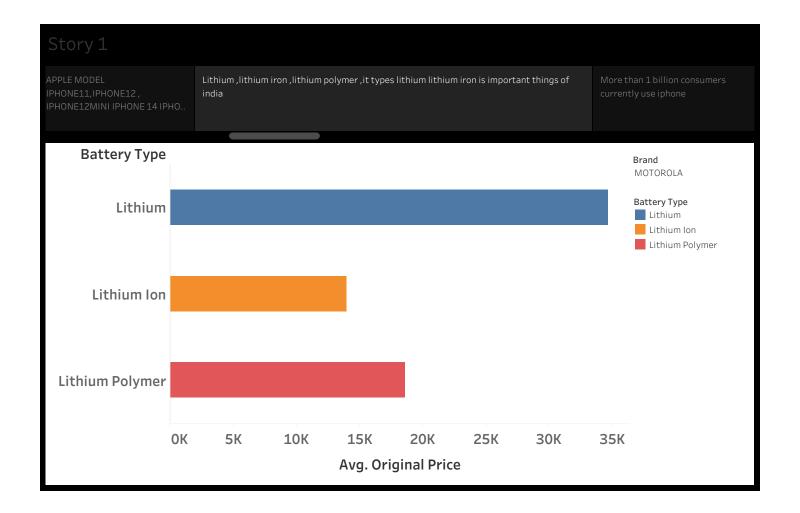
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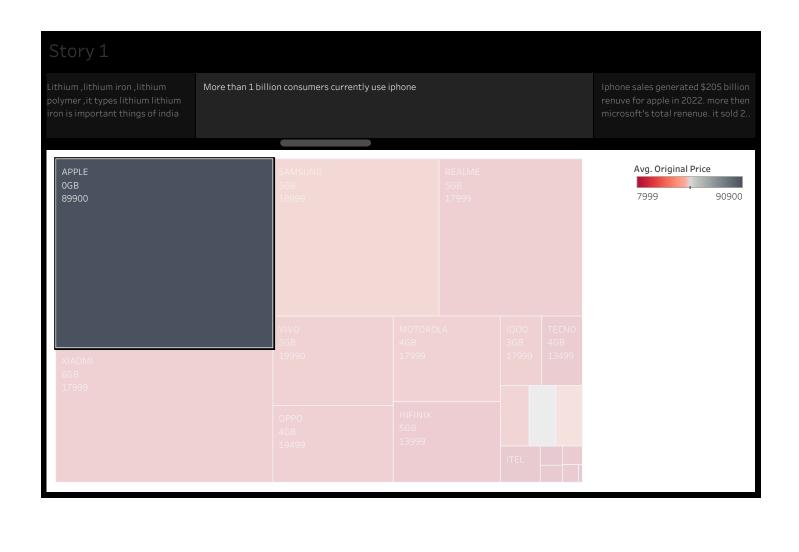
VIVO XIAOMI

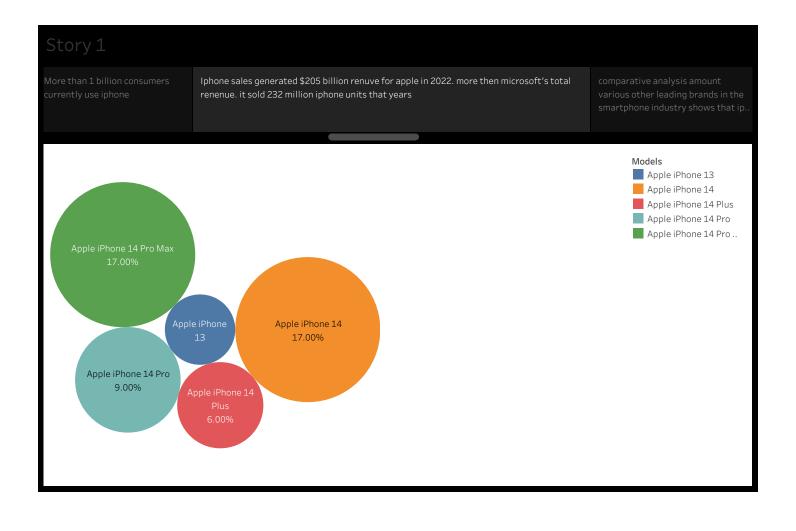
APPLE , GOOGLE , I KALL , INFINIX , IQOO , ITEL , LAVA ,MARQ , MICROMAX, MOTOROLA ,NOKIA .. APPLE MODEL IPHONE11, IPHONE12, IPHONE12MINI IPHONE 14 IPHONE 14 PLUS

Lithium, lithium iron, lithium polymer, it types lithium lithium iron is important things of india

Model	Processor	Front Ca	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black		Multiple values  Brand
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700	APPLE
				Blue		Black Blue
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation	12MP	12MP + 12MP	Blue	74,900	
Will	Neural Engine					
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900	

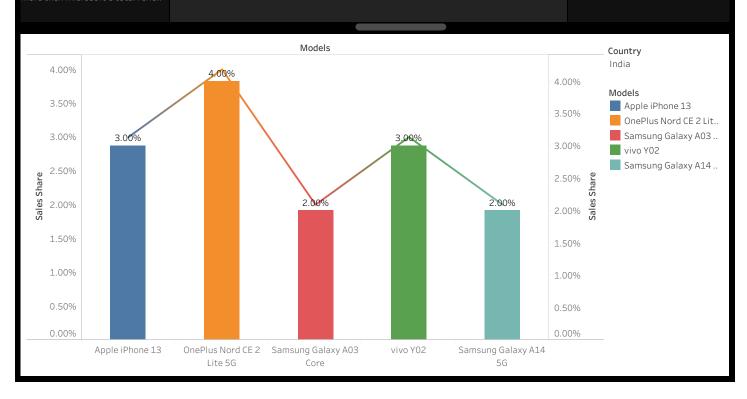


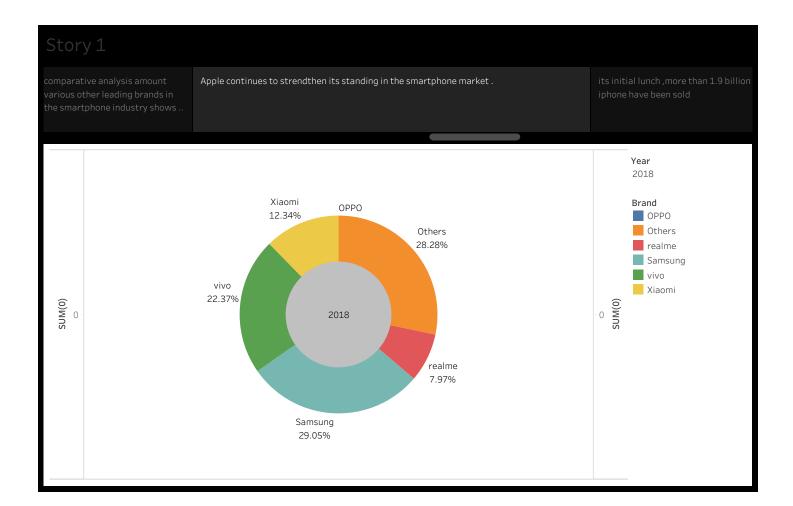


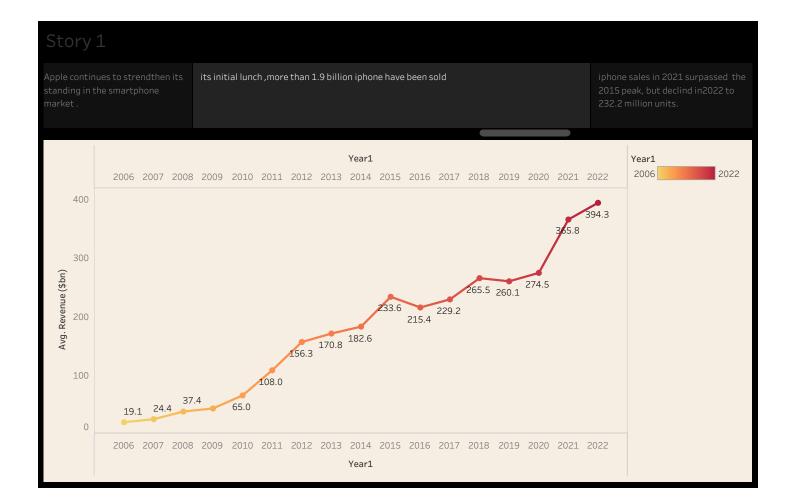


Iphone sales generated \$205 billion renuve for apple in 2022. comparative analysis amount various other leading brands in the smartphone industry shows that johone is yet to make it's impact in india.

Apple continues to strendthen its standing in the smartphone market







its initial lunch ,more than 1.9 billion iphone have been sold	iphone sales	in 2021 surpassed the 2015 peak, but declin	nd in2022 to 232.2 million units.	IPNE M	ODELS
Revenue	Generated	Units sold (mm)	Active Use		<b>Year</b> 2022
	205	232		1,334	
	203	252		1,554	
	_				

none sales in 2021 surpassed e 2015 peak, but declind in 2022					IPHONE COLLABRATION		
32.2 million units.							
Model							Colour Multiple values
Model	Processor	Front Ca	Rear Camera	Colour			Brand
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black			APPLE  Black  Blue
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700		
				Blue			
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900		

