

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 January 2021 was de..

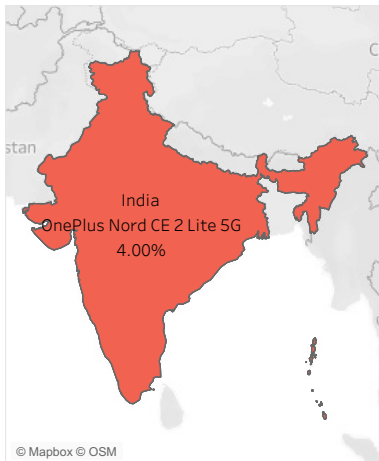
More than 1 billion consumers currently used iPhones. Since the initial more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 32.2 million units.

iPhone sales generated \$285 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

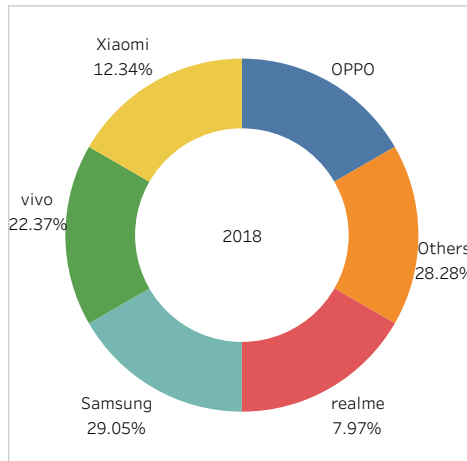
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in the line b..

Although the iPhone is in't for behind in the competition, it's yet to scale-up its marketing strategies and policy formulations for Indian audience.

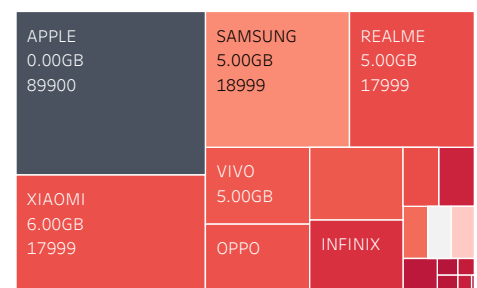
Global Market Share



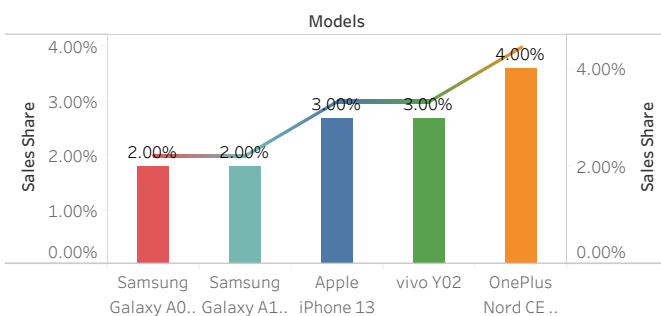
Quarterly Share



Brand Price Comparison

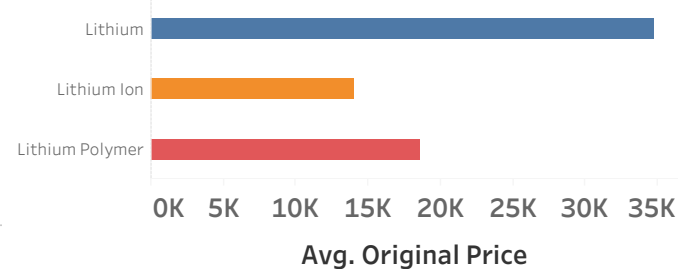


Country-Wise Best-Selling Smartphone



Battery Type Distribution

Battery T..



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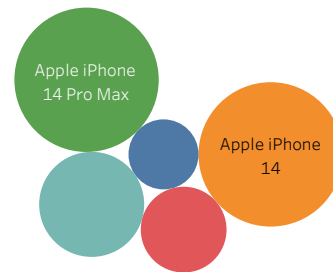
iRevolution - Think Different

KPI

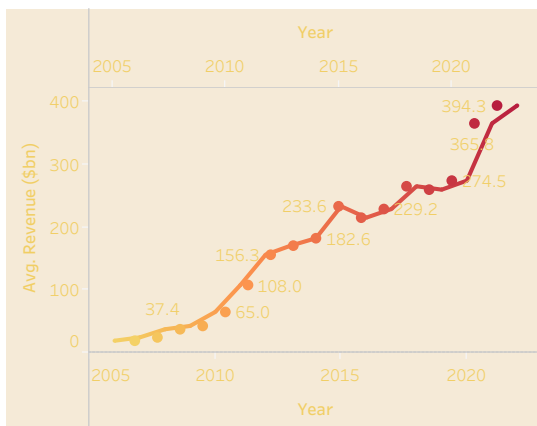
Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price
Apple	0	161,900	14,633	161,900

Model Wise Share



Annual Revenue (2006-2022)



Model Specification

APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900
				Black	74,900
APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE I..	A Bionic Chip, Co..	12MP	12MP + 12MP	Blue	189,800
APPLE I..	A Bionic Chip, Co..	12MP	12MP + 12MP	Blue	99,900

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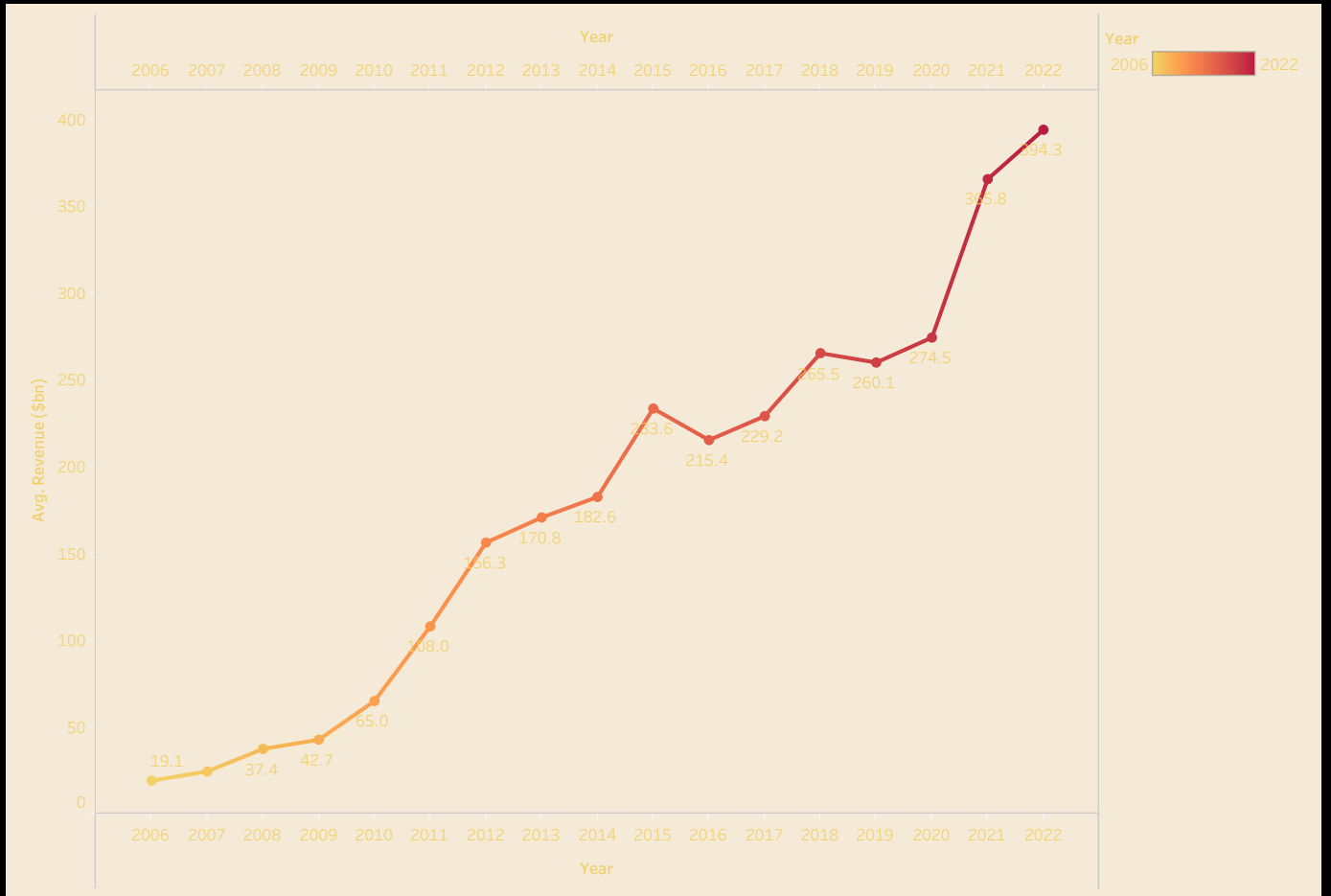
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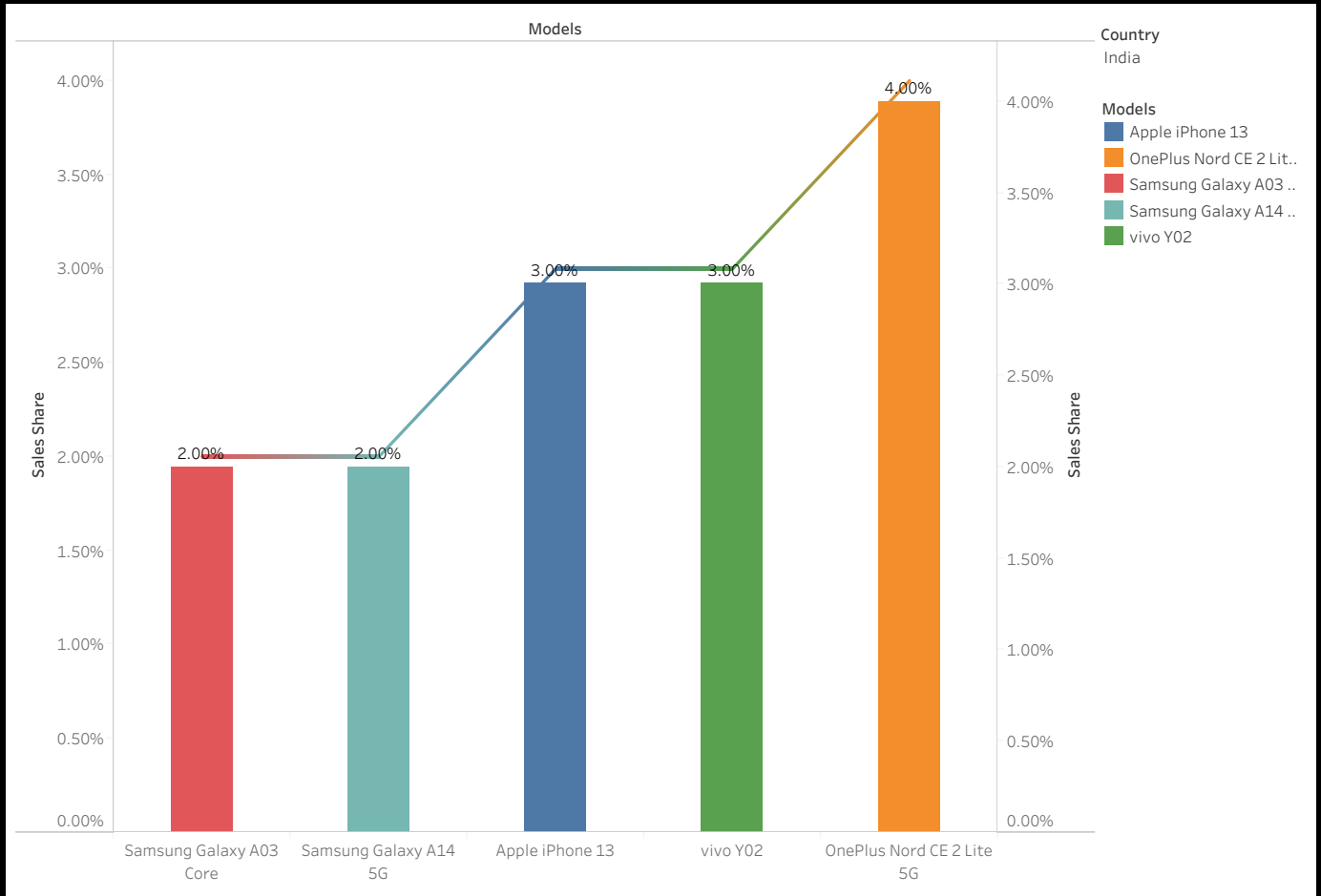
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