

Apple continues the strengthen its standing in the smart phone 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	More than 1 billion consumers currently use iPhones . Since its initial Launch, sure than 1.9 billion iPhones have been sold.	iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. 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 it's impact in India	Although the iPhone isn't far behind in the competitio...
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I REVOLUTION -THINK DIFFERENT

KPI

Brand
Apple

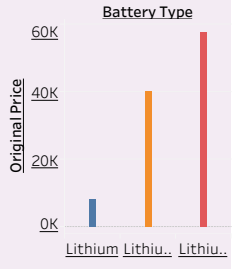
BRAND PRICE COMPARISON

Brand	Avg. Origi..	Median Ori..	Original Pr..
APPLE	90,900	89,900.00	5,272,200
GOOGLE	51,999	51,999.00	207,996
IKALL	11,499	10,499.00	45,996
INFINIX	15,633	13,999.00	1,109,929
IQOO	20,304	17,999.00	365,464
ITEL	10,260	7,999.00	184,682
LAVA	9,287	8,749.00	55,722
MARQ	7,999	7,999.00	7,999

MODEL SPECIFICATION

APPLE 12MP A Bionic Chip, Core			APPLE 12MP A Bionic Chip, Core APPLE IPHONE 14 PRO 48MP +	APPLE 12MP A Bionic Chip, Core APPLE
APPLE 12MP A Bionic Chip, Core		APPLE		
APPLE 12MP	APPLE 12MP	APPLE 12MP	APPLE	APPLE

BATTERY TYPE DISTRIBUTION



MODEL SHARE



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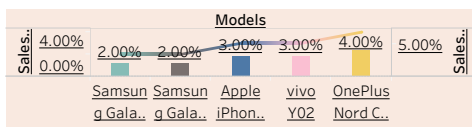
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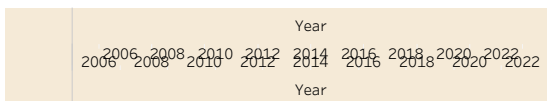
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I REVOLUTION THINK DIFFERENT

COUNTRY WISE SELLING SMART PHONE



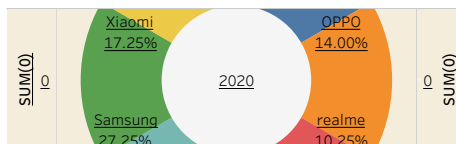
ANNUAL REVENUE



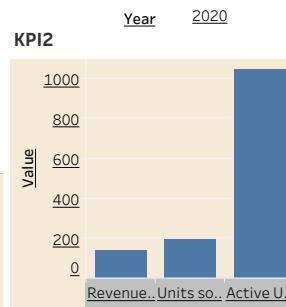
GMS



QUARTERLY SHARE



KPI2



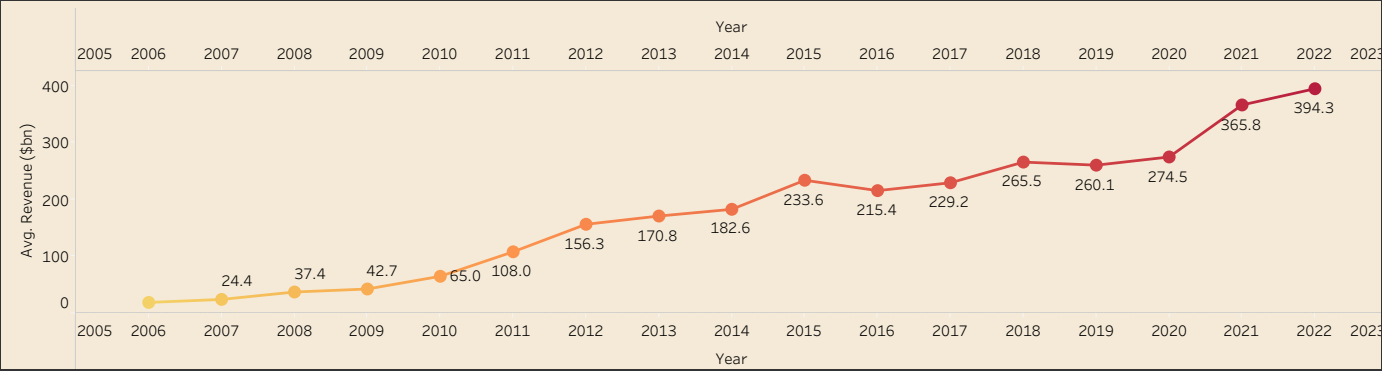
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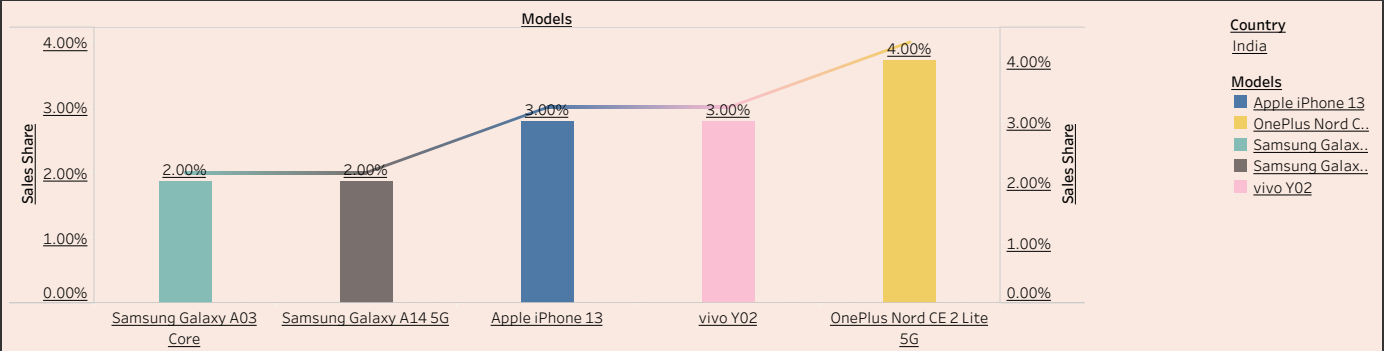
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