

Apple continues to 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 smart phone models in January 2021 were desig..

comparative analysis among various other leading brands in the brands in the smartphone industry shows that iPhone is yet to make its impact in india. Its 3% market share in the glob..

iRevolution-Think DIFFERENT

 \mathcal{KPI}

Brand	Discou..	Mrp	Numb..	Sale P..	Star R..
Apple	0	77 000	794	77 000	5

Model Share

Brand Price Comparison

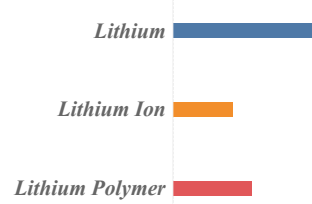


ivinder specification

Model	Processor	Front Ca...	Rear Cam...	Colour	Colour
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Black	Black
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Blue	Blue
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Black	Black
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Blue	Blue
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Blue	Blue
APPLE IP...	A Bionic C...	12MP	12MP + 1...	Blue	Blue

Battery Type Distribution

Battery Ty..



0K 20K

Avg. Origin..

Upc

MOBEXRGVMZ..

Colour

Multiple values

Brand1

APPLE

Brand1

MOTOROLA

Battery Type

- Lith

Original Price



Models

- Apple iPhone 13

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 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch more than 1.9 billion iPhones have been sold. iPhones sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232 million units.

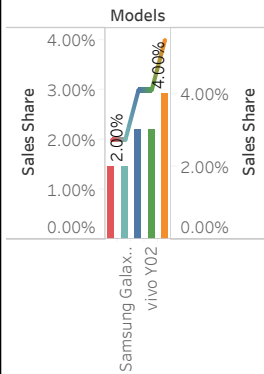
iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis among 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 significantly lower than other leading brands.

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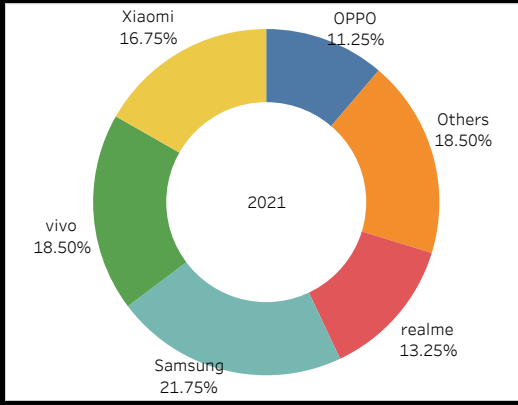
Country wise best selling smartphone

KPI_2



Revenue Generated (\$mm)	Units sold (mm)	Active Users (m..)
205	232	1,334

Quarterly- Share



Country
India

Models

- Apple iPhone 13
- OnePlus Nord CE 2 Lite
- Samsung Galaxy A03 5G
- Samsung Galaxy A14 5G
- vivo Y02

Year
2021

Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi

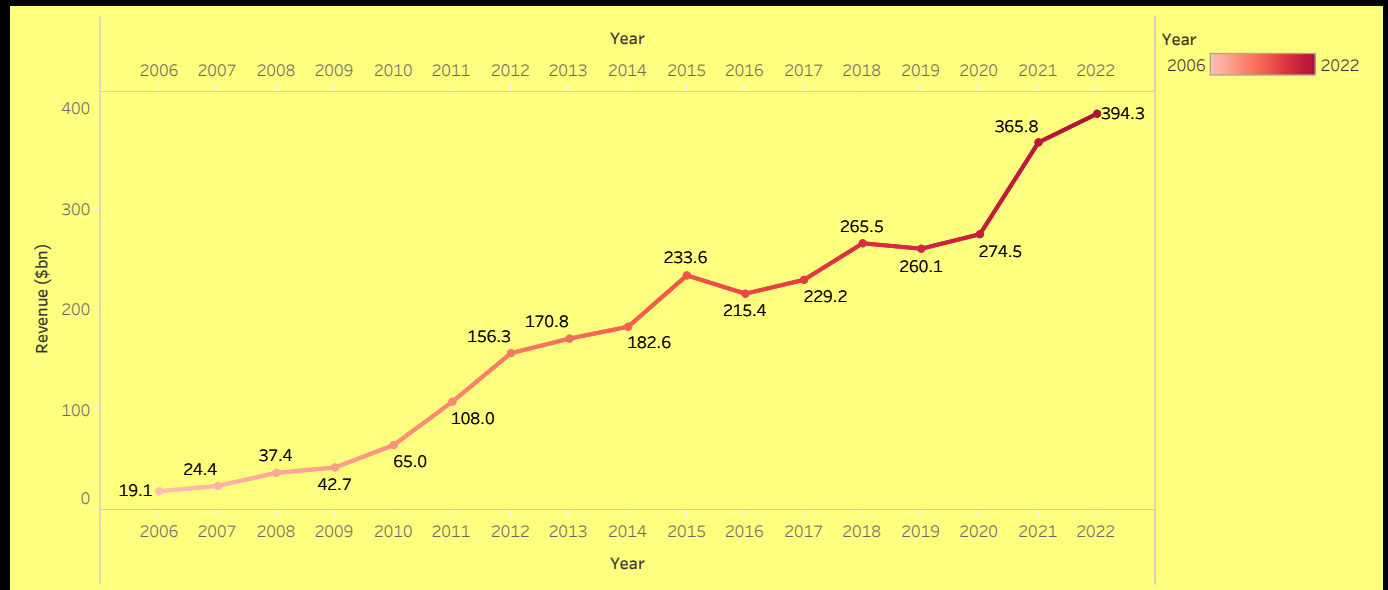
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