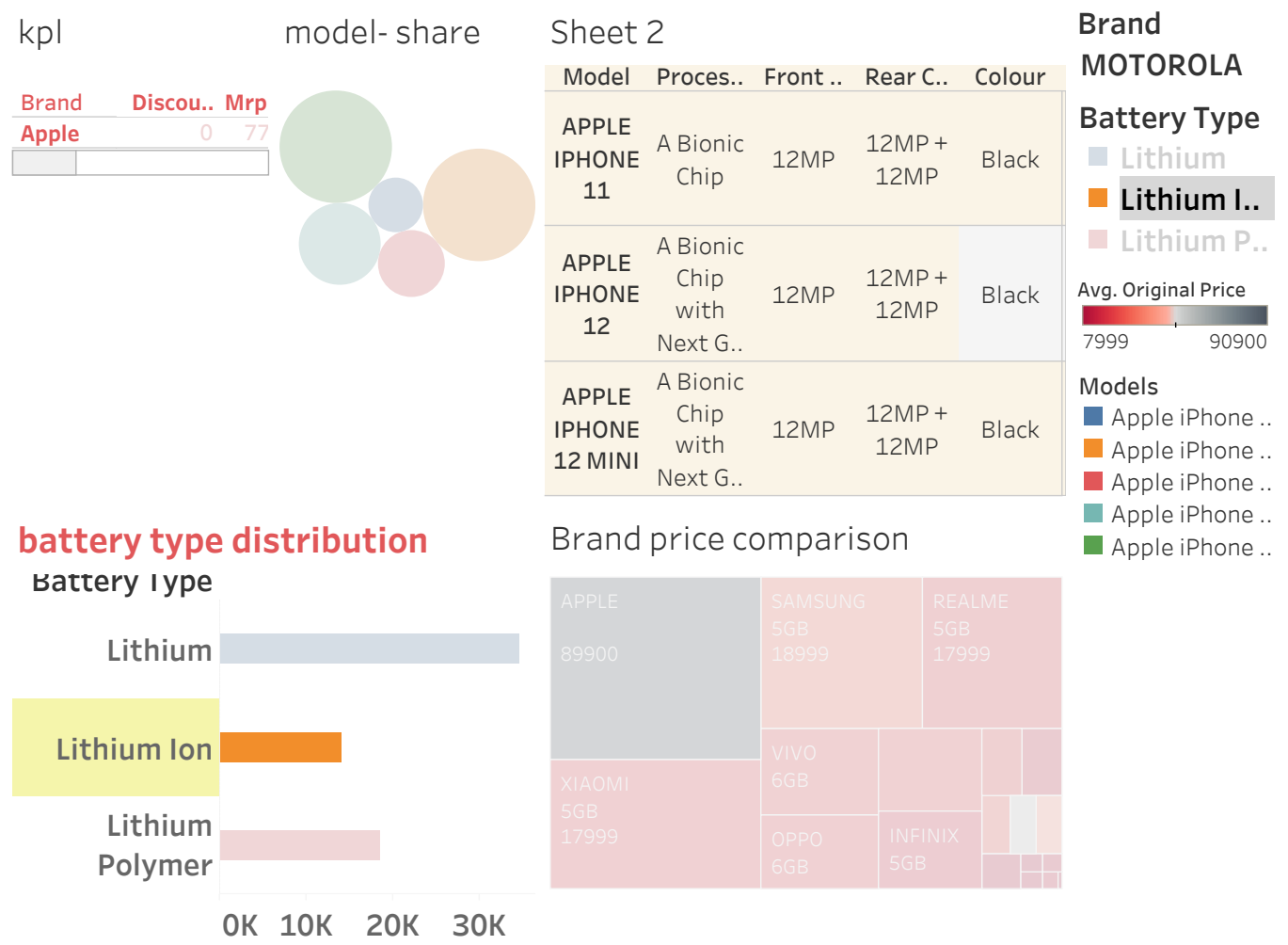


# Story 2

Apple complies to strngthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the universe. 6 of the top 10 most sold smartphone models january2021 were designed by Apple.	More than 1 billion consumers currently use iPhone. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 billion units.	iPhone sales generator \$205 billion revenue for Apple in 2022, more than microsoft's total revenue. It sold 232 million iPhone units that year.
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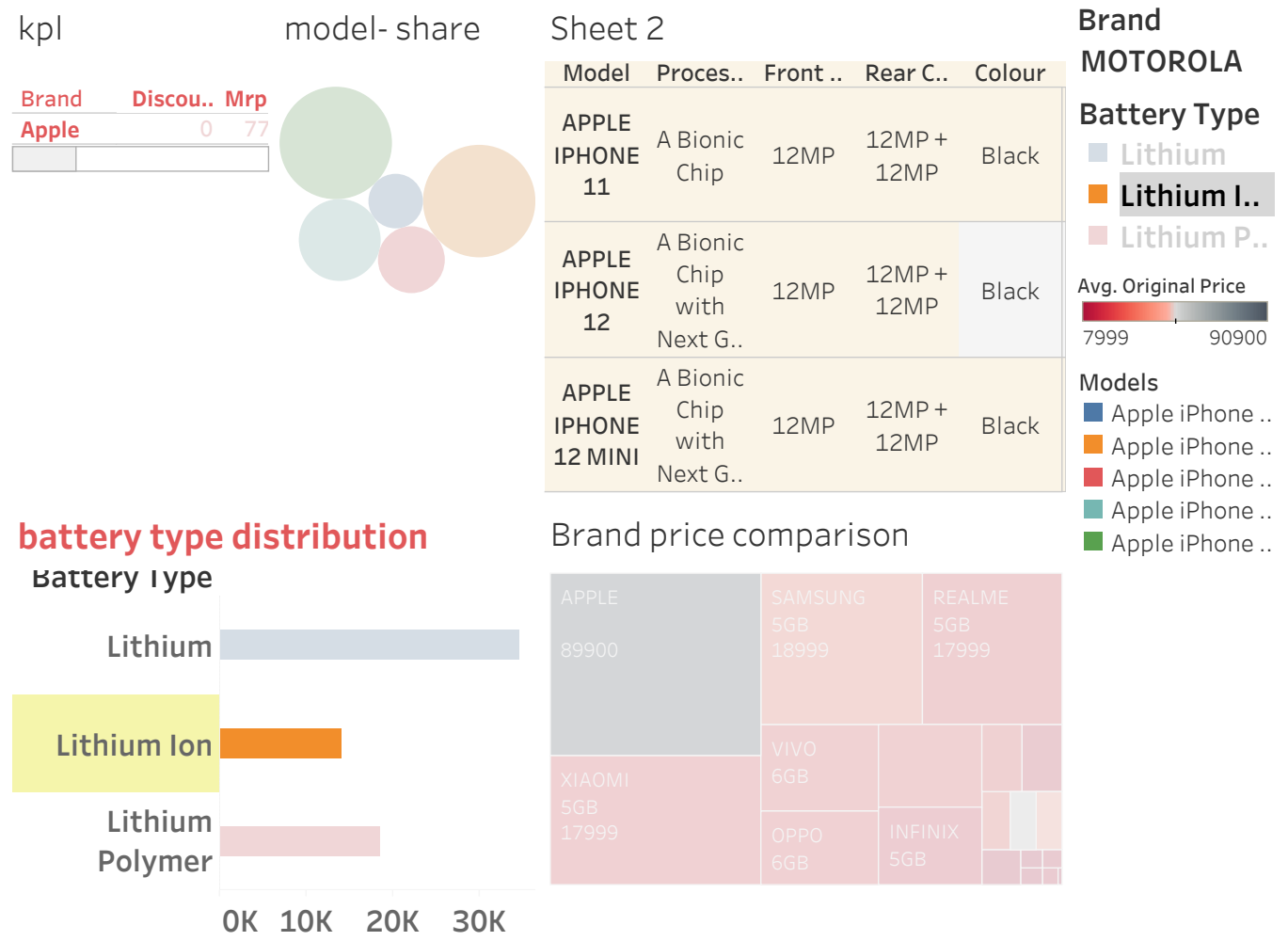


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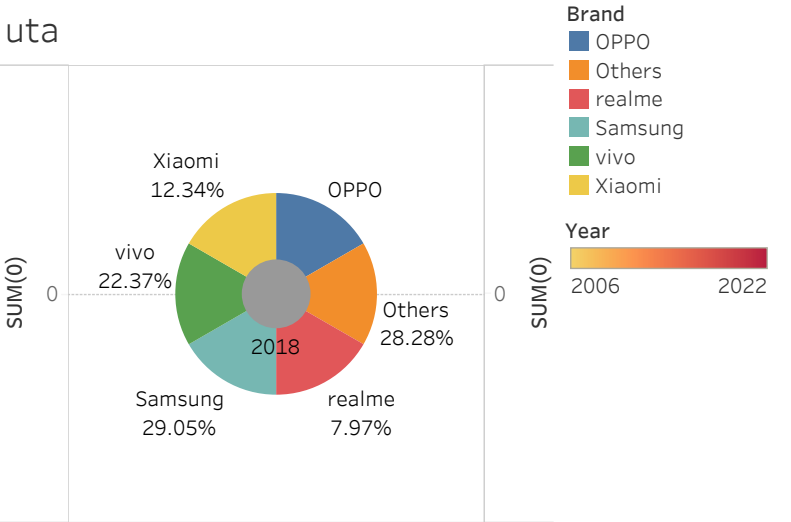
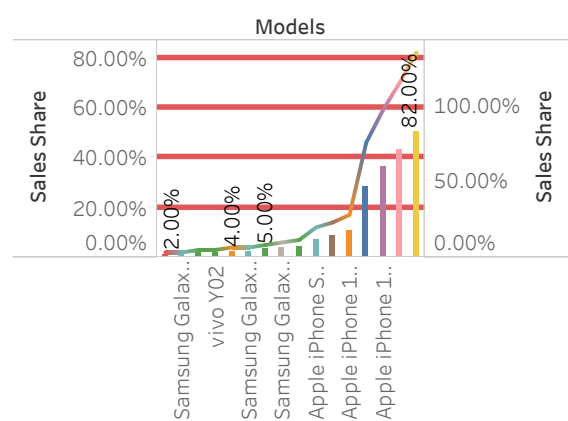
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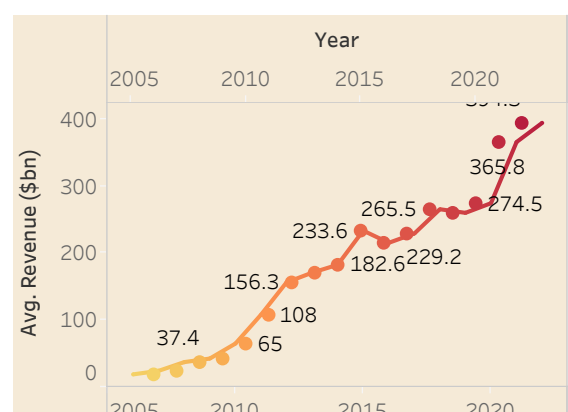
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Comparative analysis amongst various other leading brand in the smartphone industry shows that iPhone is yet to make its impact in India.

country wise best selling smart  
phone



Annual revenue



Sheet 9

Revenue Generated	1,634
Count of Market Pen..	15
Active Users (mm)	8,723
Units sold (mm)	2,325

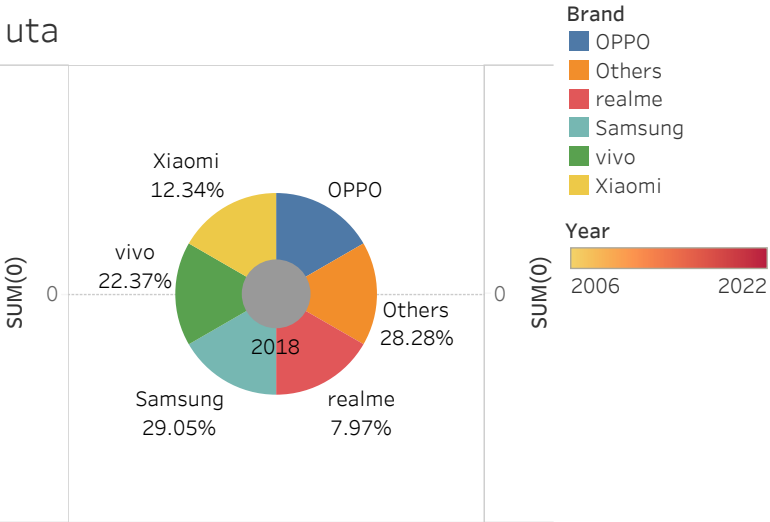
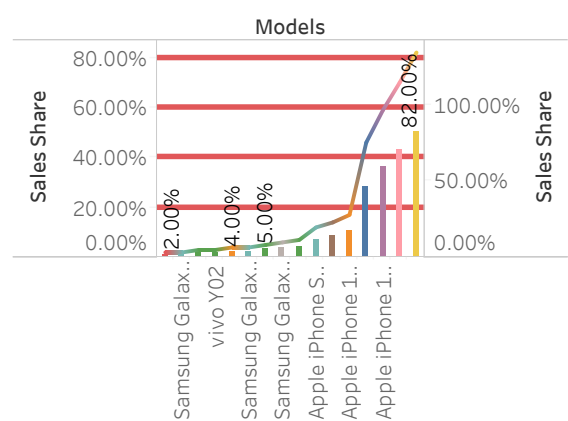
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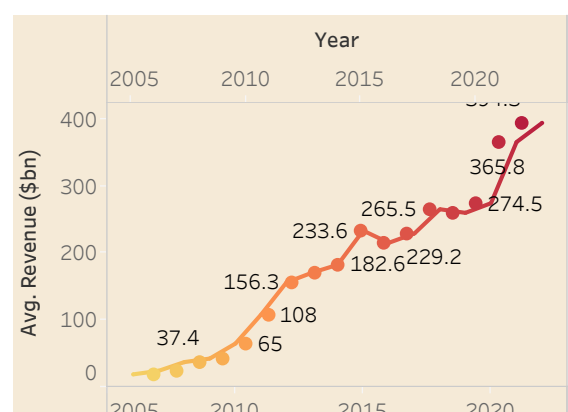
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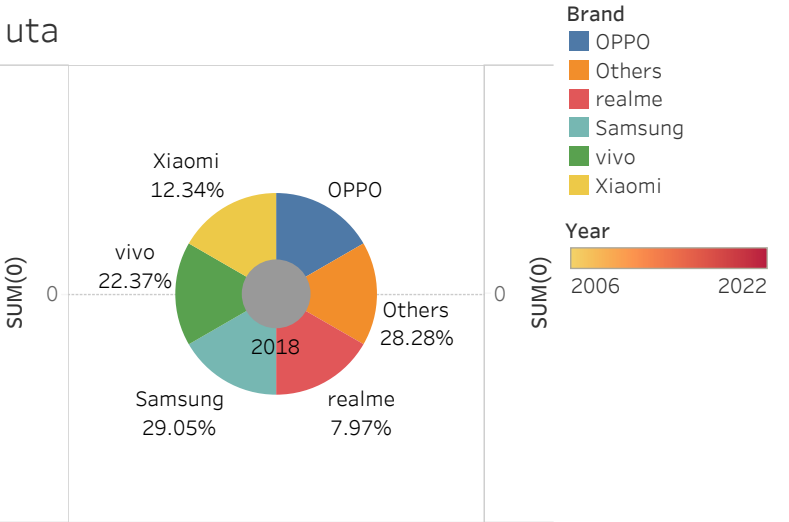
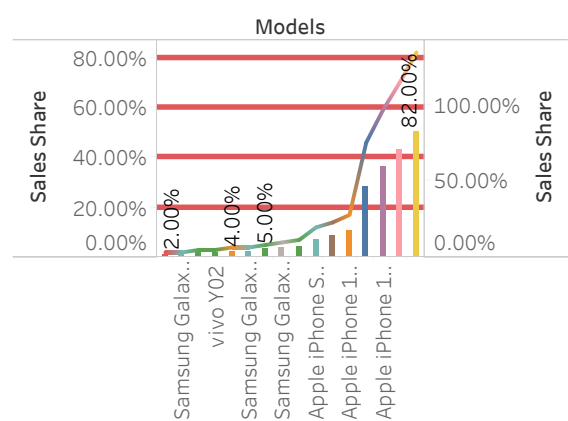
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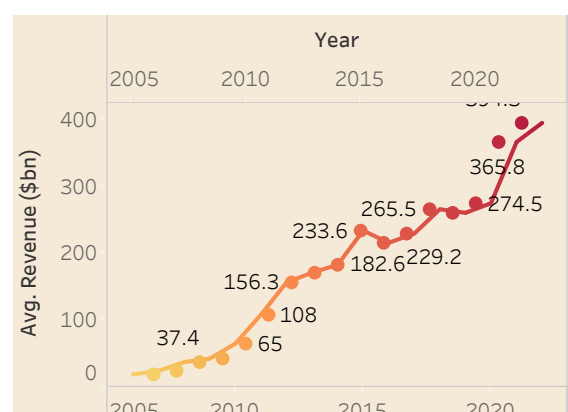
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