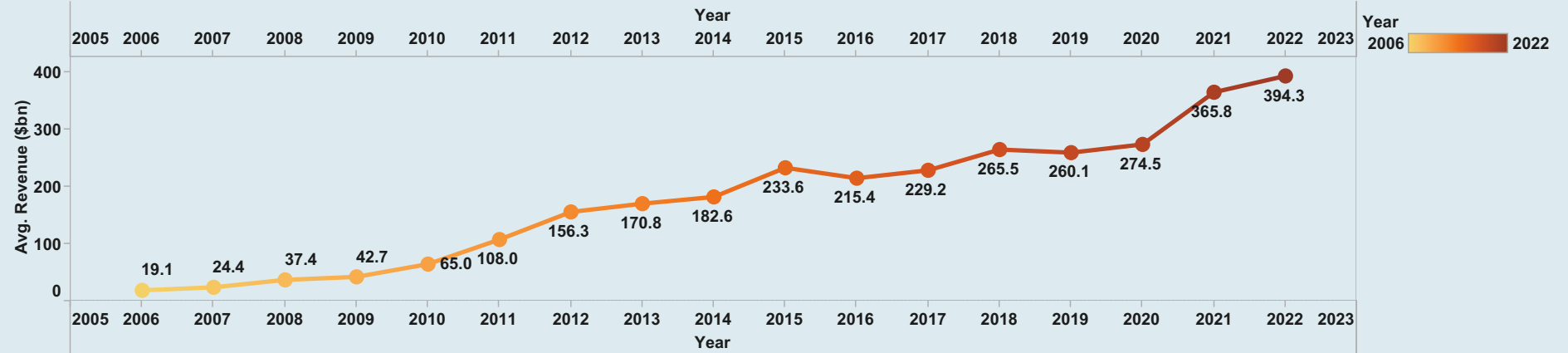


since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the year though slight bump in year 2016 but ever since it has increased to \$394.3bn in 2022

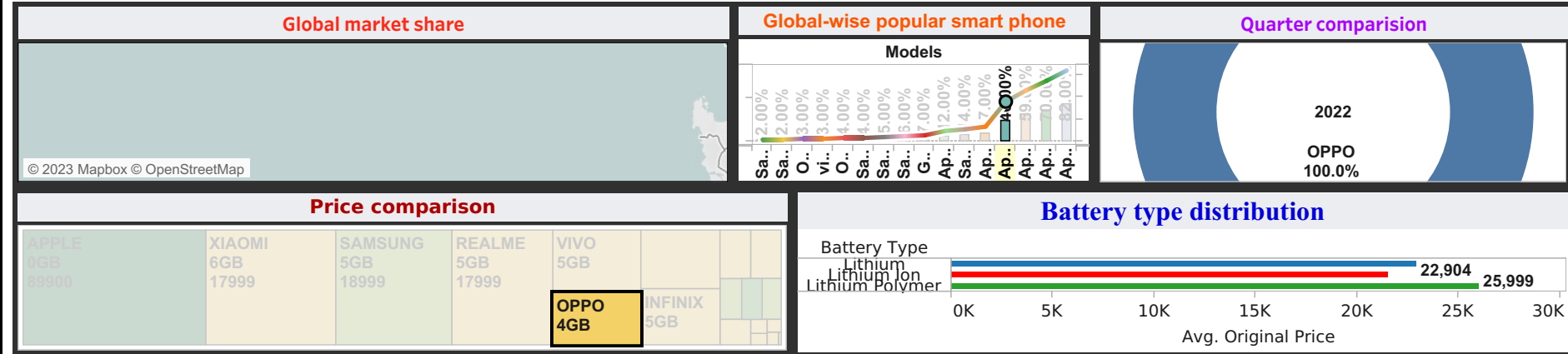
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple



since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the year though slight bump in year 2016 but ever since it has increased to \$394.3bn in 2022

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in 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. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to..



Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in 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. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

since its initial
iphone sales in 2021 surpassed

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

Dashboard 1

KPI-2

Revenue Generated	Units sold (mm)	Active Users (mm)
-------------------	-----------------	-------------------

Revenue Generated	Units sold (mm)	Active Users (mm)
-------------------	-----------------	-------------------

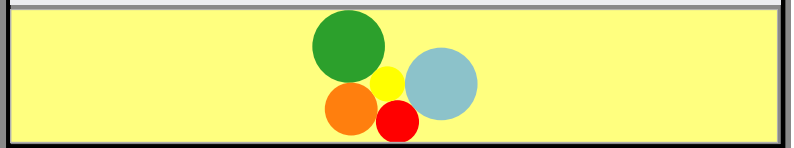
Revenue Generated	Units sold (mm)	Active Users (mm)
-------------------	-----------------	-------------------

KPI				
	Q1 2023	Q2 2023	Q3 2023	Q4 2023
Customer Satisfaction	85%	87%	89%	91%
Employee Engagement	78%	80%	82%	84%
Operational Efficiency	92%	93%	94%	95%
Financial Performance	90%	91%	92%	93%

Annual revenue



Model share



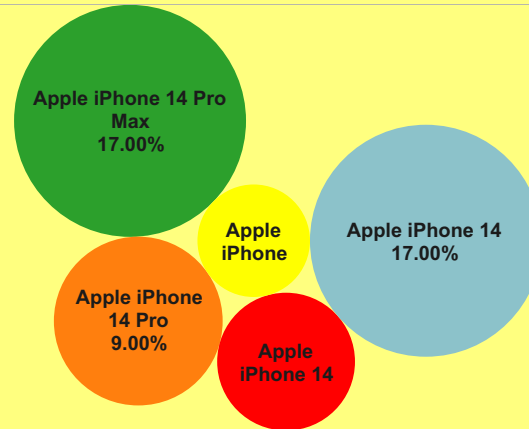
Iphone specification

[illegible]

Morethan 1 billion consumers currently use iphones.
since its initial launch, more than 1.9 billion phones have been sold.
iphone sales in 2021 surpassed the 2015 peak..

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 amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India.

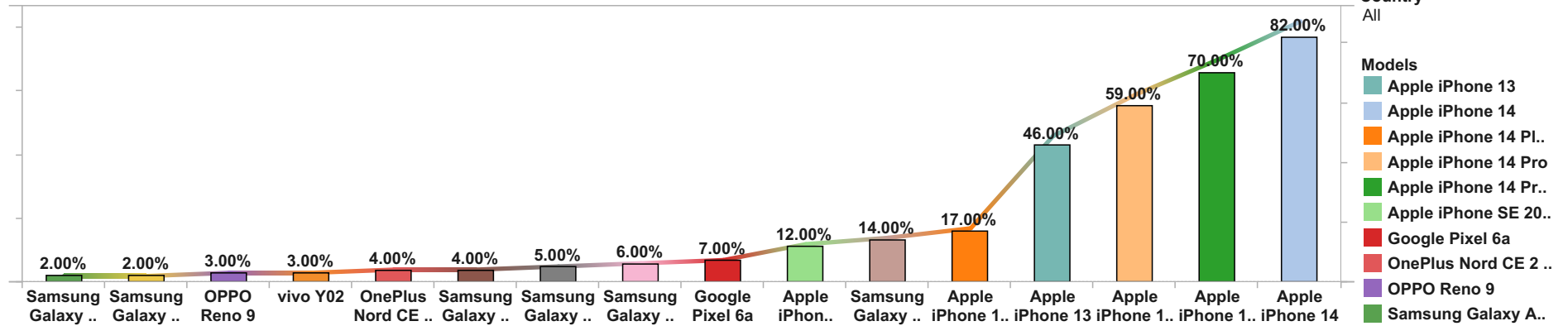


iPhone sales generated \$205 billion revenue for apple in 2022, more than Microsoft's total revenue. It sold 232 million iphone units that year.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India.

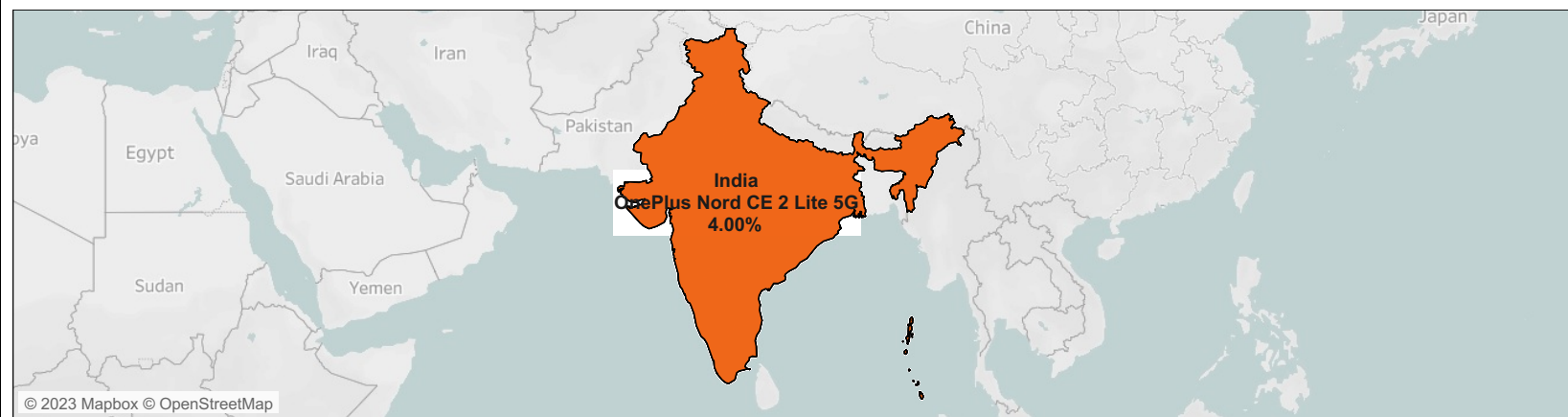
Although the iphone isn't far behind in the competition, it is yet to scale-up it's marketing strategies and policy formulations for Indian Audience.

Models



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

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



Country
India

Country
India