



**Says**  
What have we heard them say?  
What can we imagine them saying?



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

India contributed close to 4% of all iPhone sales in the second quarter, growing 50% year-on-year.

India became Apple's fifth largest iPhone market in the second quarter for the first time, overtaking France and Germany,

The rapid growth in India comes as Apple ramps up its presence in the world's fifth-largest economy from both a retail and manufacturing perspective.

India became Apple's

Apple has also shifted some iPhone manufacturing to India

India's smartphone market is dominated by low-cost Android smartphones made by Chinese players like Xiaomi as well as Apple's arch rival Samsung

APPLE'S IPHONE IMPACT IN INDIA

However, there has been a growth in the premium smartphone segment.

Analysts are excited about the prospects of India for Apple

Apple's growth story in India has been a combination of the company

The first industry-wide factor is the growth in the premium market in India which Apple has taken advantage of

Apple could account for 15% of Apple's revenue growth over the next five years

Analysts at the investment bank forecast revenue growth over then next 10 years in India to stand at \$40 billion.



**Does**  
What behavior have we observed?  
What can we imagine them doing?



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?